2014 UMass-Amherst Graduating Senior Survey Isenberg School of Management Graduates (Calendar Year 2014): 976 Survey Respondents: 760

Response Rate: 77.9%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AN	HERST				
Within your major, how satisfied are	vou wit	h:	(N)	Very Satisfied (4)	Somewha Satisfie (3	d Dissatisfie	d Dissatisfied	Item Mean
The accessibility of faculty.	, o a ····e	•••	737	61.9%	31.29	•		3.5
The quality of teaching.			737	58.5%	34.19			3.5
Academic advising.			736	39.7%	36.79			3.1
Access to classes.			738	57.9%	29.89			3.4
Faculty concern for your academic progres	55.		737	48.0%	37.69			3.3
Writing preparation.			738	45.1%	43.29			3.3
Connections to the rest of your academics			738	46.7%	43.40			3.4
Career preparation and guidance.			739	55.5%	28.19			3.4
Your overall experience.			739	62.8%	31.39			3.5
			(N)	Very Satisfied	Somewha Satisfie	at Somewha d Dissatisfie	t Very d Dissatisfied	Item
Overall experience			(IV)	(4)	(3	3) (2	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nnerst		754	76.7%	21.59	% 1.7%	6 0.1%	3.7
EDUCATIONAL EXPERIENCES								
While at UMass, did you participate ir	n any of	the follow	ing:	(N)	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignn	nent.	753	74.9%	25.1%		
Community service or volunteer work.				746	68.6%	31.4%		
Research project with faculty outside of co	ourse red	quirements.		743	14.7%	85.3%		
Study abroad.				742	29.4%	70.6%		
Culminating senior experience.				751	73.8%	26.2%		
POST UMASS PLANS								
Principal activity	(N)	Employm full-time		Employment part-time paid			•	
What is most likely to be your principal activity upon graduation? (select one)	755	84	4.9%	6.09	% 5.	.7% 0.4	1% 0.4%	2.69
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000	\$40,000 to \$49,000		\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	287	3.8	3%	16.0%	22.3%	44.9%	12.9%	
Location	(N)	Massach	usetts	CT, RI, \ ME, or		er U.S. Out ocation	side the U.S.	
If you have accepted a full-time job, where is it located?	339		66.1%	,		22.7%	0.9%	
Graduate degree	(N)	MBA		Other Ph.C Ster's or Ed.D		M.D., D.O., L D.D.S.	.L.B. or J.D. (Law)	Other
	(IV)	I⁴IDA	irlas	ocer 5 OI EU.D	י טיאיוןיי	יטיחים.	(LdW)	Oulei
If you are attending graduate school this year, what degree will you be seeking?	59	27.1%	54	4.2% 3.49	% 0.0%	1.7%	11.9%	1.7%

2014 UMass-Amherst Graduating Senior Survey Departmental Results

Accounting
Graduates (Calendar Year 2014): 215
Survey Respondents: 156
Response Rate: 72.6%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
Within your major, how satisfied are	vou wit	h•	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	l Dissatisfied	Dissatisfied	Item Mean
The accessibility of faculty.	you wit	11.	150	64.0%	29.3%			3.5
The quality of teaching.			148	58.8%	32.4%			3.5
Academic advising.			150	43.3%	29.3%			3.1
Access to classes.			150	52.7%	32.7%			3.3
Faculty concern for your academic progre			150	44.0%	36.7%			3.2
Writing preparation.	55.		150	36.0%	48.0%			3.2
Connections to the rest of your academics			150	40.0%	44.7%			3.2
,).		150	63.3%	24.0%			3.4
Career preparation and guidance.			150	63.3%	28.7%			3.5
Your overall experience.			150	Very	Somewhat	: Somewhat	Very	
Overell averagiones			(NI)	Satisfied	Satisfied			Item
Overall experience			(N)	(4)	(3)) (2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		156	71.8%	25.0%	3.2%	0.0%	3.7
EDUCATIONAL EXPERIENCES		i Alaa Gallassii		(N)	Vac	Ne		
While at UMass, did you participate in			_	(N)	Yes	No		
Practicum, internship, field or coop experi	ence, cili	nicai assignm	nent.	154	68.8%	31.2%		
Community service or volunteer work.				150	70.7%	29.3%		
Research project with faculty outside of co	ourse red	quirements.		151	8.6%	91.4%		
Study abroad.				151	22.5%	77.5%		
Culminating senior experience.				153	69.9%	30.1%		
POST UMASS PLANS								
Principal activity	(N)	Employm full-time		Employment, part-time paid	•	nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	156	81	L.4%	1.3%	6 15.4	1.3	% 0.0%	0.6
Annual salary	(N)	Less the		\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	84	0.0)%	0.0%	8.3%	81.0%	10.7%	
Location	(N)	Massach	usetts	CT, RI, V ME, or N		r U.S. Outs	ide the U.S.	
If you have accepted a full-time job, where is it located?	92		82.6%	6.5	5%	10.9%	0.0%	
Graduate degree	(N)	MBA	O Mas	ther Ph.D ter's or Ed.D.		M.D., D.O., L.I D.D.S.		Other
If you are attending graduate school this	(11)	I'IDA	1-105	C. 3 OI LU.D.	יויויאים	ט.ט.ט.	(Law)	<u>cuici</u>
year, what degree will you be seeking?	38	15.8%	76	5.3% 0.0%	6 0.0%	2.6%	2.6%	2.6%

2014 UMass-Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2014): 147 Survey Respondents: 122 Response Rate: 83.0%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
Within your major, how satisfied are	vou wit	h·	(N)	Very Satisfied (4)	Somewhat Satisfied (3	d Dissatisfied	d Dissatisfied	Item Mean
The accessibility of faculty.	you wit		119	54.6%	37.8%	•	· · · · · · · · · · · · · · · · · · ·	3.5
The quality of teaching.			119	50.4%	42.0%			3.4
Academic advising.			118	43.2%	33.1%			3.2
Access to classes.			119	59.7%	31.1%			3.5
Faculty concern for your academic progre	cc		119	41.2%	45.4%			3.3
Writing preparation.			119	36.1%	52.9%			3.2
Connections to the rest of your academics			119	41.2%	50.4%			3.3
Career preparation and guidance.).		119	43.7%	31.9%			3.1
Your overall experience.			119	51.3%	42.9% Somewhat			3.4
				Very Satisfied	Satisfied			Item
Overall experience			(N)	(4)	(3			Mean
How satisfied are you with your UMass Ar experience overall?	nherst		120	74.2%	25.0%	-		3.7
EDUCATIONAL EXPERIENCES								
While at UMass, did you participate ir	any of	the followi	ing:	(N)	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignm	nent.	121	75.2%	24.8%		
Community service or volunteer work.				121	57.9%	42.1%		
Research project with faculty outside of co	ourse red	quirements.		121	20.7%	79.3%		
Study abroad.				121	28.9%	71.1%		
Culminating senior experience.				122	77.0%	23.0%		
POST UMASS PLANS								
Principal activity	(N)	Employm full-time		Employment, part-time paid	•	nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	120	88	3.3%	3.3%	5.8	3% 0.0	0.0%	2.5°
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	43	0.0)%	9.3%	9.3%	55.8%	25.6%	
Location	(N)	Massach	usetts	CT, RI, V ME, or N		er U.S. Out cation	side the U.S.	
If you have accepted a full-time job, where is it located?	57		64.9%	•		22.8%	1.8%	
	(3.13			ther Ph.D.		M.D., D.O., L.		0.1
Graduate degree	(N)	MBA	Mast	ter's or Ed.D.	D.V.M.	D.D.S.	(Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	5	40.0%	C	0.0% 20.0%	0.0%	0.0%	40.0%	0.0%

2014 UMass-Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management Graduates (Calendar Year 2014): 194 Survey Respondents: 144

Response Rate: 74.2%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
				Very	Somewha		· ,	Thomas
Within your major, how satisfied are y	ωι wit	·h·	(N)	Satisfied (4)	Satisfied (3			Item Mean
The accessibility of faculty.	ou wit		140	70.7%	23.6%			3.6
The quality of teaching.			141	62.4%	29.1%			3.5
Academic advising.			140	41.4%	35.7%			3.1
Access to classes.			141	64.5%	22.7%			3.5
Faculty concern for your academic progres			141	58.2%	31.9%			3.5
Writing preparation.	J.		141	52.5%	38.3%			3.4
Connections to the rest of your academics.			141	52.5%	39.0%			3.4
,			141	67.4%	18.49			3.5
Career preparation and guidance.								
Your overall experience.			141	69.5%	25.5%	6 2.1%	2.8%	3.6
				Very	Somewha		- 1	
O carall a reaction as			/NI\	Satisfied	Satisfied			Item
Overall experience			(N)	(4)	(3) (2) (1)	Mean
How satisfied are you with your UMass Amexperience overall?	nherst		143	87.4%	11.9%	6 0.7%	0.0%	3.9
EDUCATIONAL EXPERIENCES								
While at UMass, did you participate in	any of	f the followi	ng:	(N)	Yes	No		
Practicum, internship, field or coop experie	nce, cli	nical assignm	nent.	144	78.5%	21.5%		
Community service or volunteer work.				144	74.3%	25.7%		
Research project with faculty outside of co	urse re	quirements.		142	14.1%	85.9%		
Study abroad.				140	31.4%	68.6%		
Culminating senior experience.				144	85.4%	14.6%		
POST UMASS PLANS								
					Graduate			
		Employm		Employment,			•	
Principal activity	(N)	full-time _l	paid	part-time paid	sch	ool servi	ice activit	y Othe
What is most likely to be your principal activity upon graduation? (select one)	143	91	1.6%	4.9%	b 1.4	1% 0.0	0.09	6 2.1
		Less tha	an	\$30,000 to	\$40,000 to	\$50,000 to	\$60,000 or	
Annual salary	(N)	\$30,0		\$39,000	\$49,000	\$59,000	more	
If you have accepted a full-time job, what is your approximate annual salary?	70	4.3	3%	38.6%	35.7%	17.1%	4.3%	
Location	(N)	Massach	usetts	CT, RI, V ME, or N		er U.S. Out ocation	side the U.S.	
If you have accepted a full-time job, where is it located?	84		47.6%	11.9	9%	39.3%	1.2%	
			0	ther Ph.D.		M.D., D.O., L.	L.B. or J.D.	
Graduate degree	(N)	MBA	Mast			D.D.S.	(Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	3	33.3%	33	3.3% 0.0%	6 0.0%	0.0%	33.3%	0.0%

2014 UMass-Amherst Graduating Senior Survey Departmental Results Management Graduates (Calendar Year 2014): 101

aduates (Calendar Year 2014): 10: Survey Respondents: 69 Response Rate: 68.3%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
Within your major, how satisfied are	νου wit	h•	(N)	Very Satisfied (4)	Somewha Satisfie (3	d Dissatisfied	d Dissatisfied	Item Mean
The accessibility of faculty.	ou wie		69	62.3%	30.49	•		3.5
The quality of teaching.			69	43.5%	47.89			3.3
Academic advising.			69	33.3%	52.29			3.1
Access to classes.			69	53.6%	36.29			3.4
Faculty concern for your academic progres	is.		68	44.1%	39.7%			3.3
Writing preparation.			69	50.7%	39.19			3.3
Connections to the rest of your academics			69	49.3%	42.0%			3.4
Career preparation and guidance.	•		69	39.1%	43.5%			3.2
Your overall experience.			69	56.5%	39.1%			3.5
Overall experience			(N)	Very Satisfied (4)	Somewha Satisfie	d Dissatisfied	d Dissatisfied	Item Mean
How satisfied are you with your UMass An experience overall?	nherst		69	79.7%	17.49	-		3.8
EDUCATIONAL EXPERIENCES								
While at UMass, did you participate in	any of	the followi	ng:	(N)	Yes	No		
Practicum, internship, field or coop experie	ence, clii	nical assignm	ent.	69	49.3%	50.7%		
Community service or volunteer work.				68	58.8%	41.2%		
Research project with faculty outside of co	ourse red	quirements.		69	13.0%	87.0%		
Study abroad.				69	29.0%	71.0%		
Culminating senior experience.				69	73.9%	26.1%		
POST UMASS PLANS								
Principal activity	(N)	Employme		Employment, part-time paid		nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	69	87	7.0%	2.9%	5.	8% 1.4	1% 0.0%	2.99
Annual salary	(N)	Less that		\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	22	9.1	.%	13.6%	40.9%	4.5%	31.8%	
Location	(N)	Massachı	usetts	CT, RI, V ME, or N		er U.S. Out	side the U.S.	
If you have accepted a full-time job, where is it located?	26	ı	61.5%	•		19.2%	3.8%	
Graduate degree	(N)	MBA	O Mast	ther Ph.D. ter's or Ed.D.		M.D., D.O., L. D.D.S.	L.B. or J.D. (Law)	Other
	(11)	IMDA	เปลร์	LEIS UI EU.D.	. יייו.ע.ע	יטיחיט.	(Law)	Ou iei
If you are attending graduate school this year, what degree will you be seeking?	5	80.0%	0	0.0%	0.0%	0.0%	20.0%	0.0%

2014 UMass-Amherst Graduating Senior Survey Departmental Results Marketing

Marketing
Graduates (Calendar Year 2014): 143
Survey Respondents: 122
Response Rate: 85.3%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	MHERST						
Within your major, how satisfied are	vou wit	h:	(N)	Very Satisfied (4)	Some Sati	what isfied (3)	Somewha Dissatisfied (2	d Dissatis	ery fied (1)	Item Mean
The accessibility of faculty.	,		119	49.6%	4	2.9%	5.9%	•	.7%	3.4
The quality of teaching.			120	48.3%		5.0%	5.8%		.8%	3.4
Academic advising.			119	32.8%		0.3%	20.2%		.7%	3.0
Access to classes.			119	58.0%		25.2%	14.3%		.5%	3.4
Faculty concern for your academic progres	SS		119	40.3%		2.0%	13.4%		.2%	3.2
Writing preparation.			120	51.7%		35.0%	12.5%		.8%	3.4
Connections to the rest of your academics			120	40.8%		9.2%	9.2%		.8%	3.3
Career preparation and guidance.	•		120	48.3%		3.3%	15.0%		.3%	3.3
Your overall experience.			120	56.7%		3.5% 37.5%	5.0%		.5%	3.5
Overall experience			(N)	Very Satisfied (4)	Some		Somewha Dissatisfied	t V d Dissatis	'ery	Item Mean
How satisfied are you with your UMass Ar	nherst		(,	(.)		(0)		·/	(-)	1100.1
experience overall?	iiiCiSt		120	73.3%	2	23.3%	3.3%	6 0.	.0%	3.7
EDUCATIONAL EXPERIENCES										
While at UMass, did you participate ir				(N)	`	Yes	No			
Practicum, internship, field or coop experie	ence, cli	nical assignn	nent.	119	85.	7%	14.3%			
Community service or volunteer work.				118	66.	9%	33.1%			
Research project with faculty outside of co	ourse re	quirements.		116	12.	9%	87.1%			
Study abroad.				116	37.	1%	62.9%			
Culminating senior experience.				118	86.	4%	13.6%			
POST UMASS PLANS										
Principal activity	(N)	Employm full-time		Employment part-time paid	, profe	uate or ssiona schoo	l Milita	•	nteer ctivity	Othe
What is most likely to be your principal activity upon graduation? (select one)	121	83	3.5%	9.99	%	0.8%	0.0	0%	1.7%	4.19
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000	\$40,000 \$49,0		\$50,000 to \$59,000	\$60,000 (moi		
If you have accepted a full-time job, what is your approximate annual salary?	29	3.4	1%	13.8%	44.	8%	31.0%	6.99	%	
Location	(N)	Massach	usetts	CT, RI, \ ME, or	,	Other loca	U.S. Out	side the U.S.		
If you have accepted a full-time job, where is it located?	37		75.7%	5.	4%	18	3.9%	0.0%		
Graduate degree	(N)	MBA	O Mas	ther Ph.D ter's or Ed.D			.D., D.O., L D.D.S.	.L.B. or J.D. (Law)	(Other
If you are attending graduate school this year, what degree will you be seeking?	1	0.0%		0.0% 0.0%	:	0%	0.0%	0.0%	-	0.0%

2014 UMass-Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2014): 60 Survey Respondents: 53 Response Rate: 88.3%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
Within your major, how satisfied are	vou wit	h:	(N)	Very Satisfied (4)	Somewha Satisfied (3	d Dissatisfied	Dissatisfied	Item Mean
The accessibility of faculty.	you wit	11.	49	71.4%	22.4%		· · · · · · · · · · · · · · · · · · ·	3.6
The quality of teaching.			49	73.5%	20.4%			3.7
Academic advising.			49	53.1%	24.5%			3.2
Access to classes.			49	55.1%	36.7%			3.4
Faculty concern for your academic progre	~~		49	69.4%	24.5%			3.4
Writing preparation.	55.		49	46.9%	42.9%			3.3
÷ , ,			49	59.2%	30.6%			3.5
Connections to the rest of your academics) .				30.6%			
Career preparation and guidance.			49	55.1%				3.4
Your overall experience.			49	65.3% Very	26.5% Somewha		0.0% Very	3.6
				Satisfied	Satisfie			Item
Overall experience			(N)	(4)	(3		(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		52	65.4%	34.6%	6 0.0%	0.0%	3.6
While at UMass, did you participate in		the follow	ina:	(N)	Yes	No		
Practicum, internship, field or coop experi			_	52	63.5%	36.5%		
Community service or volunteer work.				52	55.8%	44.2%		
Research project with faculty outside of or	ourse red	quirements.		51	15.7%	84.3%		
Study abroad.				52	40.4%	59.6%		
Culminating senior experience.				52	59.6%	40.4%		
POST UMASS PLANS								
Principal activity	(N)	Employm full-time		Employment,	•	nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	53	88	8.7%	5.7%	6 1.9	9% 0.0	% 0.0%	3.89
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	24	0.0)%	8.3%	16.7%	54.2%	20.8%	
Location	(N)	Massach	usetts	CT, RI, V ME, or N		er U.S. Outs	ide the U.S.	
If you have accepted a full-time job, where is it located?	24		75.0%			12.5%	0.0%	
Graduate degree	(N)	MBA	O Mast	ther Ph.D ter's or Ed.D		M.D., D.O., L.I D.D.S.		Other
If you are attending graduate school this	(11)	I'IDA	1 103	C. J OI LUID	. D.V.III.	0.0.3.	(Luvv)	
year, what degree will you be seeking?	2	50.0%	50	0.0%	6 0.0%	0.0%	0.0%	0.0%

2014 UMass-Amherst Graduating Senior Survey Departmental Results Sport Management

Sport Management
Graduates (Calendar Year 2014): 116
Survey Respondents: 94
Response Rate: 81.0%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	HERST				
Within your major, how satisfied are	vou wit	h.	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	d Dissatisfied	Dissatisfied	Item Mean
The accessibility of faculty.	you wit	11.	91	64.8%	27.5%			3.5
, ,			91	79.1%	16.5%			3.7
The quality of teaching.			91	33.0%	45.1%			3.7
Academic advising. Access to classes.			91					3.4
				58.2%	31.9%			
Faculty concern for your academic progre	55.		91	49.5%	37.4%			3.3
Writing preparation.			90	46.7%	44.4%			3.4
Connections to the rest of your academics	i.		90	55.6%	38.9%			3.5
Career preparation and guidance.			91	61.5%	25.3%			3.4
Your overall experience.			91	78.0%	17.6%	5 2.2%	2.2%	3.7
				Very Satisfied	Somewhat Satisfied	d Dissatisfied	Dissatisfied	Item
Overall experience			(N)	(4)	(3)) (2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		94	81.9%	18.1%	0.0%	0.0%	3.8
EDUCATIONAL EXPERIENCES		the following	201	(NI)	Voc	No		
While at UMass, did you participate in			_	(N)	Yes	No No		
Practicum, internship, field or coop experi	ence, ciii	nicai assignini	ent.	94	90.4%	9.6%		
Community service or volunteer work.				93	87.1%	12.9%		
Research project with faculty outside of or	ourse rec	quirements.		93	20.4%	79.6%		
Study abroad.				93	22.6%	77.4%		
Culminating senior experience.				93	49.5%	50.5%		
POST UMASS PLANS								
Principal activity	(N)	Employme full-time p		Employment, part-time paid	Graduate professior scho	nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	93	74	.2%	16.1%	4.3	3% 0.0	% 1.1%	4.3
Annual salary	(N)	Less tha \$30,00		\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	15	33.3	%	40.0%	13.3%	13.3%	0.0%	
Location	(N)	Massachu	ısetts	CT, RI, V ME, or N		er U.S. Outs cation	side the U.S.	
If you have accepted a full-time job, where is it located?	19	4	17.4%	21.1	%	31.6%	0.0%	
Graduate degree	(N)	MBA	Ot Mast	ther Ph.D. er's or Ed.D.		M.D., D.O., L.I D.D.S.		Other
If you are attending graduate school this	(11)	illun	1 1030	S. J. OI LU.D.	יויאים	D.D.J.	(Luvv)	
year, what degree will you be seeking?	5	40.0%	0	.0% 20.0%	0.0%	0.0%	40.0%	0.0%