



**WILLIAM  
& MARY**  
CHARTERED 1693

**OFFICE OF CAREER DEVELOPMENT  
& PROFESSIONAL ENGAGEMENT**

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# OUTCOMES REPORT

*Undergraduate Business | Class of 2021*



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## Methodology

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### NACE STANDARDS

The Office of Career Development & Professional Engagement adheres to standards for first destination survey guidelines set by the National Association of Colleges and Employers (NACE). In addition to standard questions regarding post-graduation plans (e.g., employment data, graduate/professional school data), the survey collects applied learning data, next destination alignment with career goals, and primary university career influencers.

### DATA COLLECTION

The online survey is distributed to William & Mary seniors graduating in August, January, or May of the current academic year. The survey is sent initially in February; then, it is sent monthly to non-respondents and re-sent to those who indicate their status as ‘job seeking’ or ‘applying to graduate/professional school.’

Other primary sources of data retrieval are the National Student Clearinghouse, initiatives with campus partners, and data mining via social media. Data collection closes each December following May graduation. All forms of data collection follow NACE protocols.

### KNOWLEDGE RATE

Our knowledge rate is the percent of graduates for which the William & Mary Office of Career Development & Professional Engagement has reasonable and verifiable information concerning graduates’ post-graduation career outcomes. Information is retrieved directly from students/recent alumni, employers, campus partners, social media, and the National Student Clearinghouse. The Office of Career Development & Professional Engagement’s goal is the highest rate possible; the national average for Bachelor degrees is 58% according to NACE’s First Destinations Dashboard for the Class of 2020, published in 2021. Outcomes are reported on conferred graduates. Information is shared in aggregate and published annually in the *Next Destination Survey Report* and the *Career Success Report*.

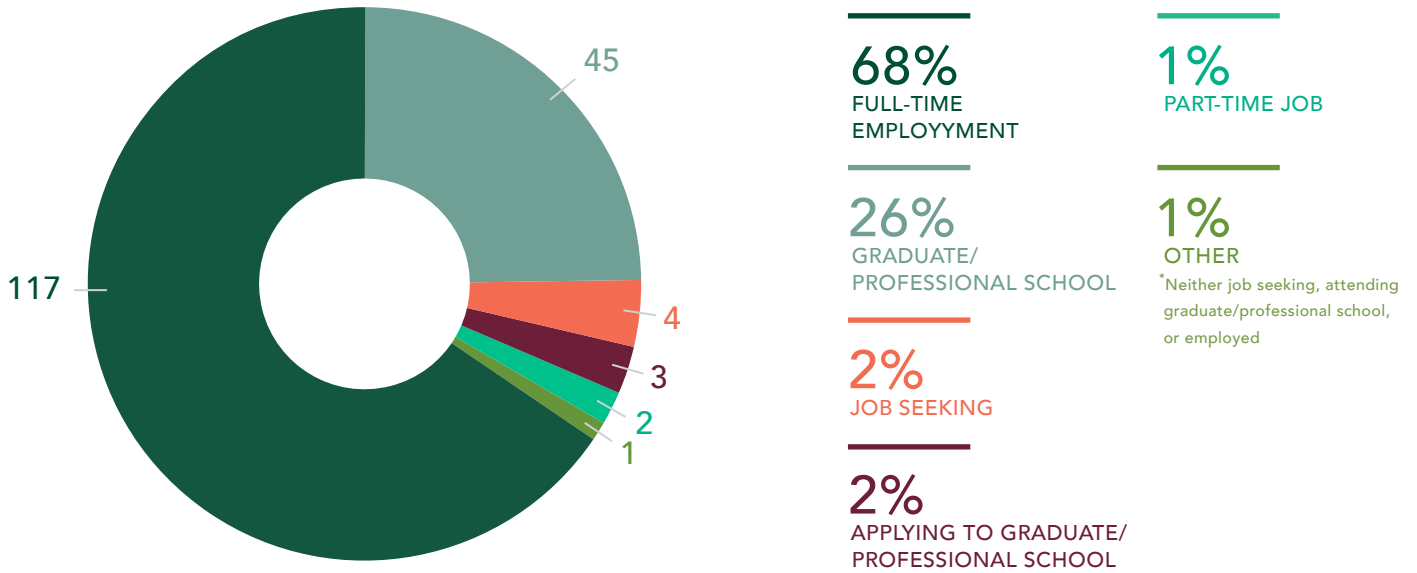
# Results

Class of 2021 BBA: Major 1 and Major 2

91% knowledge rate, n=172/190

Career outcomes rate: 95% (164/172) reported employment or attending graduate/professional school

## Business Majors Next Destination



## Salary/Bonus

51% (60/117) of those reporting full-time employment also reported salary information.

Mean salary  
\$69,363

Median salary  
\$70,000



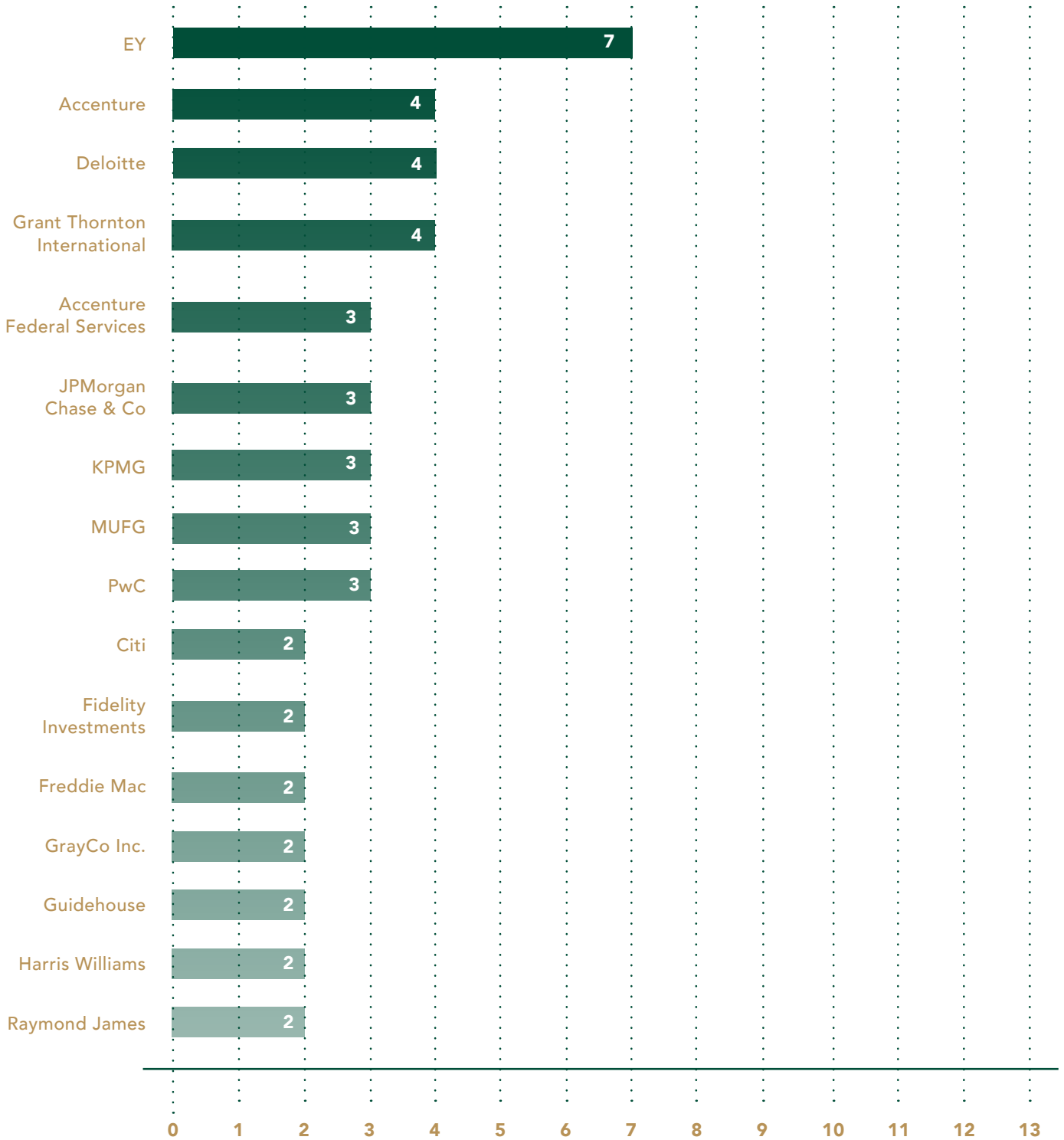
Mean bonus  
\$10,284

Median bonus  
\$5,000

38% (45/117) of those reporting full-time employment also reported bonus information.

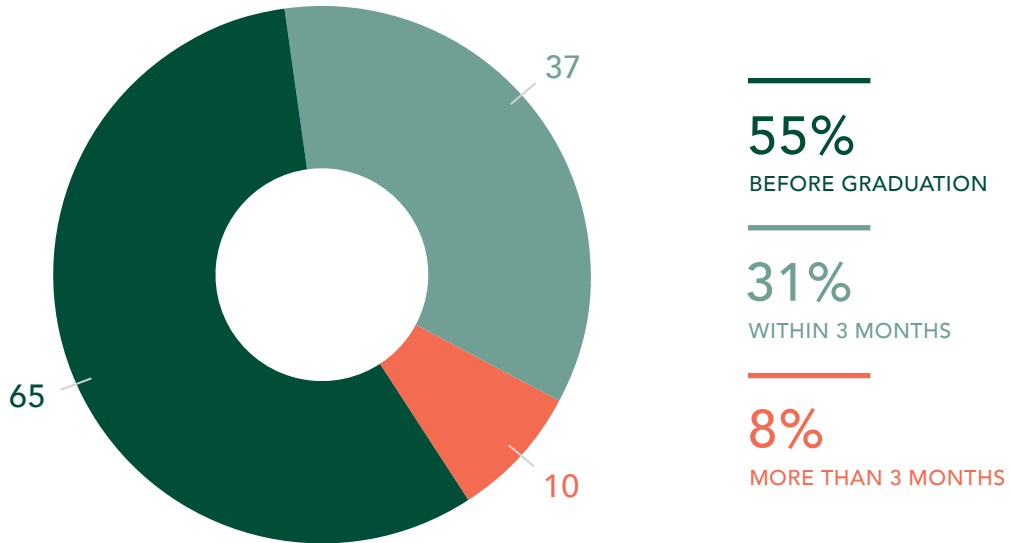
# Top Employers

Employers with 2 or more undergraduate hires



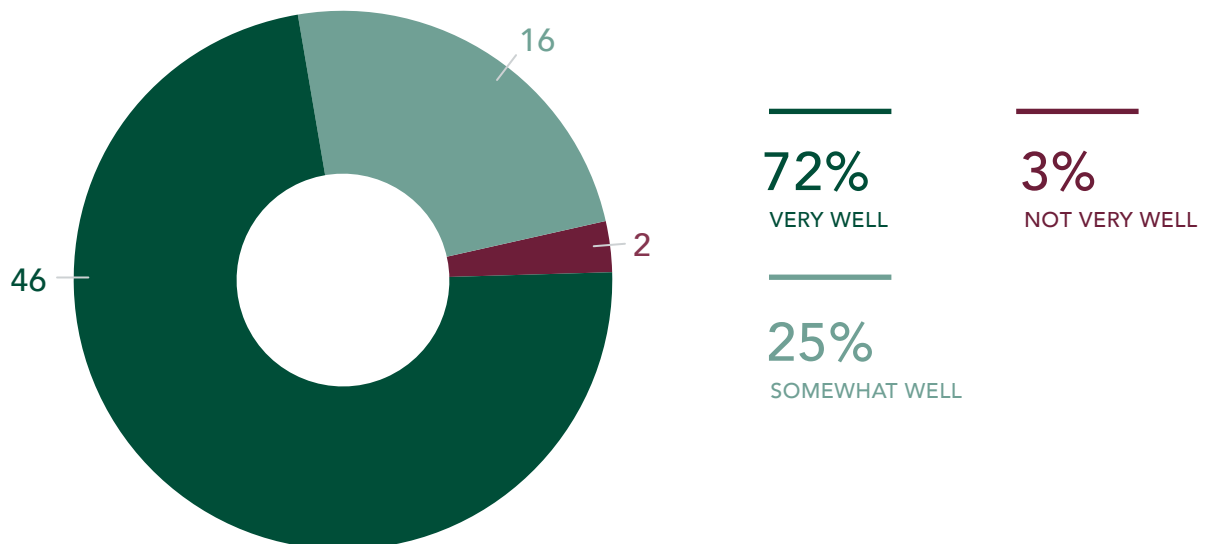
## Timing of Employment Offer Acceptance

94% (112/119) knowledge rate for full-time and part-time employment



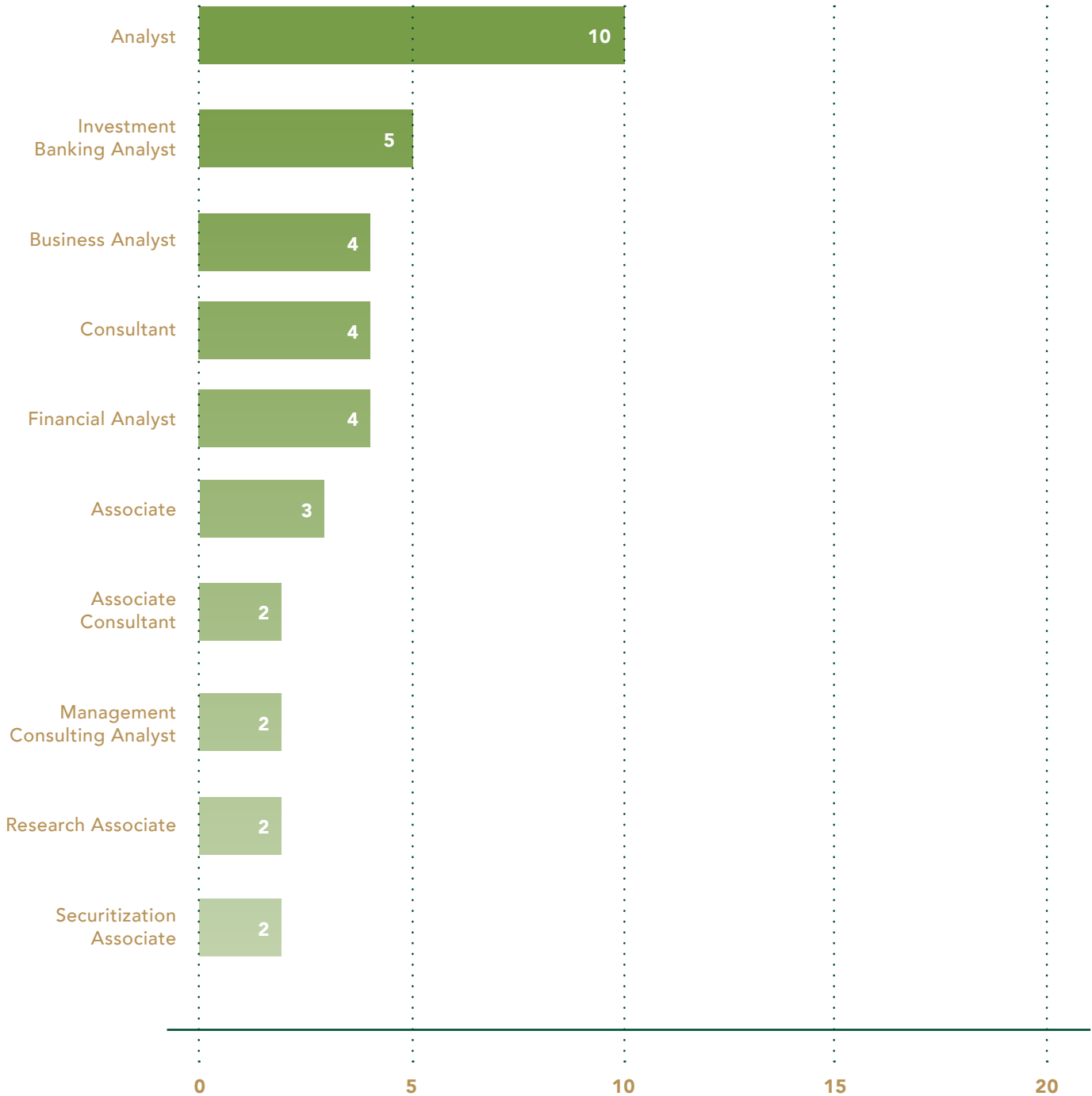
## Employment Alignment with Career Goals

97% (62/64) combined response for somewhat well and very well



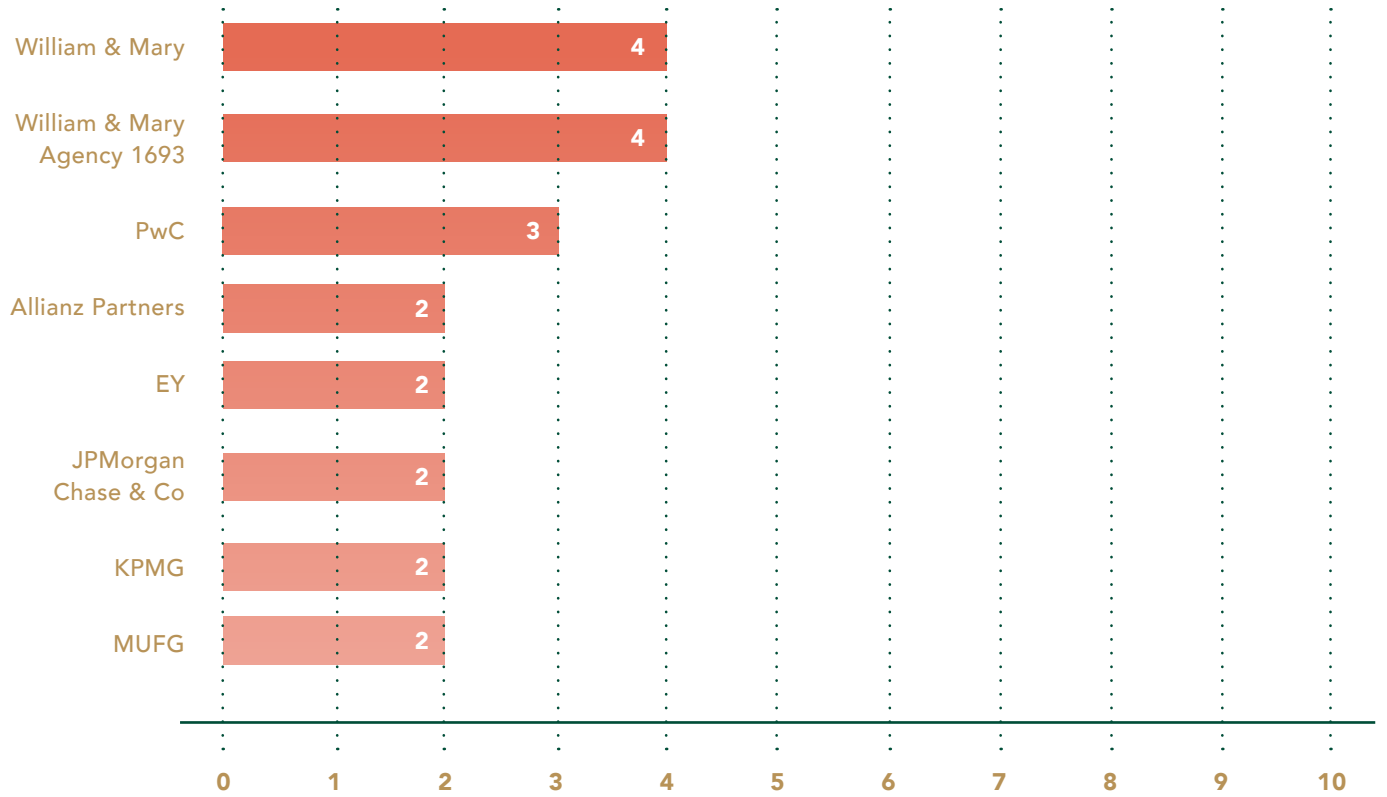
## Employment Title or Rank

Employment titles occurring 2 or more times



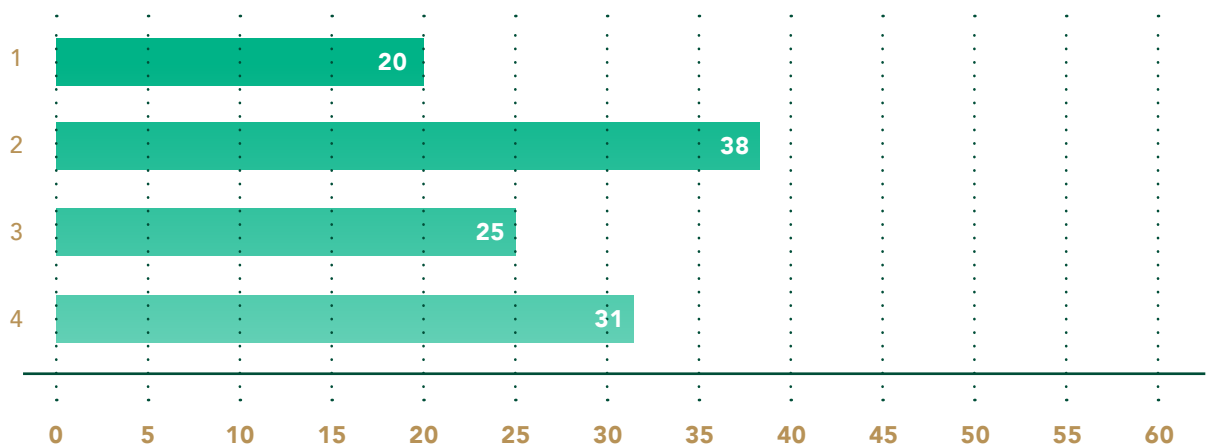
## Top Applied Learning Sites

Sites hosting 2 or more W&M BBA students in applied learning roles



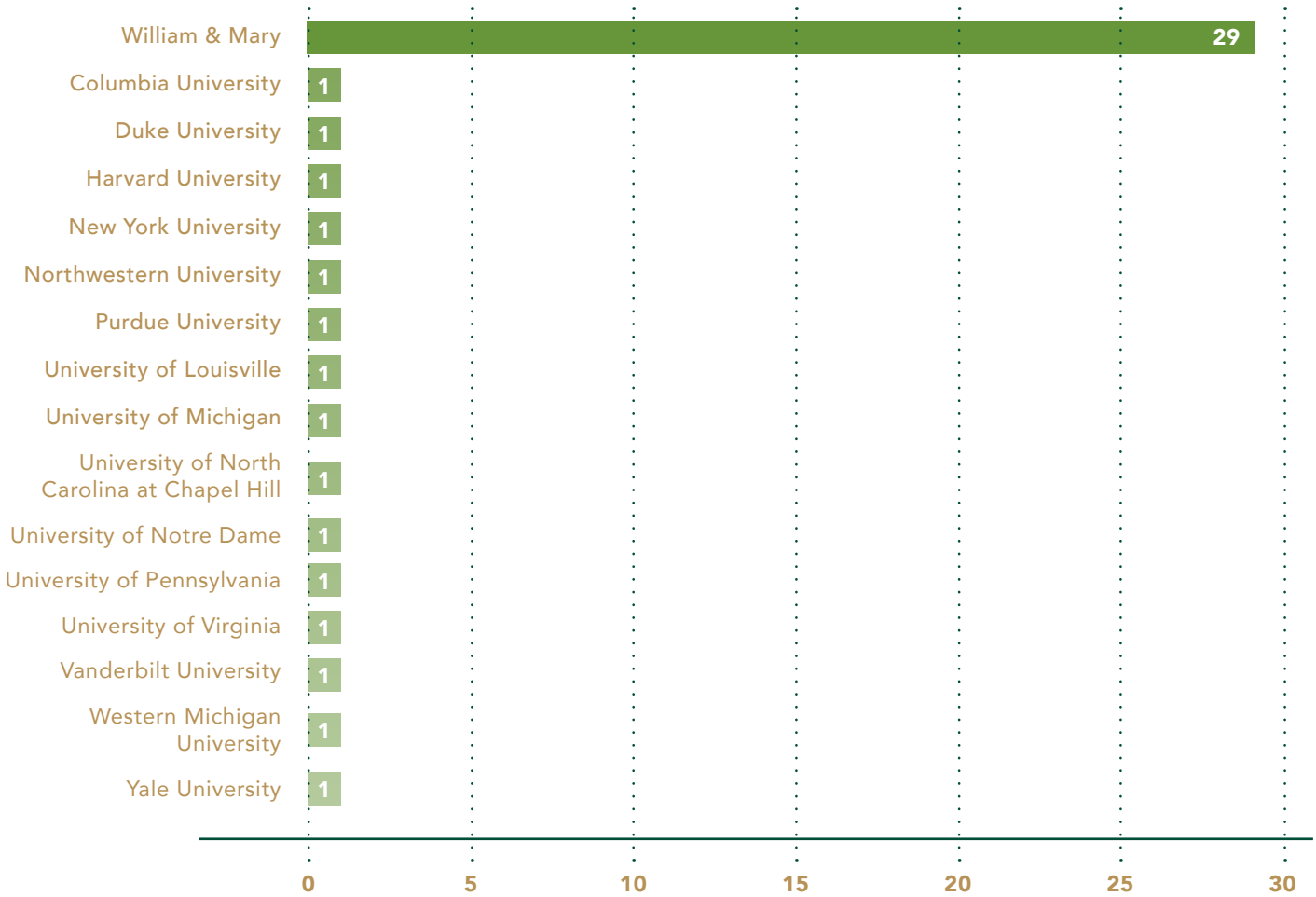
## Applied Learning Frequency

66% (114/172) reported completing at least one applied learning experience prior to graduation

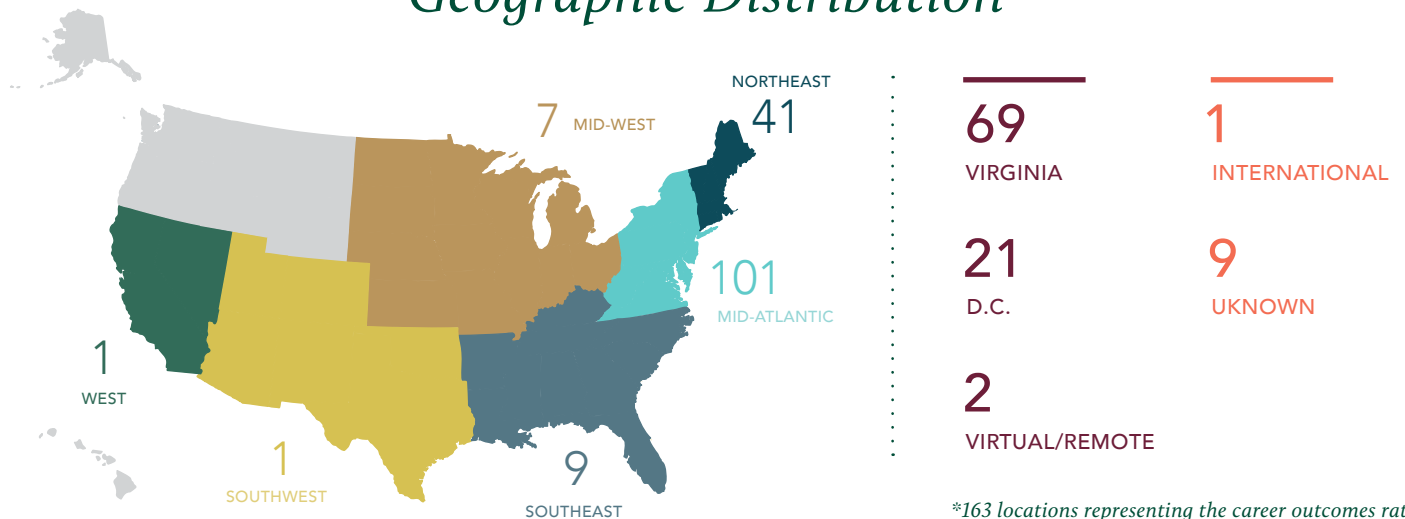


## Graduate/Professional Institutions

26% (44/172) reported attending graduate/professional schools after receiving a Bachelor's degree



## Geographic Distribution



\*163 locations representing the career outcomes rate (employment and graduate/professional school)



# Accounting Major 1

Knowledge rate: 81% (17/21)



100% (17/17)

Employed or attending graduate school



\$56,800

Average starting salary

\$1,000

Average bonus

## TOP EMPLOYERS

Data for Accounting Major 1 revealed 3 unique employers. Those hiring 2 or more members of the graduating class were:

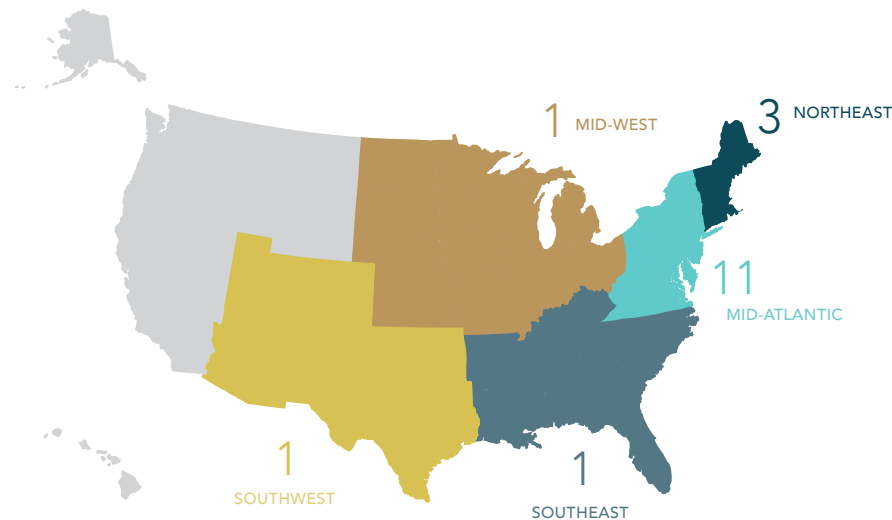
**Deloitte.** **EY**



8/17 (47%)  
working full time



9/17 (53%)  
attending graduate school



8

VIRGINIA

1

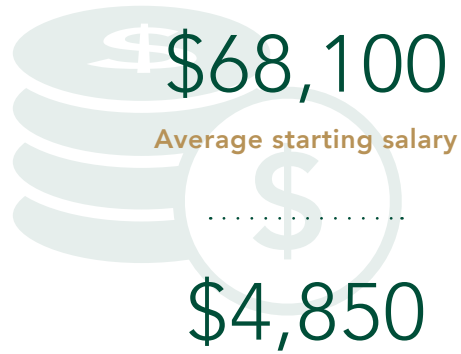
D.C.

# Business Analytics Major 1

Knowledge rate: 94% (33/35)  
Includes BADS and BASC



94% (31/33)  
Employed or attending graduate school



20/33 (61%)  
working full time



11/33 (33%)  
attending graduate school



1/33 (3%)  
job seeking

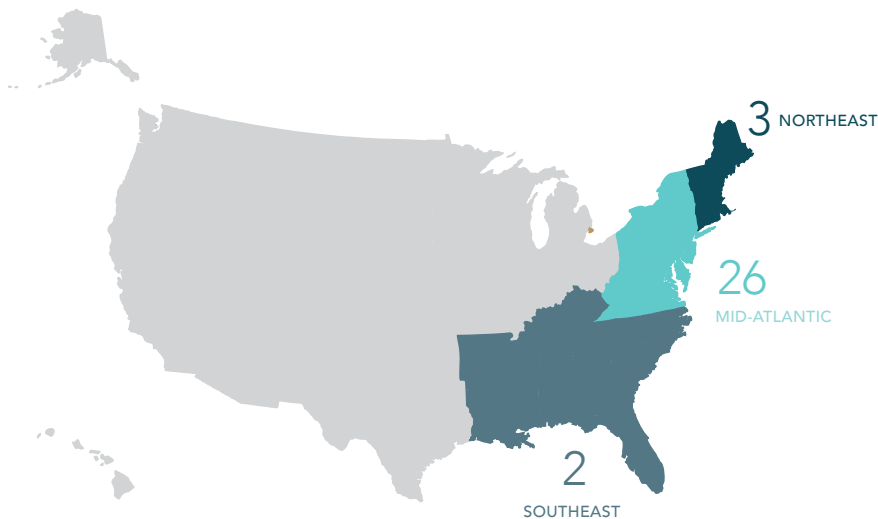


1/33 (3%)  
applying to graduate school

## TOP EMPLOYERS

Data for Business Analytics Major 1 revealed 12 unique employers. Those hiring 2 or more members of the graduating class were:

accenture Deloitte Grant Thornton



20  
VIRGINIA

4  
D.C.

# Finance Major 1

Knowledge rate: 95% (84/88)



**95%** (80/84)  
Employed or attending graduate school



**\$74,259**

Average starting salary

**\$13,796**

Average bonus

## TOP EMPLOYERS

Data for Finance Major 1 revealed 37 unique employers. Those hiring 2 or more members of the graduating class were:



62/84 (74%)  
working full time



16/84 (19%)  
attending graduate school



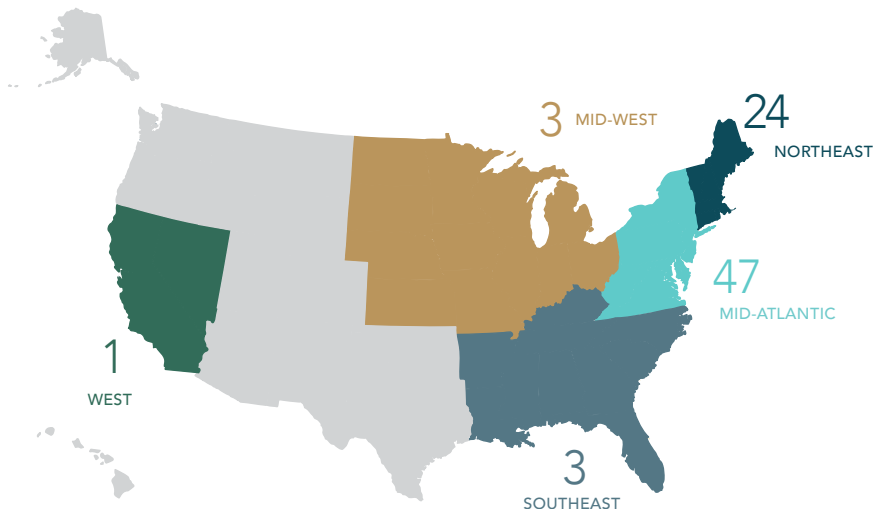
2/84 (2.3%)  
working part-time



2/84 (2.3%)  
job seeking



2/84 (2.3%)  
applying to graduate school



# Marketing Major 1

Knowledge rate: 88% (29/33)



93% (27/29)  
Employed or attending graduate school



\$6,920  
Average bonus

### TOP EMPLOYERS

Data for Marketing Major 1 revealed 23 unique employers.  
Featured employers are:



GALLUP



23/29 (79%)  
working full time



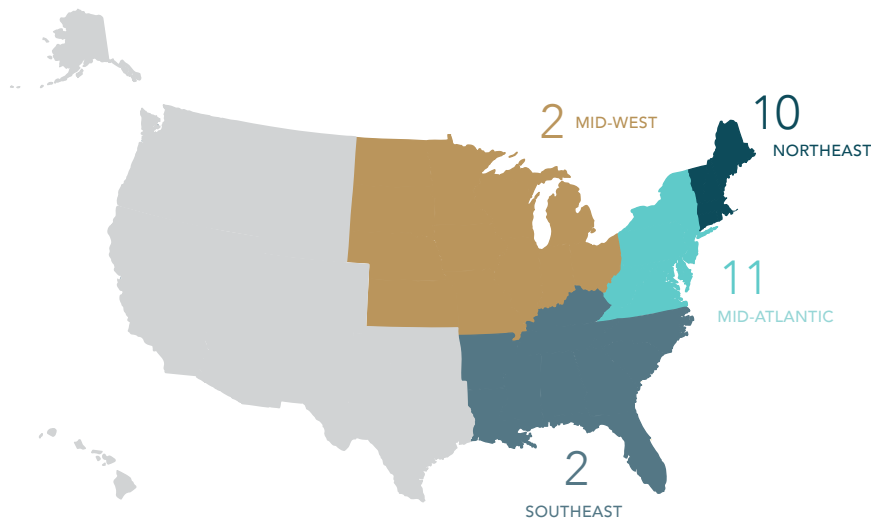
4/29 (14%)  
attending graduate school



1/29 (3.5%)  
job-seeking



1/29 (3.5%)  
other



5  
VIRGINIA

4  
D.C.

2  
VIRTUAL/REMOTE

## Business Major 2

Knowledge rate: 69% (9/13)  
Includes FIN, BADS, and BASC



100% (9/9)

Employed or attending graduate school



\$83,500

Average starting salary

\$6,667

Average bonus

### TOP EMPLOYERS

Data for Business Analytics Major 2 revealed 4 unique employers.

Featured employers are:

accenture

KRG  
The Research Group, LLC  
AN HIXA COMPANY

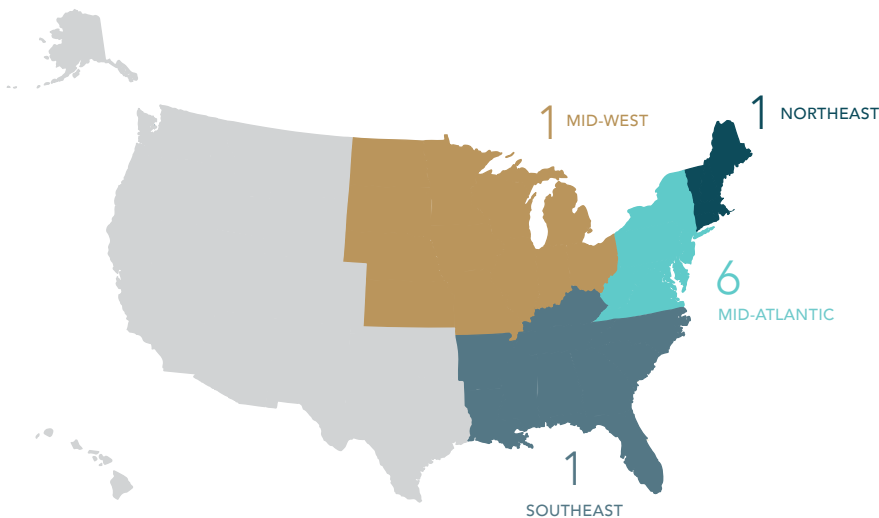
MUFG



4/9 (44%)  
working full time



5/9 (56%)  
attending graduate school



5

VIRGINIA

1

D.C.

# Employers

63 Unique Employers

19 Top Employers

3Q Digital	Citi	Goldman Sachs	MAPCO	Stand Steady
Accenture	ClearCompany	Google	MarketBridge	Strategic Investment Group
Accenture Federal Services	Code42	Grant Thornton International	MidCap Financial	Studio Snaidero DC Metro
Aldrich Capital Partners (Growth Equity)	Connelly Partners	GrayCo Inc.	Millennium Management LLC	Susquehanna International Group
Amazon	Creative Systems & Consulting	Guidehouse	Mission Lane	The Kenrich Group LLC, an HKA Company
Ankura (Economic Consulting)	CVP	Harris Williams	MUFG	The Tiny Tassel
Appcast, Inc.	Deloitte	Horizon Media	NextEra Energy	The Walt Disney Company
Bacardi	dlr   marketing, inc.	Huntington Ingalls Industries	Nili Lotan New York	Truist
Bank of America	Epic Systems	ICF Next	NTT Data	US Bank
Bozzuto	Evercore ISI Research	ING Bank	Public Financial Management	Vemo Education
Bramnick, Rodriguez, Grabas, Arnold & Managan	ExecOnline, Inc.	Innisfree M&A Inc.	PwC	Vitesco Technologies USA, LLC
BTG Pactual	EY	Integrity 9 Sports & Entertainment	Raymond James	VMLY&R
Cambridge Associates	Fidelity Investments	JPMorgan Chase & Co	RBC Capital Markets	West Monroe Partners
Campus Apartments	Fluent, Inc.	Kepler	Red Ventures	Wiss & Company LLP
Centerview Partners	Freddie Mac	Kohl's	Royal Bank of Canada	
CGI Inc.	Gallagher Affinity	KPMG	RSM US LLP	
Cherry Bekaert	Gallup	Leidos	Sawaya Partners	
	Georgetown Law - CriminalDefense & Prisoner Advocacy Clinic	Manhattan Theatre Club	Sircle Media	
			Solomon Page	