

THE UNIVERSITY OF ALABAMA®

Culverhouse College of Commerce First Destination Report Undergraduate Class- December 2014

Summary	
Career Outcome Rate	95%
Full-Time Employed	85%
Part-Time Employed	1%
Continuing Education	8%
Military Service	0%
Seeking Employment	5%

Knowledge Rate and Career Outcomes Rate by Major

Major	Knowledge Rate	Career Outcomes Rate (Percentage Placed)
Accounting	56%	98%
Economics (CB)	80%	92%
Finance	48%	87%
General Business	64%	91%
Management	54%	91%
Management Information Systems	85%	100%
Marketing	51%	95%
Operations Management	75%	97%
Total for Culverhouse College of Commerce	63%	95%

Salary by Major

Major	Median Starting Salary	Average Starting Salary	Salary Range
Accounting	\$50,000	\$46,312	\$20,800 - \$55,120
Economics (CB)	\$43,000	\$52,367	\$31,200 - \$100,000
Finance	\$63,250	\$64,464	\$30,000 - \$110,000
General Business	\$39,000	\$47,711	\$27,000 - \$100,000
Management	\$43,000	\$41,747	\$27,040 - \$55,000
Management Information Systems	\$61,000	\$58,961	\$40,000 - \$80,000
Marketing	\$45,000	\$44,714	\$36,000 - \$55,000
Operations Management	\$50,000	\$50,081	\$35,000 - \$68,400
Total for Culverhouse College of Commerce	\$50,500	\$52,198	\$20,800 - \$110,000

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.