

## 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 MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	737	61.9%	31.2%	4.5%	2.4%	3.5
The quality of teaching.	737	58.5%	34.1%	6.0%	1.5%	3.5
Academic advising.	736	39.7%	36.7%	17.4%	6.3%	3.1
Access to classes.	738	57.9%	29.8%	9.2%	3.1%	3.4
Faculty concern for your academic progress.	737	48.0%	37.6%	11.1%	3.3%	3.3
Writing preparation.	738	45.1%	43.2%	9.8%	1.9%	3.3
Connections to the rest of your academics.	738	46.7%	43.4%	8.4%	1.5%	3.4
Career preparation and guidance.	739	55.5%	28.1%	12.3%	4.1%	3.4
Your overall experience.	739	62.8%	31.3%	4.1%	1.9%	3.5

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	754	76.7%	21.5%	1.7%	0.1%	3.7

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	753	74.9%	25.1%
Community service or volunteer work.	746	68.6%	31.4%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	755	84.9%	6.0%	5.7%	0.4%	0.4%	2.6%

  

Annual salary	(N)	Less than \$30,000	\$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?	287	3.8%	16.0%	22.3%	44.9%	12.9%

  

Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	339	66.1%	10.3%	22.7%	0.9%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	59	27.1%	54.2%	3.4%	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 MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	150	64.0%	29.3%	3.3%	3.3%	3.5
The quality of teaching.	148	58.8%	32.4%	7.4%	1.4%	3.5
Academic advising.	150	43.3%	29.3%	20.7%	6.7%	3.1
Access to classes.	150	52.7%	32.7%	10.0%	4.7%	3.3
Faculty concern for your academic progress.	150	44.0%	36.7%	13.3%	6.0%	3.2
Writing preparation.	150	36.0%	48.0%	13.3%	2.7%	3.2
Connections to the rest of your academics.	150	40.0%	44.7%	12.7%	2.7%	3.2
Career preparation and guidance.	150	63.3%	24.0%	6.7%	6.0%	3.4
Your overall experience.	150	63.3%	28.7%	5.3%	2.7%	3.5

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	156	71.8%	25.0%	3.2%	0.0%	3.7

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	154	68.8%	31.2%
Community service or volunteer work.	150	70.7%	29.3%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	156	81.4%	1.3%	15.4%	1.3%	0.0%	0.6%

  

Annual salary	(N)	Less than \$30,000	\$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)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	92	82.6%	6.5%	10.9%	0.0%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	38	15.8%	76.3%	0.0%	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 MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	119	54.6%	37.8%	5.9%	1.7%	3.5
The quality of teaching.	119	50.4%	42.0%	6.7%	0.8%	3.4
Academic advising.	118	43.2%	33.1%	20.3%	3.4%	3.2
Access to classes.	119	59.7%	31.1%	7.6%	1.7%	3.5
Faculty concern for your academic progress.	119	41.2%	45.4%	12.6%	0.8%	3.3
Writing preparation.	119	36.1%	52.9%	10.1%	0.8%	3.2
Connections to the rest of your academics.	119	41.2%	50.4%	7.6%	0.8%	3.3
Career preparation and guidance.	119	43.7%	31.9%	19.3%	5.0%	3.1
Your overall experience.	119	51.3%	42.9%	5.0%	0.8%	3.4

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	120	74.2%	25.0%	0.8%	0.0%	3.7

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	121	75.2%	24.8%
Community service or volunteer work.	121	57.9%	42.1%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	120	88.3%	3.3%	5.8%	0.0%	0.0%	2.5%

  

Annual salary	(N)	Less than \$30,000	\$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)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	57	64.9%	10.5%	22.8%	1.8%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	5	40.0%	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 MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	140	70.7%	23.6%	2.1%	3.6%	3.6
The quality of teaching.	141	62.4%	29.1%	6.4%	2.1%	3.5
Academic advising.	140	41.4%	35.7%	13.6%	9.3%	3.1
Access to classes.	141	64.5%	22.7%	9.2%	3.5%	3.5
Faculty concern for your academic progress.	141	58.2%	31.9%	8.5%	1.4%	3.5
Writing preparation.	141	52.5%	38.3%	8.5%	0.7%	3.4
Connections to the rest of your academics.	141	52.5%	39.0%	8.5%	0.0%	3.4
Career preparation and guidance.	141	67.4%	18.4%	11.3%	2.8%	3.5
Your overall experience.	141	69.5%	25.5%	2.1%	2.8%	3.6

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	143	87.4%	11.9%	0.7%	0.0%	3.9

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	144	78.5%	21.5%
Community service or volunteer work.	144	74.3%	25.7%
Research project with faculty outside of course requirements.	142	14.1%	85.9%
Study abroad.	140	31.4%	68.6%
Culminating senior experience.	144	85.4%	14.6%

#### POST UMASS PLANS

Principal activity	(N)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	143	91.6%	4.9%	1.4%	0.0%	0.0%	2.1%

  

Annual salary	(N)	Less than \$30,000	\$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?	70	4.3%	38.6%	35.7%	17.1%	4.3%

  

Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	84	47.6%	11.9%	39.3%	1.2%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	3	33.3%	33.3%	0.0%	0.0%	0.0%	33.3%	0.0%

## 2014 UMass-Amherst Graduating Senior Survey Departmental Results

### Management

Graduates (Calendar Year 2014): 101

Survey Respondents: 69

Response Rate: 68.3%

#### SATISFACTION WITH YOUR MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	69	62.3%	30.4%	5.8%	1.4%	3.5
The quality of teaching.	69	43.5%	47.8%	7.2%	1.4%	3.3
Academic advising.	69	33.3%	52.2%	8.7%	5.8%	3.1
Access to classes.	69	53.6%	36.2%	8.7%	1.4%	3.4
Faculty concern for your academic progress.	68	44.1%	39.7%	13.2%	2.9%	3.3
Writing preparation.	69	50.7%	39.1%	4.3%	5.8%	3.3
Connections to the rest of your academics.	69	49.3%	42.0%	4.3%	4.3%	3.4
Career preparation and guidance.	69	39.1%	43.5%	15.9%	1.4%	3.2
Your overall experience.	69	56.5%	39.1%	1.4%	2.9%	3.5

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	69	79.7%	17.4%	2.9%	0.0%	3.8

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	69	49.3%	50.7%
Community service or volunteer work.	68	58.8%	41.2%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	69	87.0%	2.9%	5.8%	1.4%	0.0%	2.9%

  

Annual salary	(N)	Less than \$30,000	\$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)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	26	61.5%	15.4%	19.2%	3.8%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	5	80.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%

## 2014 UMass-Amherst Graduating Senior Survey Departmental Results

### Marketing

Graduates (Calendar Year 2014): 143

Survey Respondents: 122

Response Rate: 85.3%

#### SATISFACTION WITH YOUR MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	119	49.6%	42.9%	5.9%	1.7%	3.4
The quality of teaching.	120	48.3%	45.0%	5.8%	0.8%	3.4
Academic advising.	119	32.8%	40.3%	20.2%	6.7%	3.0
Access to classes.	119	58.0%	25.2%	14.3%	2.5%	3.4
Faculty concern for your academic progress.	119	40.3%	42.0%	13.4%	4.2%	3.2
Writing preparation.	120	51.7%	35.0%	12.5%	0.8%	3.4
Connections to the rest of your academics.	120	40.8%	49.2%	9.2%	0.8%	3.3
Career preparation and guidance.	120	48.3%	33.3%	15.0%	3.3%	3.3
Your overall experience.	120	56.7%	37.5%	5.0%	0.8%	3.5

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	120	73.3%	23.3%	3.3%	0.0%	3.7

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	119	85.7%	14.3%
Community service or volunteer work.	118	66.9%	33.1%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	121	83.5%	9.9%	0.8%	0.0%	1.7%	4.1%

  

Annual salary	(N)	Less than \$30,000	\$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?	29	3.4%	13.8%	44.8%	31.0%	6.9%

  

Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	37	75.7%	5.4%	18.9%	0.0%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	1	0.0%	100.0%	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 MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	49	71.4%	22.4%	4.1%	2.0%	3.6
The quality of teaching.	49	73.5%	20.4%	4.1%	2.0%	3.7
Academic advising.	49	53.1%	24.5%	16.3%	6.1%	3.2
Access to classes.	49	55.1%	36.7%	6.1%	2.0%	3.4
Faculty concern for your academic progress.	49	69.4%	24.5%	2.0%	4.1%	3.6
Writing preparation.	49	46.9%	42.9%	8.2%	2.0%	3.3
Connections to the rest of your academics.	49	59.2%	30.6%	10.2%	0.0%	3.5
Career preparation and guidance.	49	55.1%	30.6%	12.2%	2.0%	3.4
Your overall experience.	49	65.3%	26.5%	8.2%	0.0%	3.6

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	52	65.4%	34.6%	0.0%	0.0%	3.6

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	52	63.5%	36.5%
Community service or volunteer work.	52	55.8%	44.2%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	53	88.7%	5.7%	1.9%	0.0%	0.0%	3.8%

  

Annual salary	(N)	Less than \$30,000	\$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)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	24	75.0%	12.5%	12.5%	0.0%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	2	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%

## 2014 UMass-Amherst Graduating Senior Survey Departmental Results

### Sport Management

Graduates (Calendar Year 2014): 116

Survey Respondents: 94

Response Rate: 81.0%

#### SATISFACTION WITH YOUR MAJOR AND UMASS-AMHERST

Within your major, how satisfied are you with:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	91	64.8%	27.5%	5.5%	2.2%	3.5
The quality of teaching.	91	79.1%	16.5%	2.2%	2.2%	3.7
Academic advising.	91	33.0%	45.1%	17.6%	4.4%	3.1
Access to classes.	91	58.2%	31.9%	5.5%	4.4%	3.4
Faculty concern for your academic progress.	91	49.5%	37.4%	9.9%	3.3%	3.3
Writing preparation.	90	46.7%	44.4%	6.7%	2.2%	3.4
Connections to the rest of your academics.	90	55.6%	38.9%	3.3%	2.2%	3.5
Career preparation and guidance.	91	61.5%	25.3%	7.7%	5.5%	3.4
Your overall experience.	91	78.0%	17.6%	2.2%	2.2%	3.7

  

Overall experience	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience overall?	94	81.9%	18.1%	0.0%	0.0%	3.8

#### EDUCATIONAL EXPERIENCES

While at UMass, did you participate in any of the following:	(N)	Yes	No
Practicum, internship, field or coop experience, clinical assignment.	94	90.4%	9.6%
Community service or volunteer work.	93	87.1%	12.9%
Research project with faculty outside of course requirements.	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)	Employment, full-time paid	Employment, part-time paid	Graduate or professional school	Military service	Volunteer activity	Other
What is most likely to be your principal activity upon graduation? (select one)	93	74.2%	16.1%	4.3%	0.0%	1.1%	4.3%

  

Annual salary	(N)	Less than \$30,000	\$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)	Massachusetts	CT, RI, VT, ME, or NH	Other U.S. location	Outside the U.S.
If you have accepted a full-time job, where is it located?	19	47.4%	21.1%	31.6%	0.0%

  

Graduate degree	(N)	MBA	Other Master's	Ph.D. or Ed.D.	D.V.M.	M.D., D.O., D.D.S.	L.L.B. or J.D. (Law)	Other
If you are attending graduate school this year, what degree will you be seeking?	5	40.0%	0.0%	20.0%	0.0%	0.0%	40.0%	0.0%