

# THE UNIVERSITY OF ALABAMA®

## Culverhouse College of Commerce First Destination Report Undergraduate Class – May 2017

Summary	
Graduates	1,047
Responses	836
Knowledge Rate	80%
Career Outcome Rate	91%
Full-Time	> 69%
Part-Time	< 2%
Continuing Education	< 20%
Military Service	< 1%
Volunteer Service	> 0%
Still Seeking	< 9%

### Knowledge Rate and Career Outcome Rate by Major

Major	Knowledge Rate	Career Outcome Rate (Percentage Placed)
Accounting	74%	93%
Economics (CB)	79%	91%
Finance	77%	89%
General Business	62%	92%
Management	82%	89%
Management Information Systems	96%	99%
Marketing	85%	90%
Operations Management	82%	95%
<b>Total for Culverhouse College of Commerce</b>	<b>80%</b>	<b>91%</b>

### Full Time Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Accounting	\$53,300	\$55,901	\$44,928 - \$75,000
Economics (CB)	\$61,500	\$60,375	\$47,000 - \$73,000
Finance	\$55,000	\$56,503	\$20,800 - \$100,000
General Business	\$41,678	\$43,387	\$27,040 - \$65,000
Management	\$45,000	\$45,094	\$26,000 - \$75,000
Management Information Systems	\$63,000	\$64,744	\$44,000 - \$104,000
Marketing	\$45,000	\$46,473	\$19,200 - \$80,000
Operations Management	\$50,000	\$48,858	\$22,880 - \$65,000
<b>Total for Culverhouse College of Commerce</b>	<b>\$53,850</b>	<b>\$52,705</b>	<b>\$19,200 - \$104,000</b>

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### 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.