

THE UNIVERSITY OF ALABAMA®

Culverhouse College of Commerce First Destination Report Undergraduate Class- December 2015

Summary	
Career Outcome Rate	88%
Full-Time Employed	71%
Part-Time Employed	3%
Continuing Education	13%
Military Service	1%
Seeking Employment	12%

Knowledge Rate and Career Outcomes Rate by Major

Major	Knowledge Rate	Career Outcomes Rate (Percentage Placed)
Accounting	62%	90%
Economics (CB)	25%	100%
Finance	55%	87%
General Business	54%	82%
Management	61%	83%
Management Information Systems	89%	97%
Marketing	65%	88%
Operations Management	87%	88%
Total for Culverhouse College of Commerce	65%	88%

Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Accounting	\$52,000	\$48,600	\$36,000 - \$55,000
Economics (CB)	***	***	***
Finance	\$45,000	\$47,577	\$27,040 - \$80,000
General Business	\$50,000	\$48,120	\$25,000 - \$70,000
Management	\$46,000	\$49,100	\$17,000 - \$80,000
Management Information Systems	\$62,500	\$62,321	\$45,000 - \$81,500
Marketing	\$45,000	\$43,851	\$24,960 - \$60,500
Operations Management	\$55,000	\$53,158	\$40,000 - \$63,100
Total for Culverhouse College of Commerce	\$52,000	\$52,083	\$17,000 - \$81,500

Notes:

1. Data is collected in accordance with NACE standards 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.