2015 UMass-Amherst Graduating Senior Survey Isenberg School of Management Graduates (Calendar Year 2015): 992 Survey Respondents: 738

Response Rate: 74.4%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	1HERST				
Within your major, how satisfied are	vou wit	h:	(N)	Very Satisfied (4)	Somewha Satisfied (3	d Dissatisfied	l Dissatisfied	Item Mean
The accessibility of faculty.	,	•••	718	66.9%	25.5%	· · · · · · · · · · · · · · · · · · ·		3.6
The quality of teaching.			719	64.1%	28.7%			3.5
Academic advising.			717	45.6%	32.9%			3.2
Access to classes.			719	63.3%	26.4%			3.5
Faculty concern for your academic progres	SS.		718	50.4%	36.49			3.3
Writing preparation.			716	47.1%	41.9%			3.3
Connections to the rest of your academics	:		716	52.4%	37.29			3.4
Career preparation and guidance.	٠.		716	59.4%	28.89			3.4
Your overall experience.			717	68.2%	25.1%			3.6
				Very Satisfied	Somewha Satisfied	t Somewhat d Dissatisfied	Very Dissatisfied	Item
Overall experience			(N)	(4)	(3	(2)) (1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		731	78.9%	19.3%	6 1.6%	0.1%	3.8
EDUCATIONAL EXPERIENCES								
While at UMass, did you participate in				(N)	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignn	nent.	729	74.9%	25.1%		
Community service or volunteer work.				728	68.0%	32.0%		
Research project with faculty outside of co	ourse red	quirements.		722	11.8%	88.2%		
Study abroad.				726	30.4%	69.6%		
Culminating senior experience.				730	71.9%	28.1%		
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)	731	8!	5.1%	5.9%	6.4	1% 0.3	% 0.7%	1.69
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?	325	4.3	3%	9.8%	22.8%	47.1%	16.0%	
Location	(N)	Massach	usetts	CT, RI, V ME, or N	,	er U.S. Outs ocation	side the U.S.	
If you have accepted a full-time job, where is it located?	376		67.8%	7.2	2%	22.9%	2.1%	
Graduate degree	(N)	MBA	O Mas	ther Ph.D ter's or Ed.D		M.D., D.O., L. D.D.S.		Other
If you are attending graduate school this	(11)	TIDA	1 143	CO. O CO.D	. 5.4.1.1.	וטוטוט	(Law)	
year, what degree will you be seeking?	88	22.7%	60	0.0%	6 0.0%	0.0%	12.5%	4.5%

2015 UMass-Amherst Graduating Senior Survey Departmental Results

Accounting
Graduates (Calendar Year 2015): 204
Survey Respondents: 158
Response Rate: 77.5%

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	l Dissatisfied	Item Mean
The accessibility of faculty.	you me	•••	156	72.4%	21.8%			3.6
The quality of teaching.			157	75.8%	17.8%			3.7
Academic advising.			156	53.2%	32.7%			3.3
Access to classes.			157	65.0%	24.2%			3.5
Faculty concern for your academic progre	55.		157	55.4%	30.6%			3.4
Writing preparation.			157	44.6%	43.3%			3.3
Connections to the rest of your academics			157	59.2%	29.9%			3.5
Career preparation and guidance.			156	72.4%	19.2%			3.6
Your overall experience.			156	71.2%	20.5%			3.6
Overall experience			(N)	Very Satisfied (4)	Somewha Satisfied (3	d Dissatisfied	l Dissatisfied	Item Mean
How satisfied are you with your UMass Ar experience overall?	nherst		158	84.8%	15.2%			3.8
While at UMass, did you participate ir			_	(N)	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignm	ent.	157	75.8%	24.2%		
Community service or volunteer work.				157	71.3%	28.7%		
Research project with faculty outside of or	ourse red	quirements.		155	5.8%	94.2%		
Study abroad.				155	28.4%	71.6%		
Culminating senior experience.				156	69.2%	30.8%		
POST UMASS PLANS								
Principal activity	(N)	Employme full-time p		Employment, part-time paid		nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	155	84	1.5%	1.9%	b 12.3	3% 0.0	% 0.0%	1.30
Annual salary	(N)	Less that \$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?	102	0.0	1%	1.0%	2.9%	89.2%	6.9%	
Location	(N)	Massachi	usetts	CT, RI, V ME, or N		er U.S. Outs ocation	side the U.S.	
If you have accepted a full-time job, where is it located?	114	:	82.5%	6.1	 L%	11.4%	0.0%	
Graduate degree	(N)	MBA	O Mast	ther Ph.D. ter's or Ed.D.		M.D., D.O., L. D.D.S.		Other
If you are attending graduate school this		:-		:		:		
year, what degree will you be seeking?	47	6.4%	87	7.2% 0.0%	0.0%	0.0%	0.0%	6.4%

2015 UMass-Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2015): 191 Survey Respondents: 151 Response Rate: 79.1%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AN	HERST					
Within your major, how satisfied are	vou wit	h:	(N)	Very Satisfied (4)	Somewh Satisfi			Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	you wit	11.	144	59.0%	29.2		(<u>2)</u> 0%	2.8%	3.4
The quality of teaching.			144	54.2%	34.0		3%	3.5%	3.4
Academic advising.			145	39.3%	25.5		3 <i>7</i> 0 8%	10.3%	2.9
Access to classes.			144	59.0%	27.8		7%	3.5%	3.4
Faculty concern for your academic progre	-c		145	40.7%	41.4		7% 1%	4.8%	3.2
, , ,	55.		144	38.2%	50.0		0%	2.8%	3.2
Writing preparation.				44.8%	40.0		0% 4%	2.8%	3.3
Connections to the rest of your academics			145						
Career preparation and guidance.			145	44.1%	36.6		4%	6.9%	3.2
Your overall experience.			145	57.2%	33.8	3% 6.	9%	2.1%	3.5
				Very Satisfied	Somewh Satisfi			Very Dissatisfied	Item
Overall experience			(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		146	72.6%	24.7	7% 2.	7%	0.0%	3.7
EDUCATIONAL EXPERIENCES									
While at UMass, did you participate in			_	(N)	Yes		•		
Practicum, internship, field or coop experi	ence, clii	nical assignm	nent.	148	76.4%				
Community service or volunteer work.				148	59.5%				
Research project with faculty outside of co	ourse red	quirements.		150	13.3%				
Study abroad.				149	29.5%	70.5%			
Culminating senior experience.				150	78.0%	22.0%			
POST UMASS PLANS									
Principal activity	(N)	Employm full-time		Employment part-time paid		onal Mi	litary ervice		Othe
What is most likely to be your principal activity upon graduation? (select one)	150	90	0.0%	4.7%	% 3	3.3%	0.7%	0.0%	1.39
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?	61	0.0)%	6.6%	29.5%	24.69	%	39.3%	
Location	(N)	Massach	usetts	CT, RI, \ ME, or I		ner U.S. C location	Outsid	le the U.S.	
If you have accepted a full-time job, where is it located?	73		58.9%	ó 11.	0%	26.0%		4.1%	
Graduate degree	(N)	MBA		other Ph.D ter's or Ed.D		M.D., D.O., D.D.S.	L.L.E		Other
If you are attending graduate school this	(11)	IIDA	. 143	COLO OI LUID		יניטיט		(LUVV)	
year, what degree will you be seeking?	7	42.9%	28	3.6% 0.0%	% 0.0%	0.0%		28.6%	0.0%

2015 UMass-Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management Graduates (Calendar Year 2015): 142 Survey Respondents: 97

Response Rate: 68.3%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST					
Within your major, how satisfied are	vou wit	h•	(N)	Very Satisfied (4)		Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	you wit	11.	96	76.0%		17.7%	3.1%	3.1%	3.7
The quality of teaching.			96	68.8%		27.1%	3.1%	1.0%	3.6
Academic advising.			96	47.9%		27.1%	18.8%	6.3%	3.2
Academic advising. Access to classes.			96	78.1%		16.7%	3.1%	2.1%	3.2 3.7
Faculty concern for your academic progres			96	58.3%		33.3%	5.2%	3.1%	3.5
, , , , ,			94	54.3%		37.2%	7.4%	1.1%	3.4
Writing preparation. Connections to the rest of your academics			96	54.2%		33.3%	10.4%	2.1%	3.4
,	•		96	70.8%					
Career preparation and guidance.						20.8%	5.2%	3.1%	3.6
Your overall experience.			95	76.8% Very		18.9% Somewhat	1.1% Somewhat	3.2% Very	3.7
				Satisfied		Satisfied	Dissatisfied	Dissatisfied	Item
Overall experience			(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		97	75.3%		21.6%	2.1%	1.0%	3.7
EDUCATIONAL EXPERIENCES While at UMass, did you participate in		the follow	ina:	(N)		Yes	No		
Practicum, internship, field or coop experie			_	94		74.5%	25.5%		
Community service or volunteer work.	crice, ciri	iicai assigiiii	ici it.	96		63.5%	36.5%		
Research project with faculty outside of co	NIECO EO	auiromonto		95		10.5%	89.5%		
, ,	Juise rec	quirements.		93 97		35.1%	64.9%		
Study abroad.									
Culminating senior experience.				95		88.4%	11.6%		
POST UMASS PLANS									
Principal activity	(N)	Employm full-time		Employmen	t, p	Graduate or professional school	Militar servic	•	Othe
What is most likely to be your principal activity upon graduation? (select one)	96		0.6%	5.29	•	1.0%	0.00	•	:
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000		0,000 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?	39	10.3	3%	30.8%		43.6%	7.7%	7.7%	
Location	(N)	Massach	usetts	CT, RI, ME, or		Other U		ide the U.S.	
If you have accepted a full-time job, where is it located?	49		51.0%	o 4.	.1%	42	.9%	2.0%	
Graduate degree	(N)	MBA	O Mas	ther Ph.[ter's or Ed.[M. D.V.M.	D., D.O., L.L D.D.S.		Other
If you are attending graduate school this year, what degree will you be seeking?	4	75.0%		5.0% 0.09		0.0%	0.0%	0.0%	0.0%

2015 UMass-Amherst Graduating Senior Survey Departmental Results **Management** Graduates (Calendar Year 2015): 116

raduates (Calendar Year 2015): 11 Survey Respondents: 76 Response Rate: 65.5%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	1HERST				
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		70	61.4%	30.0%			3.5
The quality of teaching.			70	48.6%	40.0%			3.4
Academic advising.			70	42.9%	35.7%			3.1
Access to classes.			70	52.9%	28.6%			3.3
Faculty concern for your academic progre	55		70	42.9%	38.6%			3.2
Writing preparation.			70	45.7%	42.9%			3.3
Connections to the rest of your academics			69	47.8%	39.1%			3.3
Career preparation and guidance.			69	40.6%	39.1%			3.2
Your overall experience.			70	60.0%	30.0%			3.5
				Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Item
Overall experience			(N)	(4)	(3) (2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		76	81.6%	15.8%	2.6%	0.0%	3.8
While at UMass, did you participate in		the followi	ng:	(N)	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignm	nent.	76	57.9%	42.1%		
Community service or volunteer work.				73	60.3%	39.7%		
Research project with faculty outside of o	ourse red	quirements.		72	15.3%	84.7%		
Study abroad.				75	29.3%	70.7%		
Culminating senior experience.				76	69.7%	30.3%		
POST UMASS PLANS								
Principal activity	(N)	Employme full-time p		Employment, part-time paid		nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	75	77	7.3%	5.3%	6 12.0	0.0	% 1.3%	4.00
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?	29	10.3	3%	13.8%	20.7%	37.9%	17.2%	
Location	(N)	Massachi	usetts	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?	33		75.8%	3.0	0%	21.2%	0.0%	
Graduate degree	(N)	MBA		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	(.*)			U CI LUID	. 5.71111	3.2.3.	(22.17)	30.0
year, what degree will you be seeking?	10	0.0%	50	0.0%	6 0.0%	0.0%	40.0%	10.0%

2015 UMass-Amherst Graduating Senior Survey Departmental Results Marketing

Marketing
Graduates (Calendar Year 2015): 139
Survey Respondents: 106
Response Rate: 76.3%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	HERST					
Within your major, how catisfied are	vou wit	h.	(NI)	Very Satisfied		omewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Item
Within your major, how satisfied are	you wit	n:	(N)	(4)		(3)	(2)	(1)	Mean
The accessibility of faculty.			105	53.3%		37.1%	6.7%	2.9%	3.4
The quality of teaching.			105	50.5%		42.9%	4.8%	1.9%	3.4
Academic advising.			104	45.2%		37.5%	11.5%	5.8%	3.2
Access to classes.			105	55.2%		34.3%	7.6%	2.9%	3.4
Faculty concern for your academic progres	SS.		105	46.7%		38.1%	14.3%	1.0%	3.3
Writing preparation.			105	51.4%		38.1%	9.5%	1.0%	3.4
Connections to the rest of your academics	i.		104	52.9%		41.3%	4.8%	1.0%	3.5
Career preparation and guidance.			105	50.5%		38.1%	5.7%	5.7%	3.3
Your overall experience.			105	61.9%		32.4%	3.8%	1.9%	3.5
			(1.1)	Very Satisfied		omewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Item
Overall experience			(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Ar experience overall?	nherst		106	84.0%		14.2%	1.9%	0.0%	3.8
EDUCATIONAL EXPERIENCES				(1)					
While at UMass, did you participate in			_	(N)	-	Yes	No		
Practicum, internship, field or coop experi	ence, clii	nical assignn	nent.	106		71.7%	28.3%		
Community service or volunteer work.				106		67.0%	33.0%		
Research project with faculty outside of co	ourse red	quirements.		105		12.4%	87.6%		
Study abroad.				105		41.0%	59.0%		
Culminating senior experience.				105		79.0%	21.0%		
POST UMASS PLANS									
Principal activity	(N)	Employm full-time		Employmen part-time pai	t, p	raduate or rofessional school		•	Othe
What is most likely to be your principal activity upon graduation? (select one)	106	86	5.8%	6.6	%	1.9%	0.99	% 2.8%	0.99
Annual salary	(N)	Less th \$30,0		\$30,000 to \$39,000		,000 to 649,000	\$50,000 to \$59,000	\$60,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	40	0.0)%	15.0%		47.5%	27.5%	10.0%	
Location	(N)	Massach	usetts	CT, RI, ME, or		Other U		ide the U.S.	
If you have accepted a full-time job, where is it located?	43		69.8%	, 7	.0%	18	.6%	4.7%	
Graduate degree	(N)	MBA		other Ph.[ter's or Ed.[M. D.V.M.	D., D.O., L.L D.D.S.		Other
	(11)	MDA	11105	CO S OI LUIL	<i>-</i> .	ויו.ע.ים	יטיחים	(Law)	
If you are attending graduate school this year, what degree will you be seeking?	7	85.7%	14	1.3% 0.0	%	0.0%	0.0%	0.0%	0.0%

2015 UMass-Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2015): 71 Survey Respondents: 47 Response Rate: 66.2%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST				
neri:			(NI)	Very Satisfied	Somewhat Satisfied	d Dissatisfied	Dissatisfied	Item
Within your major, how satisfied are y	ou wit	n:	(N)	(4)	(3			Mean
The accessibility of faculty.			47	78.7%	17.0%			3.7
The quality of teaching.			47	74.5%	19.1%			3.7
Accademic advising.			47	55.3%	29.8%			3.4
Access to classes. Faculty concern for your academic progres			47 46	63.8% 65.2%	27.7% 28.3%			3.5 3.6
, , ,	5.		46	45.7%	37.0%			3.3
Writing preparation.			46	43.7%	52.2%			3.3
Connections to the rest of your academics	•							
Career preparation and guidance.			46	60.9%	26.1%			3.4
Your overall experience.			46	78.3% Very	15.2% Somewhat			3.7
				Satisfied	Satisfied		,	Item
Overall experience			(N)	(4)	(3			Mean
How satisfied are you with your UMass An experience overall?	nherst		47	78.7%	21.3%	6 0.0%	0.0%	3.8
EDUCATIONAL EXPERIENCES		the followin	201	(NI)	Vac	No		
While at UMass, did you participate in	-			(N) 46	Yes 71.7%	No 28.3%		
Practicum, internship, field or coop experie	ince, cili	ılıcal assiyilili	en.	46	73.9%	26.1%		
Community service or volunteer work. Research project with faculty outside of co	urco ro	quiromonto		45	11.1%	88.9%		
Study abroad.	uise iei	quirements.		45	28.9%	71.1%		
				46	60.9%	39.1%		
Culminating senior experience.				40	00.9%	39.1%		
POST UMASS PLANS								
Principal activity	(N)	Employme full-time p		Employment, part-time paid	Graduate profession scho	nal Milita	•	
What is most likely to be your principal activity upon graduation? (select one)	46	93.	.5%	6.5%	0.0	0.0	% 0.0%	0.0
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?	30	0.0	%	0.0%	16.7%	56.7%	26.7%	
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?	32	6	58.8%	3.1	%	21.9%	6.3%	
Graduate degree	(N)	MBA	O ¹ 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 year, what degree will you be seeking?	2	50.0%		0.0%	:-	0.0%	0.0%	0.0%

2015 UMass-Amherst Graduating Senior Survey Departmental Results Sport Management

Sport Management
Graduates (Calendar Year 2015): 129
Survey Respondents: 103
Response Rate: 79.8%

SATISFACTION WITH YOUR MA	JOR A	ND UMAS	S-AM	IHERST					
Within your major, how satisfied are y	ou wit	h.	(N)	Very Satisfied (4)	Somewha Satisfie		ed D	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	you wit	11.	100	73.0%	22.0			1.0%	3.7
The quality of teaching.			100	76.0%	21.0			1.0%	3.7
Academic advising.			99	38.4%	44.4			3.0%	3.2
Access to classes.			100	68.0%	27.0			3.0%	3.6
Faculty concern for your academic progres	c		99	51.5%	41.4 ⁰			1.0%	3.4
Writing preparation.			100	54.0%	38.0			2.0%	3.4
Connections to the rest of your academics			99	58.6%	35.4 ⁰			1.0%	3.5
•	•		99	71.7%	24.2 ⁰			2.0%	3.7
Career preparation and guidance.				71.7% 79.0%					
our overall experience.			100	Very	Somewha	at Somewha	at	1.0% Very	3.8
Overall experience			(N)	Satisfied (4)	Satisfie	ed Dissatisfie 3) (2		Dissatisfied (1)	Item Mean
How satisfied are you with your UMass An	nherst		(11)	(1)	(.	<i>5)</i> (2	<u></u>	(1)	Medit
experience overall?			101	77.2%	20.89	% 2.09	%	0.0%	3.7
EDUCATIONAL EXPERIENCES									
While at UMass, did you participate in	any of	the followir	ng:	(N)	Yes	No			
Practicum, internship, field or coop experie	ence, clir	nical assignme	ent.	102	89.2%	10.8%			
Community service or volunteer work.				102	83.3%	16.7%			
Research project with faculty outside of co	ourse red	quirements.		100	17.0%	83.0%			
Study abroad.				100	21.0%	79.0%			
Culminating senior experience.				102	51.0%	49.0%			
POST UMASS PLANS									
Principal activity	(N)	Employme full-time p		Employment,			-	Volunteer activity	
What is most likely to be your principal activity upon graduation? (select one)	103	•	.8%	13.6%	•		.0%	1.0%	•
Annual salary	(N)	Less tha \$30,00		\$30,000 to \$39,000	\$40,000 to \$49,000			0,000 or more	
If you have accepted a full-time job, what is your approximate annual salary?	24	29.29	%	20.8%	25.0%	20.8%		4.2%	
Location	(N)	Massachu	ısetts	CT, RI, V ME, or N		er U.S. Ou ocation	tside t U	the I.S.	
If you have accepted a full-time job, where is it located?	32		50.0%			34.4%		0%	
			0	ther Ph.D		M.D., D.O., L	L.B. (
Graduate degree	(N)	MBA	Mas	ter's or Ed.D	D.V.M.	D.D.S.			Other
If you are attending graduate school this year, what degree will you be seeking?	11	36.4%	18	3.2% 0.0%	6 0.0%	0.0%		45.5%	0.0%