

2010 Graduate Survey



CAREER SERVICES OFFICE

Goldey-Beacom College

4701 Limestone Road

Wilmington, DE 19808

Phone 302-225-6256

Fax 302-998-3467

Email: careers@gbc.edu

Website: www.gbc.edu/career

Prepared by: Rebecca A. Leyson

Career Services Specialist

Goldey-Beacom College

2010 Graduate Survey for Associate's Degree Graduates

Executive Abstract

- This survey was administered online to the 2010 Associate's degree graduates between April and August 2010. Over 95% of the graduates responded to the survey.
- Out of the graduates that responded, 6% reported concentrations in CIS, 25% in Accounting and 69% in Business Administration.
- 100% of domestic respondents were employed, continuing their education or temporarily unavailable for work.

Out of the employed domestic respondents:

- 46% found work to be directly or somewhat related to their major course of study.
- 85% were very or somewhat satisfied with their current job.
- 100 % of all graduates were interested in pursuing a B.S. degree with 75% saying they would consider GBC for the B.S. program.
- Average time to complete Associate's degree program: 3.13 years

Goldey-Beacom College

2010 Graduate Survey for Bachelor's Degree Graduates

Executive Abstract

- This survey was administered online to the 2010 Bachelors degree graduates between April and August 2010. Over 95% of the graduates responded to the survey.
- Out of the graduates that responded, 24% were in Management, 20% in Accounting, 18% in Marketing Management, 13% in Financial Management, 8% in Human Resource Management, 6% in International Business, 4% in Accounting Information Systems, 3% in Computer Information Systems, 2% in Business Administration, and 1% in Management Information Systems.
- 95% of domestic respondents were employed, continuing their education or temporarily unavailable for work.

Out of the employed domestic respondents:

- 68% found work to be directly or somewhat related to their major course of study (versus 81% in 2009).
- 68% were very or somewhat satisfied with their current job (versus 81% in 2007).
- 51% were employed with a large employer with over 500 employees (versus 44% in 2009). (This includes A.S. graduates)
- Of the respondents who were employed full time, reported salary ranges were: 14% under \$20K; 29% at \$20-29K; 18% at \$30-39K; 16% at \$40-49K; 5% at \$50-59K; 11% at \$60K and above. 9% did not report their salary.
- Of the respondents who listed their employers, 98 employers were represented. The top employers for the 2010 graduates were: Goldey-Beacom College (6), Bank of America (4), JPMorgan Chase (2), WSFS (2) and Sallie Mae (2). (Includes A.S. graduates). A clear trend is for graduates to be spread over more employers, compared to the previous pattern of many graduates at several employers.
- 57% of all graduates were interested in pursuing an MBA degree (down from 62% in 2009) with 60% saying they would consider GBC for the MBA program (up from 39% in 2009).
- Average time to complete Bachelor's degree program: 4.27 years

Domestic Bachelor Employment Status

Employment Status	Concentration										Total	Percentage
	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT		
Full-time	11	3	0	1	7	4	5	14	1	6	52	54%
Part-time	3	1	1	1	4	3	1	4	0	7	25	26%
Not available for work	5	0	1	1	0	1	0	3	0	2	13	15%
Unemployed	0	0	0	0	1	0	0	2	0	2	5	5%
Total	19	4	2	3	12	8	6	23	1	17	95	100%

KEY

ACC = Accounting
 AIS = Accounting Information Systems
 BUS ADM = Business Administration
 CIS = Computer Information Systems
 FIN = Finance
 HRM = Human Resource Management
 IB = International Business
 MGT = Management
 MIS = Management Information Systems
 MKT = Marketing Management

Job Related to Major and Satisfaction - All Employed Associate Respondents

Employment Related to Major	ACC	BUS ADM	CIS	Grand Total	Percentage
Directly	1	2	0	3	23%
Somewhat	0	3	0	3	23%
Not	3	3	1	7	54%
N/A / Blank	0	0	0	0	0%
Grand Total	4	8	1	13	100%

Not Related Because	ACC	BUS ADM	CIS	Grand Total	Percentage
Not able to find employment in related field	0	1	1	2	29%
Chose to take employment outside related field	3	2	0	5	71%
N/A / Blank	0	0	0	0	0%
Grand Total	3	3	1	7	100%

Job Satisfaction	ACC	BUS ADM	CIS	Grand Total	Percentage
Very	1	2	0	3	23%
Somewhat	2	5	1	8	62%
Not	1	1	0	2	15%
N/A / Blank	0	0	0	0	0%
Grand Total	4	8	1	13	100%

Job Related to Major and Satisfaction - All Employed Bachelor Respondents

Employment Related to Major	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT	Grand Total	Percentage
Directly	5	3	0	0	4	2	0	7	1	4	26	33%
Somewhat	4	1	0	0	5	2	4	6	0	6	28	35%
Not	5	2	1	2	2	3	2	5	0	3	25	32%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	14	6	1	2	11	7	0	18	1	13	79	100

Not Related Because	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT	Grand Total	Percentage
Not able to find employment in related field	4	0	0	1	2	1	2	1	0	1	12	55%
Chose to take employment outside related field	1	0	1	1	0	2	0	4	0	1	10	45%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	5	0	1	2	2	3	2	5	0	2	22	100%

Job Satisfaction	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT	Grand Total	Percentage
Very	5	3	0	0	5	2	1	4	0	4	24	31%
Somewhat	6	0	1	2	4	1	3	7	1	4	29	37%
Not	3	1	0	0	2	4	2	7	0	6	25	32%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	14	4	1	2	11	7	6	18	1	14	78	100%

Primary Reasons for Unemployment of Associate Degree Students

	ACC	BUS ADM	CIS	Grand Total	Percentage
Continuing my education	0	3	0	3	100%
Interest in working, but unable to find the right position	0	0	0	0	0%
Personal responsibilities	0	0	0	0	0%
Physically unable to work	0	0	0	0	0%
Other	0	0	0	0	0%
Grand Total	0	3	0	3	100%

Primary Reasons for Unemployment of Bachelor Degree Students

	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT	Grand Total	Percentage
Continuing my education	5	0	0	0	0	0	0	1	0	2	8	42%
Interest in working, but unable to find the right position	0	0	0	0	1	0	0	2	0	2	5	26%
Personal responsibilities	1	0	0	0	0	0	0	0	0	0	1	5%
Physically unable to work	0	0	0	0	0	0	0	0	0	0	0	0%
Other	-1	0	1	1	0	1	0	2	0	0	4	26%
Grand Total	5	0	1	1	1	1	0	5	0	4	18	100%

Reasons Associate Respondents Were Dissatisfied with Current Jobs

	ACC	BUS ADM	CIS	Grand Total	Percentage
Lack of advancement potential	0	1	0	1	50%
Salary	1	0	0	1	50%
Disagreement with management philosophy	0	0	0	0	0%
Location of employment	0	0	0	0	0%
Other	0	0	0	0	0%
Grand Total	1	1	0	2	100%

Reasons Bachelor Respondents Were Dissatisfied with Current Jobs

	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	MIS	MKT	Grand Total	Percentage
Lack of advancement potential	1	1	0	0	1	2	0	4	0	2	11	44%
Salary	1	0	0	0	0	2	0	2	0	1	6	24%
Disagreement with management philosophy	1	0	0	0	0	0	0	0	0	2	3	12%
Location of employment	0	0	0	0	0	0	0	0	0	0	0	0%
Other		0	0	0	1	0	2	1	0	1	5	20%
Grand Total	3	1	0	0	2	4	2	7	0	6	25	100%

Goldey-Beacom College

2010 Graduate Survey for Master's Degree Graduates

Executive Abstract

- This survey was administered online to all 2010 Master degree students, with over 95% of the Masters students responding. The survey was conducted between April and August 2010.
- Out of the master's graduates who responded, 40% earned their MBA in Financial Management, 19% Comprehensive MBA, 14% MBA in Marketing Management, 13% MBA in Human Resource Management, 8% Master of Management, 6% MBA in Marketing Management.
- Of the domestic respondents, 89% were employed, continuing their education, or temporarily unavailable for work.

Out of the employed domestic respondents:

- 92% found work directly or somewhat related to their course of study (versus 87% in 2009).
- 41% of the respondent's employers considered their position to be management level (versus 42% in 2009).
- 31% perceive opportunities for advancement in their jobs (versus 84% in 2009).
- 76% were very satisfied or somewhat satisfied with their current job (versus 82% in 2009).
- Of the respondents who were employed full-time, salary ranges were: 19% below \$30K; 17% at \$30-40K; 17% at \$40-50K; 11% at \$50-60K; 15% at \$60-70K; and 15% at \$70K and above. 4% did not report their salary.
- 63% were employed at large employers (over 500 employees) with 27% working in the financial industry (versus 62% at large employers and 32% in the financial industry in 2009).
- Out of the respondents who listed their employer, companies were represented. The top employers for the masters degree 2010 graduates include: JPMorgan Chase (4), Bank of America (3), and Verizon (2).
- Average time to complete a Master's degree program: 2.1 years

Masters Graduate Survey Related Statistics

Employment Related	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Directly	3	4	10	3	0	6	26	52%
Somewhat	0	8	8	2	2	0	20	40%
Not	1	0	0	2	0	1	4	8%
N/A / Blank	0	0	0	0	0	0	0	0%
Grand Total	4	12	18	7	2	7	50	100%

Not Related Because	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Not able to find employment in related field	1	0	1	1	0	0	3	60%
Chose to take employment outside related field	0	0	0	1	0	1	2	40%
N/A / Blank	0	0	0	0	0	0	0	0%
Grand Total	1	0	1	2	0	1	5	100%

Management Level	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Yes	3	3	5	6	0	4	21	41%
No	1	9	14	1	2	3	30	59%
N/A / Blank	0	0	0	0	0	0	0	0%
Grand Total	4	12	19	7	2	7	51	100%

Salary by Major - "Full-Time, Domestic" Only

Salary Range	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Below 25K	0	1	0	0	0	0	1	2%
25K-29K	1	3	3	1	0	2	10	17%
30K-35K	0	0	0	0	0	1	1	2%
35K-40K	0	0	2	4	1	0	7	15%
40K-45K	0	1	3	1	0	1	6	13%
45K-50K	1	0	1	0	0	0	2	4%
50K-60K	1	1	1	1	0	1	5	11%
60K-70K	0	1	4	0	1	1	7	15%
70K-80K	0	0	0	0	0	1	1	2%
Over 80K	1	3	2	0	0	0	6	13%
NA/Blank	1	0	1	0	0	1	3	6%
Grand Total	5	10	17	7	2	8	49	100%

KEY	
MGT =	Master of Management
COMP =	MBA - Comprehensive
FIN =	MBA - Financial Management
	MBA - Human Resource
HRM =	Management
IT =	MBA - Information Technology
MKT =	MBA - Marketing Management

Advancement and Satisfaction

Advancement Opportunities	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Yes	3	3	5	1	0	4	16	31%
No	1	9	14	6	2	3	35	69%
N/A / Blank	0	0	0	0	0	0	0	0%
Grand Total	4	12	19	7	2	7	51	100%

Job Satisfaction	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Very	3	3	7	3	0	3	19	38%
Somewhat	0	6	8	2	1	2	19	38%
Not Satisfied	1	3	4	1	1	2	12	24%
N/A / Blank	0	0	0	0	0	0	0	0%
Grand Total	4	12	19	6	2	7	50	100%

Reasons for Dissatisfaction	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Lack of advancement potential	1	0	2	0	0	1	4	33%
Salary	0	2	1	1	1	1	6	50%
Disagreement with management philosophy	0	0	0	0	0	0	0	0%
Location of employment	0	0	0	0	0	0	0	0%
Other	0	1	1	0	0	0	2	17%
Total	1	3	4	1	1	2	12	100%

Primary Reasons for Unemployment of Master's Students

Reasons for Unemployment	MGT	COMP	FIN	HRM	IT	MKT	Grand Total	Percentage
Continuing education	1	0	0	1	0	1	3	23%
Interested in work, but unable to find right position	0	0	5	0	1	1	7	54%
Personal responsibilities	0	0	1	0	0	0	1	8%
Physically unable to work	0	0	0	0	0	0	0	0%
Other	0	0	1	0	1	0	2	15%
Total	1	0	7	1	1	2	13	100%