

2011 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
2011 Graduate Survey for Associate's Degree Graduates
Executive Abstract

- This survey was administered online to the 2011 Associate's degree graduates between April and August 2011. Over 92% of the graduates responded to the survey.
- Out of the graduates that responded, 89% reported concentrations in Business Administration, 11% in Accounting and 0% in Computer Information Systems.
- 89% of domestic respondents were employed, continuing their education or temporarily unavailable for work.

Out of the employed domestic respondents:

- 100% found work to be directly or somewhat related to their major course of study.
- 86% were very or somewhat satisfied with their current job.
- 78 % of all graduates were interested in pursuing a B.S. degree with 86% saying they would consider GBC for the B.S. program.
- Average time to complete Associate's degree program: 3.38 years

Goldey-Beacom College
2011 Graduate Survey for Bachelor's Degree Graduates
Executive Abstract

- This survey was administered online to the 2011 Bachelor's degree graduates between April and August 2011. Over 92% of the graduates responded to the survey.
- Out of the graduates that responded, 30% were in Management, 24% in Accounting, 14% in Marketing Management, 10% in Business Administration, 6% in Financial Management, 6% in Human Resource Management, 4% in International Business, 3% in Accounting Information Systems, 2% in Computer Information Systems, and 1% in Organizational Psychology.
- 94% of domestic respondents were employed, continuing their education or temporarily unavailable for work.

Out of the employed domestic respondents:

- 76% found work to be directly or somewhat related to their major course of study (versus 68% in 2010).
- 75% were very or somewhat satisfied with their current job (versus 68% in 2010.)
- 33% were employed with a large employer with over 500 employees.
- Of the respondents who were employed full time, reported salary ranges were: 16% under \$20K; 16% at \$20-29K; 21% at \$30-39K; 19% at \$40-49K; 8% at \$50-59K; 6% at \$60K and above. 14% did not report their salary.
- Of the respondents who listed their employers, 72 employers were represented. The top employers for the 2010 graduates were: Goldey-Beacom College (5), Enterprise Rent-a-Car (3), Bank of America (2), SallieMae (2), JPMorgan Chase (2), Barclays (2), Astra Zeneca (2), and Self-employed (2). A clear trend is for graduates to be spread over more employers, compared to the previous pattern of many graduates at several employers.
- 56% of all graduates were interested in pursuing a master's degree (57% in 2010) with 44% saying they would consider GBC for a Master's program (down from 60% in 2010).
- Average time to complete Bachelor's degree program: 4.1 years

Goldey-Beacom College
2011 Graduate Survey for Master's Degree Graduates
Executive Abstract

- This survey was administered online to all 2011 Master degree students, with over 92% of the Masters students responding. The survey was conducted between April and August 2011.
- Out of the Master's graduates who responded, 33% earned their MBA in Financial Management, 20% in Human Resource Management, 19% in the Comprehensive MBA, 11% in Marketing Management, 6% in Information Technology Management, 4% in the Master's of Management, 4% in Master's of Taxation and 3% in Master's of Finance.
- Of the domestic respondents, 96% were employed, continuing their education, or temporarily unavailable for work. (Up from 89% in 2010.)

Out of the employed domestic respondents:

- 85% found work directly or somewhat related to their course of study (versus 92% in 2010).
- 45% of the respondent's employers considered their position to be management level (versus 41% in 2010).
- 77% perceive opportunities for advancement in their jobs (versus 31% in 2010).
- 72% were very satisfied or somewhat satisfied with their current job (versus 76% in 2010).
- Of the respondents who were employed full-time, salary ranges were: 13% below \$30K; 19% at \$30-40K; 19% at \$40-50K; 17% at \$50-60K; 9% at \$60-70K; and 7% at \$70K and above. 16% did not report their salary.
- 23% were employed at large employers (over 500 employees) with 16% working in the financial industry (versus 63% at large employers and 27% in the financial industry in 2010).
- Out of the respondents who listed their employer, 45 companies were represented. The top employers for the Master's degree 2011 graduates include: Bank of America (8), JPMorgan Chase (4), Citi (3), and Sallie Mae (3).
- Average time to complete a Master's degree program: 2.3 years

Domestic Bachelor Employment Status

Employment Status	Concentration											Total	Percentage
	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	OPsy	MKT			
Full-time	13	1	6	1	4	4	3	13	1	5	51	47%	
Part-time	10	1	1	1	1	0	0	15	0	5	34	31%	
Not available for work	2	0	2	0	2	3	0	3	0	4	16	15%	
Unemployed	1	1	2	0	0	0	1	1	0	1	7	7%	
Total	26	3	11	2	7	7	4	32	1	15	108	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
OPsy =	Organizational Psychology
MKT =	Marketing Management

Domestic Associate Degree Employment Status

Employment Status	Concentration			Total	Percentage
	ACC	BUS ADM	CIS		
Full-time	0	4	0	4	45%
Part-time	1	2	0	3	33%
Not available for work	0	1	0	1	11%
Unemployed	0	1	0	1	11%
Total	1	8	0	9	100%

KEY

ACC=	Accounting
BUS ADMIN=	Business Administration
CIS=	Computer Information Systems

Placement Rates for Domestic Associate Students

Employment Status	Concentration		
	ACC	BUS ADM	CIS
Full-time	0%	50%	0%
Part-time	100%	25%	0%
Not available for work	0%	13%	0%
Unemployed	0%	12%	0%
Total	100%	100%	0%

Placement Rates of Domestic Bachelor Students

Employment Status	Concentration										
	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	
Full-time	50%	33%	46%	50%	57%	57%	75%	41%	100%	27%	
Part-time	38%	33%	18%	50%	14%	0%	0%	47%	0%	33%	
Not available for work	8%	0%	18%	0%	29%	43%	0%	9%	0%	33%	
Unemployed	4%	34%	18%	0%	0%	0%	25%	3%	0%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Domestic BS in CIS Employment Status

Employment Status	Concentration				Total	Percentage
	Security and Forensics	Database and Network	Web and Desktop Apps	No Concentration		
Full-time	0	0	0	1	1	50%
Part-time	0	0	1	0	1	50%
Not available for work	0	0	0	0	0	0%
Unemployed	0	0	0	0	0	0%
Total	0	0	1	1	2	100%

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

Salary Range	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Below 15	2	0	0	0	0	0	0	1	0	0	3	6%
15-19	0	0	1	0	0	1	1	2	0	0	5	10%
20-24	1	0	0	0	0	0	0	0	0	0	1	2%
25-29	1	0	1	0	0	0	0	3	0	2	7	14%
30-34	3	0	2	0	0	0	0	1	1	1	8	15%
35-39	1	0	0	0	0	1	0	1	0	0	3	6%
40-49	3	1	0	0	4	1	1	0	0	0	10	19%
50-59	0	0	0	0	0	1	1	2	0	0	4	8%
60-69	0	0	0	0	0	0	0	1	0	1	2	4%
Over 70	0	0	0	1	0	0	0	0	0	0	1	2%
NA/Blank	2	0	2	0	0	0	0	2	0	1	7	14%
Grand Total	13	1	6	1	4	4	3	13	1	5	51	100%

Job Related to Major and Satisfaction - All Employed Bachelor Respondents

Employment Related to Major	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Directly	8	1	3	1	3	1	1	12	1	2	33	38%
Somewhat	8	1	3	0	2	2	1	12	0	3	32	38%
Not	7	0	1	1	0	1	1	4	0	5	20	24%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	23	2	7	2	5	4	3	28	1	10	85	100%

Not Related Because	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Not able to find employment in related field	4	0	0	1	0	1	1	3	0	3	13	65%
Chose to take employment outside related field	3	0	1	0	0	0	0	1	0	2	7	35%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	7	0	1	1	0	1	1	4	0	5	20	100%

Job Satisfaction	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Very	7	1	3	1	3	1	0	7	0	3	26	30%
Somewhat	11	1	3	0	0	3	1	14	0	4	37	44%
Not	5	0	1	1	2	0	2	7	1	3	22	26%
N/A / Blank	0	0	0	0	0	0	0	0	0	0	0	0%
Grand Total	23	2	7	2	5	4	3	28	1	10	85	100%

Job Related to Major and Satisfaction - All Employed Associate Respondents

Employment Related to Major	ACC	BUS ADM	CIS	Grand Total	Percentage
Directly	1	3	0	4	57%
Somewhat	0	3	0	3	43%
Not	0	0	0	0	0%
N/A / Blank	0	0	0	0	0%
Grand Total	1	6	0	7	100%

Not Related Because	ACC	BUS ADM	CIS	Grand Total	Percentage
Not able to find employment in related field	0	0	0	0	0%
Chose to take employment outside related field	0	0	0	0	0%
N/A / Blank	0	0	0	0	0%
Grand Total	0	0	0	0	0%

Job Satisfaction	ACC	BUS ADM	CIS	Grand Total	Percentage
Very	1	2	0	3	43%
Somewhat	0	3	0	3	43%
Not	0	1	0	1	14%
N/A / Blank	0	0	0	0	0%
Grand Total	1	6	0	7	100%

Primary Reasons for Unemployment of Associate Degree Students

	ACC	BUS ADM	CIS	Grand Total	Percentage
Continuing my education	0	1	0	1	50%
Interest in working, but unable to find the right position	0	1	0	1	50%
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	2	0	2	100%

Primary Reasons for Unemployment of Bachelor Degree Students

	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Continuing my education	2	0	1	0	2	3	0	1	0	4	13	54%
Interest in working, but unable to find the right position	1	1	2	0	0	0	1	1	0	1	7	29%
Personal responsibilities	0	0	1	0	0	0	0	1	0	0	2	8%
Physically unable to work	0	0	0	0	0	0	0	0	0	0	0	0%
Other	0	0	0	0	0	0	0	1	0	0	2	8%
Grand Total	3	1	4	0	2	3	1	4	0	5	24	100%

Reasons Associate Respondents Were Dissatisfied with Current Jobs

	ACC	BUS ADM	CIS	Grand Total	Percentage
Lack of advancement potential	0	0	0	0	0%
Salary	-	1	0	1	100%
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	0	1	0	1	100%

Reasons Bachelor Respondents Were Dissatisfied with Current Jobs

	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Lack of advancement potential	3	0	1	0	2	0	0	0	1	1	8	36%
Salary	0	0	0	1	0	0	2	5	0	0	8	36%
Disagreement with management philosophy	1	0	0	0	0	0	0	1	0	0	2	9%
Location of employment	0	0	0	0	0	0	0	0	0	0	0	0%
Other	1	0	0	0	0	0	0	1	0	2	4	19%
Grand Total	5	0	1	1	2	0	2	7	1	3	22	100%

My Degree Prepared me to work - Associate Respondents

	ACC	BUS ADM	CIS	Grand Total	Percentage
Strongly	1	2	0	3	33%
Agree	0	6	0	6	67%
Not Agree	0	0	0	0	0%
Grand Total	1	8	0	9	100%

My Degree Prepared me to Work - Bachelor Respondents

	ACC	AIS	BUS ADM	CIS	FIN	HRM	IB	MGT	Opsy	MKT	Grand Total	Percentage
Strongly	17	1	3	0	4	4	1	16	0	5	51	47%
Agree	8	2	7	2	3	3	3	16	1	9	54	50%
Not Agree	1	0	1	0	0	0	0	0	0	1	3	3%
Grand Total	26	3	11	2	7	7	4	32	1	15	108	100%

Master's Degree Data

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

Salary Range	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Below 25K	1	0	1	0	0	0	0	0	2	3%
25K-29K	1	0	3	1	0	0	1	0	6	10%
30K-35K	0	2	1	1	0	0	0	0	4	7%
35K-40K	0	3	2	1	0	1	0	0	7	12%
40K-45K	1	0	1	1	0	2	1	1	7	12%
45K-50K	0	1	1	0	1	0	0	1	4	7%
50K-60K	0	1	4	1	2	1	1	0	10	17%
60K-70K	0	0	2	3	0	0	0	0	5	9%
70K-80K	0	0	0	0	0	0	0	0	0	0%
Over 80K	0	1	1	1	0	1	0	0	4	7%
NA/Blank	1	1	2	3	1	1	0	0	9	16%
Grand Total	4	9	18	12	4	3	3	2	58	100%

KEY

MGT =	Master of Management
COMP =	MBA - Comprehensive
FIN =	MBA - Financial Management
HRM =	MBA - Human Resource Management
IT =	MBA - Information Technology
MKT =	MBA - Marketing Management
MS-FIN=	Master's of Finance
TAX=	Master's of Taxation

Domestic Master's Graduates Employment Status by Concentration

	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Full-time	3	9	21	10	4	6	3	2	58	84%
Part-Time	0	3	1	2	0	0	0	0	6	9%
Not available for work	0	0	0	2	0	0	0	0	2	3%
Unemployed	0	1	1	0	0	1	0	0	3	4%
Grand Total	3	13	23	14	4	7	3	2	69	100%

Placement Rates for Domestic Graduate Students

	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total
Full-time	100%	69%	92%	72%	100%	86%	100%	100%	
Part-Time	0%	23%	4%	14%	0%	0%	0%	0%	
Not available for work	0%	0%	0%	14%	0%	0%	0%	0%	
Unemployed	0%	8%	4%	0%	0%	14%	0%	0%	
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Masters Graduate Survey Related Statistics

Employment Related	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Directly	1	7	10	5	0	1	2	0	26	41%
Somewhat	1	2	10	3	4	5	1	2	28	44%
Not	1	3	2	4	0	0	0	0	10	15%
N/A / Blank	0	0	0	0	0	0	0	0	0	0%
Grand Total	3	12	22	12	4	6	3	2	64	100%

Not Related Because	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Not able to find employment in related field	1	2	2	2	0	0	0	0	7	70%
Chose to take employment outside related field	0	1	0	2	0	0	0	0	3	30%
N/A / Blank	0	0	0	0	0	0	0	0	0	0%
Grand Total	1	3	2	4	0	0	0	0	10	100%

Management Level	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Yes	2	6	11	5	3	2	0	0	29	45%
No	1	6	11	7	1	4	3	2	35	55%
N/A / Blank	0	0	0	0	0	0	0	0	0	0%
Grand Total	3	12	22	12	4	6	3	2	64	100%

Reasons for Dissatisfaction	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Lack of advancement potential	0	0	1	0	0	1	0	0	2	12%
Salary	1	3	2	1	0	0	1	1	9	53%
Disagreement with management philosophy	0	2	0	0	0	0	0	0	2	12%
Other	0	1	2	0	0	0	0	1	4	23%
Total	1	6	5	1	0	1	1	2	17	100%

Primary Reasons for Unemployment of Master's Students

Reasons for Unemployment	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Continuing education	0	0	0	2	0	0	0	0	2	40%
Interested in work, but unable to find right position	0	1	1	0	0	1	0	0	3	60%
Personal responsibilities	0	0	0	0	0	0	0	0	0	0%
Physically unable to work	0	0	0	0	0	0	0	0	0	0%
Other	0	0	0	0	0	0	0	0	0	0%
Total	0	1	1	2	0	1	0	0	5	100%

Degree Prepared Me to Work

Degree Prepared	MGT	COMP	FIN	HRM	IT	MKT	TAX	MS-FIN	Grand Total	Percentage
Strongly Agree	3	6	13	11	1	5	0	2	41	59%
Agree	0	7	10	3	3	2	3	0	28	41%
Did not Prepare	0	0	0	0	0	0	0	0	0	0%
Grand Total	3	13	23	14	4	7	3	2	69	100%

