

THE UNIVERSITY OF ALABAMA®

Culverhouse College of Commerce First Destination Report Undergraduate Class – December 2016

Summary	
Graduates	411
Responses	242
Knowledge Rate	59%
Career Outcome Rate	82%
Full-Time	< 74%
Part-Time	< 3%
Continuing Education	5%
Military Service	< 1%
Volunteer Service	0%
Still Seeking	< 18%

Knowledge Rate and Career Outcome Rate by Major

Major	Knowledge Rate	Career Outcome Rate (Percentage Placed)
Accounting	63%	91%
Economics (CB)	67%	100%
Finance	36%	83%
General Business	50%	75%
Management	50%	77%
Management Information Systems	94%	90%
Marketing	61%	80%
Operations Management	79%	73%
Total for Culverhouse College of Commerce	59%	82%

Full Time Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Accounting	\$50,160	\$46,856	\$17,680 - \$59,280
Economics (CB)	**	**	**
Finance	\$47,500	\$44,993	\$29,474 - \$55,500
General Business	\$54,505	\$59,189	\$35,000 - \$105,000
Management	**	**	**
Management Information Systems	\$67,500	\$66,477	\$42,000 - \$85,000
Marketing	**	**	**
Operations Management	\$50,000	\$52,018	\$35,000 - \$80,000
Total for Culverhouse College of Commerce	\$55,000	\$54,713	\$17,680 - \$105,000

THE UNIVERSITY OF ALABAMA®

Culverhouse College of Commerce First Destination Report Undergraduate Class – December 2016

Notes:

1. Data represents information collected beginning at graduation and continuing 6 months post-graduation. The term “knowledge rate” refers to the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates’ post-graduation career activities. This information comes from the graduates via survey. Relevant data may also be provided by secondary sources.
2. Career Outcome rate includes full-time employed, part-time employed, continuing education, volunteer service, and military service.
3. Still Seeking rate includes those that indicated that they are seeking employment or that they are seeking to continue their education but have yet to enroll.
4. Percentages are rounded to the nearest percentage point.
** Indicates that population and/or sample size is insufficient to report.