2016 UMass Amherst Graduating Senior Survey Isenberg School of Management

Isenberg School of Management
Graduates (Calendar Year 2016): 977
Survey Respondents: 738
Response Rate: 75.5%

		Very Satisfied	Somew Satist		omewhat ssatisfied	Very Dissatisfied	Iten
Overall experience	(N)	(4)		(3)	(2)	(1)	Mear
How satisfied are you with your UMass Amherst experience OVERALL?	736	79.8%	19.	3%	0.7%	0.3%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somew Satist		omewhat ssatisfied (2)	Very Dissatisfied (1)	Iten Mear
The accessibility of faculty.	712	72.6%	25.	0%	2.1%	0.3%	3.7
The quality of teaching.	711	67.5%	29.	0%	3.4%	0.1%	3.6
Academic advising.	706	51.1%	35.	4%	10.8%	2.7%	3.3
Access to classes.	709	67.0%	28.	8%	4.1%	0.1%	3.0
Faculty concern for your academic progress.	707	58.4%	35.	6%	5.1%	0.8%	3.
Writing preparation.	708	58.9%	35.	6%	5.2%	0.3%	3.
Connections to the rest of your academics.	709	59.9%	35.	8%	4.1%	0.1%	3.
Career preparation and guidance.	710	73.1%	20.	3%	5.8%	0.8%	3.
Your overall experience.	709	76.3%	22.	1%	1.6%	0.0%	3.
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t while enrolled at UMass Amherst:	the followin	g	(N)	Yes	1	No_	
Study abroad.			732	32.7%	67.3	%	
Community service or volunteer work.			734	65.3%	34.7	%	
Practicum, internship, field or coop experience, clinic	_		732	80.2%			
Research with faculty outside of course/program rec	quirements.		734	13.1%		%	
Culminating senior experience.			732	70.2%	29.8	%	
LEARNING OUTCOMES							

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	703	77.0%	19.2%	3.3%	0.6%	3.7
Relating to people different from you.	699	65.2%	26.0%	7.9%	0.9%	3.6
Understanding your own strengths/weaknesses.	701	69.2%	24.0%	6.7%	0.1%	3.6
Learning effectively on your own.	699	73.8%	21.2%	4.4%	0.6%	3.7
Writing clearly and effectively.	701	51.9%	35.0%	11.1%	2.0%	3.4
Speaking clearly and effectively.	700	57.6%	31.6%	9.9%	1.0%	3.5
Thinking critically and analytically.	701	65.9%	28.1%	5.4%	0.6%	3.6
Solving complex problems.	701	59.3%	31.0%	8.3%	1.4%	3.5
Being an engaged member of society.	700	55.9%	30.6%	12.0%	1.6%	3.4
Analyzing numerical and statistical information.	700	59.6%	28.3%	10.9%	1.3%	3.5
Working effectively with others.	699	74.2%	20.7%	4.7%	0.3%	3.7
Ethical decision making.	700	61.1%	27.7%	8.9%	2.3%	3.5

2016 UMass Amherst Graduating Senior Survey

Isenberg School of Management Graduates (Calendar Year 2016): 977

Graduates (Calendar Year 2016): 977 Survey Respondents: 738

POST-GRADUATION: EMPLO	YMEN	T STATUS**					
		Accepted a	Accepted				
Employment status	(NI)	full-time,	part-time	,	, ·	, , ,	
Employment status	(N)	paid job	paid jo	ob paid jo	b paid jo	ob employme	ent Ot
Which of the following best describe(s) your employment							
status post-graduation?	691	58.8%	4.69	% 28.89	% 1.3'	% 1.9	9% 4.0
		Less than	\$30,000 to	\$40,000 to	\$50,000 to	\$60,000 or	
Annual salary	(N)	\$30,000	\$39,000	\$49,000	\$59,000	more	
If you have accepted a paid job,							
what is your approximate annual salary?	362	7.2%	6.9%	20.7%	43.4%	21.8%	
Salai y :	302	7.2 70	0.970	20.7 70	T3.T /0	21.070	
			CT, RI,	VT.	Oth	ner U.S. O	utside the
Location	(N)	Massachusett				location	U.S.
If you have accepted a paid job,	-					•	
what is the location of your job?	418	73.29	6 .	.5% 1	0.5%	9.1%	0.7%
POST-GRADUATION: PLANS	FOR G						
		Will enrolled n		Vill be	enroll in No	immediate	
Plans for graduate school	(1	V) year full-ti				ns to enroll	
Which best describes your plans for		17 700. 10 0.	, , , oa. pa. c		<u> </u>		
graduate school post-graduation?	64	43 9.8	8%	1.2%	19.4%	69.5%	
			Other	Medical or			
Craduate degree	/NI)		sters La	/	Doctoral		
Graduate degree	(N)	MBA de	egree degre	ee degree	degree	Other	
If you will attend graduate school this fall, what graduate degree will							
you be seeking?	62	22.6% 7	2.6% 1.69	% 0.0%	0.0%	3.2%	
,			_			_	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results

Accounting
Graduates (Calendar Year 2016): 213
Survey Respondents: 167
Response Rate: 78.4%

		Very Satisfied	Somev Satis		mewhat ssatisfied	Very Dissatisfied	Item
Overall experience	(N)	(4)	Saus	(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst experience OVERALL?	167	81.4%	18	.6%	0.0%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somev Satis		omewhat ssatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	163	74.8%	23	.9%	1.2%	0.0%	3.7
The quality of teaching.	163	67.5%	30	.1%	2.5%	0.0%	3.7
Academic advising.	163	55.8%	32	.5%	9.2%	2.5%	3.4
Access to classes.	162	68.5%	29	.0%	2.5%	0.0%	3.7
Faculty concern for your academic progress.	161	58.4%	36	.0%	4.3%	1.2%	3.5
Writing preparation.	162	53.7%	40	.1%	6.2%	0.0%	3.5
Connections to the rest of your academics.	162	63.0%	32	.7%	4.3%	0.0%	3.6
Career preparation and guidance.	163	83.4%	12	.9%	3.7%	0.0%	3.8
Your overall experience.	162	78.4%	21	.0%	0.6%	0.0%	3.8
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t while enrolled at UMass Amherst:	he followir	ng	(N)	Yes	N	lo	
Study abroad.			167	23.4%	76.69	 %	
Community service or volunteer work.			167	68.9%	31.19	%	
Practicum, internship, field or coop experience, clinic	al assignm	ent.	166	81.3%	18.79	%	
Research with faculty outside of course/program rec	juirements.		167	9.0%	91.09	%	
Culminating senior experience.			166	59.6%	40.49	%	
LEARNING OUTCOMES							
To what extent did your experience at UMass Amherst contribute to your knowledge, skills,	(N	Very Mu	ch Qu	iite a Bit	Som	ne Very Litt	

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	157	82.2%	15.9%	1.9%	0.0%	3.8
Relating to people different from you.	156	63.5%	25.6%	9.0%	1.9%	3.5
Understanding your own strengths/weaknesses.	156	67.3%	23.7%	9.0%	0.0%	3.6
Learning effectively on your own.	156	75.0%	17.9%	5.8%	1.3%	3.7
Writing clearly and effectively.	157	46.5%	39.5%	12.7%	1.3%	3.3
Speaking clearly and effectively.	157	54.1%	33.1%	10.8%	1.9%	3.4
Thinking critically and analytically.	157	69.4%	25.5%	3.8%	1.3%	3.6
Solving complex problems.	156	68.6%	26.3%	3.2%	1.9%	3.6
Being an engaged member of society.	155	57.4%	27.7%	12.3%	2.6%	3.4
Analyzing numerical and statistical information.	156	67.9%	25.6%	4.5%	1.9%	3.6
Working effectively with others.	154	70.8%	24.0%	3.9%	1.3%	3.6
Ethical decision making.	155	65.2%	20.6%	9.7%	4.5%	3.5

2016 UMass Amherst Graduating Senior Survey Departmental Results **Accounting**

Graduates (Calendar Year 2016): 213 Survey Respondents: 167

POST-GRADUATION: EMPLO	YMENT	STATUS**					
Fundament status	(NI)	Accepted a full-time,	Accepted a part-time,	full-time	e, part-time	, seeking p	aid
Employment status	(N)	paid job	paid job	paid jol	b paid jol	o employme	ent Other
Which of the following best describe(s) your employment status post-graduation?	151	73.5%	3.3%	o 15.2%	% 2.0%	6 2.6	5% 3.3%
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 paid job, what is your approximate annual salary?	97	6.2%	1.0%	1.0%	63.9%	27.8%	
Location	(N)	Massachusetts	CT, RI, V ME, or N			er U.S. Cocation	outside the U.S.
If you have accepted a paid job, what is the location of your job?	108	88.0%	5.6	% 2	1.6%	0.9%	0.9%
POST-GRADUATION: PLANS	FOR G	RADUATE SO	CHOOL**				
		Will enrolled ne	xt enrolled			mmediate	
Plans for graduate school	(N) year full-tin	ne year part-t	ime the next	2 years plan	s to enroll	
Which best describes your plans for graduate school post-graduation?	14	5 31.7	% 2	.8%	7.6%	57.9%	
		•	ther sters Law	Medical or veterinary	Doctoral		
Graduate degree	(N)	MBA deg	gree degree	degree .	degree	Other	
If you will attend graduate school this fall, what graduate degree will you be seeking?	47	14.9% 83	.0% 2.1%	0.0%	0.0%	0.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2016): 202 Survey Respondents: 160 Response Rate: 79.2%

		Very	Some	ewhat	Somewhat	Very	
		Satisfied		tisfied	Dissatisfied	Dissatisfied	Item
Overall experience	(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst	160	02 50/		16.00/	0.60/	0.007	2.0
experience OVERALL?	160	82.5%	_	16.9%	0.6%	0.0%	3.8
		Very		ewhat	Somewhat	Very	
Rate your satisfaction with each of the following aspects of your major:	(N)	Satisfied (4)	Sa	tisfied (3)	Dissatisfied (2)	Dissatisfied (1)	Item Mean
The accessibility of faculty.	156	67.9%	2	29.5%	1.9%	0.6%	3.6
The quality of teaching.	156	62.8%	2	28.8%	7.7%	0.6%	3.5
Academic advising.	155	52.3%	3	32.9%	12.3%	2.6%	3.3
Access to classes.	155	59.4%	3	35.5%	4.5%	0.6%	3.5
Faculty concern for your academic progress.	155	58.1%	3	35.5%	6.5%	0.0%	3.5
Writing preparation.	156	61.5%	3	34.6%	3.8%	0.0%	3.6
Connections to the rest of your academics.	155	63.2%	3	31.6%	5.2%	0.0%	3.6
Career preparation and guidance.	156	67.3%	2	21.8%	7.7%	3.2%	3.5
Your overall experience.	156	69.9%	2	26.9%	3.2%	0.0%	3.7
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	g	(N)	Y	es N	lo	
		•	159	36.5		_	
Study abroad.							
•			159	66.0		6	
Community service or volunteer work.	cal assignme	ent.		66.0 76.1	% 34.09		
Community service or volunteer work. Practicum, internship, field or coop experience, clinic	_	ent.	159		% 34.09 % 23.99	/ o	
Study abroad. Community service or volunteer work. Practicum, internship, field or coop experience, clinic Research with faculty outside of course/program rec Culminating senior experience.	_	ent.	159 159	76.1	% 34.09 % 23.99 % 85.59	⁄o ⁄o	
Community service or volunteer work. Practicum, internship, field or coop experience, clinic Research with faculty outside of course/program recommendations.	_	ent.	159 159 159	76.1 14.5	% 34.09 % 23.99 % 85.59	⁄o ⁄o	
Community service or volunteer work. Practicum, internship, field or coop experience, clinic Research with faculty outside of course/program reculminating senior experience.	_	Very Muc	159 159 159 159	76.1 14.5	% 34.09 % 23.99 % 85.59 % 20.89	% % % e Very Litt	le Iter 1) Mea

Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	154	69.5%	22.7%	6.5%	1.3%	3.6
Relating to people different from you.	152	65.1%	27.0%	7.2%	0.7%	3.6
Understanding your own strengths/weaknesses.	154	66.2%	27.9%	5.8%	0.0%	3.6
Learning effectively on your own.	154	72.1%	23.4%	3.9%	0.6%	3.7
Writing clearly and effectively.	153	48.4%	37.3%	11.8%	2.6%	3.3
Speaking clearly and effectively.	152	55.3%	32.9%	11.2%	0.7%	3.4
Thinking critically and analytically.	154	67.5%	24.0%	7.8%	0.6%	3.6
Solving complex problems.	154	60.4%	27.3%	11.7%	0.6%	3.5
Being an engaged member of society.	153	56.9%	28.8%	13.7%	0.7%	3.4
Analyzing numerical and statistical information.	154	66.9%	26.0%	7.1%	0.0%	3.6
Working effectively with others.	154	76.0%	22.1%	1.9%	0.0%	3.7
Ethical decision making.	154	59.7%	28.6%	11.0%	0.6%	3.5

2016 UMass Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2016): 202 Survey Respondents: 160

POST-GRADUATION: EMPLO	YMEN						
		Accepted a	Accepted a				
Employment status	(N)	full-time, paid job	part-time, paid job				
· <i>'</i>	(11)	paid job	paid joi	paid joi	b paid joi	b employment	Our
Which of the following best describe(s) your employment							
status post-graduation?	154	65.6%	2.6%	6 24.0%	6 0.6%	6 1.9%	5.29
· -							
		Less than	\$30,000 to	\$40,000 to	\$50,000 to	\$60,000 or	
Annual salary	(N)	\$30,000	\$39,000	\$49,000	\$59,000	more	
If you have accepted a paid job,							
what is your approximate annual	95	3.2%	3.2%	24.2%	42.1%	27.4%	
salary?	95	3.2%	3.2%	24.2%	42.1%	27.4%	
			CT, RI, V	σ	Oth	er U.S. Outs	side the
Location	(N)	Massachusetts		•		ocation	U.S.
If you have accepted a paid job,			· ,	:	:	·	
what is the location of your job?	102	75.5%	5.9	1 1	1.8%	6.9%	0.0%
POST-GRADUATION: PLANS	FOR G	RADUATE S	CHOOL**				
		Will		ill be			
51. 6		enrolled ne				mmediate	
Plans for graduate school	<u>(r</u>	N) year full-tir	ne year part-	time the next	2 years plan	s to enroll	
Which best describes your plans for graduate school post-graduation?	14	11 3.5	.04 0	0.0%	27.7%	68.8%	
graduate scrioor post-graduation?	1-	+1 2.2	170	1.0%	27.7%	00.0%	
		C	ther	Medical or			
		~	sters Lav		Doctoral		
Graduate degree	(N)		gree degree		degree	Other	
If you will attend graduate school			-,				
this fall, what graduate degree will	_						
you be seeking?	3	33.3% 66	0.0%	6 0.0%	0.0%	0.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management Graduates (Calendar Year 2016): 158 Survey Respondents: 117

Response Rate: 74.1%

		Very		newhat	Somewhat	Very	
Overall experience	(N)	Satisfied (4)	S	atisfied (3)	Dissatisfied (2)	Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst	(11)	(+)		(3)	(2)	(1)	Mean
experience OVERALL?	117	81.2%		17.1%	0.9%	0.9%	3.8
Data construction with an in a fall of the fall or in		Very		newhat	Somewhat	Very	Th
Rate your satisfaction with each of the following aspects of your major:	(N)	Satisfied (4)	5	Satisfied (3)	Dissatisfied (2)	Dissatisfied (1)	Item Mean
The accessibility of faculty.	115	73.9%		22.6%	3.5%	0.0%	3.7
The quality of teaching.	115	60.9%		35.7%	3.5%	0.0%	3.6
Academic advising.	114	43.9%		36.0%	14.9%	5.3%	3.2
Access to classes.	114	71.9%		25.4%	2.6%	0.0%	3.7
Faculty concern for your academic progress.	115	60.0%		33.9%	6.1%	0.0%	3.5
Writing preparation.	115	60.0%		29.6%	9.6%	0.9%	3.5
Connections to the rest of your academics.	114	60.5%		34.2%	5.3%	0.0%	3.6
Career preparation and guidance.	114	76.3%		19.3%	4.4%	0.0%	3.7
Your overall experience.	115	80.9%		19.1%	0.0%	0.0%	3.8
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the following	g	(N)		Yes N	lo	
Study abroad.			114	42.	1% 57.99	_ %	
Community service or volunteer work.			116	66.	4% 33.69	%	
Practicum, internship, field or coop experience, clinic	cal assignme	ent.	116	84.	5% 15.5°	%	
Research with faculty outside of course/program rec	quirements.		116	14.	7% 85.3°	%	
Culminating senior experience.			116	87.	1% 12.99	%	
LEARNING OUTCOMES							
To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Muc	:h 4)	Quite a E		ne Very Littl 2) (1	
Knowledge specific to your major.	112	81.30	%	15.2°	% 3.69	% 0.0%	% 3.

Very Much) (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
2 81.3%	15.2%	3.6%	0.0%	3.8
1 75.7%	19.8%	4.5%	0.0%	3.7
1 76.6%	17.1%	6.3%	0.0%	3.7
79.1%	16.4%	3.6%	0.9%	3.7
1 63.1%	24.3%	10.8%	1.8%	3.5
1 64.0%	25.2%	9.9%	0.9%	3.5
1 57.7%	36.9%	5.4%	0.0%	3.5
1 51.4%	35.1%	10.8%	2.7%	3.4
2 67.0%	26.8%	5.4%	0.9%	3.6
1 47.7%	31.5%	18.0%	2.7%	3.2
1 74.8%	18.9%	6.3%	0.0%	3.7
2 61.6%	31.3%	6.3%	0.9%	3.5
	(4) 2 81.3% 1 75.7% 1 76.6% 0 79.1% 1 63.1% 1 57.7% 1 51.4% 2 67.0% 1 74.8%	(4) (3) 2 81.3% 15.2% 1 75.7% 19.8% 1 76.6% 17.1% 0 79.1% 16.4% 1 63.1% 24.3% 1 64.0% 25.2% 1 57.7% 36.9% 1 51.4% 35.1% 2 67.0% 26.8% 1 74.8% 18.9%	(4) (3) (2) 2 81.3% 15.2% 3.6% 1 75.7% 19.8% 4.5% 1 76.6% 17.1% 6.3% 0 79.1% 16.4% 3.6% 1 63.1% 24.3% 10.8% 1 64.0% 25.2% 9.9% 1 57.7% 36.9% 5.4% 1 51.4% 35.1% 10.8% 2 67.0% 26.8% 5.4% 1 47.7% 31.5% 18.0% 1 74.8% 18.9% 6.3%	(1) (4) (3) (2) (1) 2 81.3% 15.2% 3.6% 0.0% 1 75.7% 19.8% 4.5% 0.0% 1 76.6% 17.1% 6.3% 0.0% 0 79.1% 16.4% 3.6% 0.9% 1 63.1% 24.3% 10.8% 1.8% 1 64.0% 25.2% 9.9% 0.9% 1 57.7% 36.9% 5.4% 0.0% 1 51.4% 35.1% 10.8% 2.7% 2 67.0% 26.8% 5.4% 0.9% 1 47.7% 31.5% 18.0% 2.7% 1 74.8% 18.9% 6.3% 0.0%

2016 UMass Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management

Graduates (Calendar Year 2016): 158 Survey Respondents: 117

POST-GRADUATION: EMPLO	YMEN	T STATUS**						
		Accepted a	Accepted			eking a	Will NOT	
Employment status	(NI)	full-time,	part-tin	•		rt-time,	seeking pa	
Employment status	(N)	paid job	paid ;	јов раг	id job p	oaid job	employme	ent Ot
Which of the following best describe(s) your employment								
status post-graduation?	109	70.6%	5.5	5% 1	5.6%	0.9%	0.9	% 6.4
,								
		Less than	\$30,000 to	\$40,000	to \$50,00	0 to 9	60,000 or	
Annual salary	(N)	\$30,000	\$39,000	\$49,00	00 \$59	,000	more	
If you have accepted a paid job,								
what is your approximate annual		12.60/	15 20/	F1 F()/ 1C	70/	2.00/	
salary?	66	13.6%	15.2%	51.5°	% 16	.7%	3.0%	
			ст п	\/T		Other	IIC O	utside the
Location	(N)	Massachusett	CT, RI s ME, o		NY or NJ		o.s. o ation	U.S.
If you have accepted a paid job,	()							0.0.
what is the location of your job?	81	56.8%	6	7.4%	17.3%	18	3.5%	0.0%
POST-GRADUATION: PLANS	FOR G	RADUATE S	CHOOL**					
		Will	~~	Will be				
	-	enrolled n			n to enroll in		mediate	
Plans for graduate school	(1	N) year full-ti	me year pai	rt-time the	next 2 years	plans	to enroll	
Which best describes your plans for	1.0	2	201	1.00/	0.007		00.30/	
graduate school post-graduation?	10)2 2.0	0%	1.0%	8.8%	1	88.2%	
		,	Other	Medica	lor			
		-		aw veterin		ctoral		
Graduate degree	(N)		gree degi		•	egree	Other	
If you will attend graduate school						:		
this fall, what graduate degree will								
you be seeking?	2	50.0%	0.0%	0.	0%	0.0%	50.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results **Management**

Graduates (Calendar Year 2016): 90 Survey Respondents: 54 Response Rate: 60.0%

		Very Satisfied	Somev Satis		mewhat satisfied	Very Dissatisfied	Item
Overall experience	(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst experience OVERALL?	54	75.9%	22	.2%	1.9%	0.0%	3.7
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somev Satis		mewhat ssatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	53	64.2%	34	.0%	1.9%	0.0%	3.6
The quality of teaching.	53	64.2%	34	.0%	1.9%	0.0%	3.6
Academic advising.	53	58.5%	34	.0%	7.5%	0.0%	3.5
Access to classes.	53	64.2%	26	.4%	9.4%	0.0%	3.5
Faculty concern for your academic progress.	53	50.9%	39	.6%	9.4%	0.0%	3.4
Writing preparation.	53	64.2%	32	.1%	3.8%	0.0%	3.6
Connections to the rest of your academics.	53	64.2%	32	.1%	3.8%	0.0%	3.6
Career preparation and guidance.	53	66.0%	26	5.4%	7.5%	0.0%	3.6
Your overall experience.	53	77.4%	20	.8%	1.9%	0.0%	3.8
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t while enrolled at UMass Amherst:	he followin	ng	(N)	Yes	N	lo	
Study abroad.			54	20.4%	79.6°	/ / ₆	
Community service or volunteer work.			54	37.0%	63.09	%	
Practicum, internship, field or coop experience, clinic	al assignm	ent.	54	75.9%	24.19	%	
Research with faculty outside of course/program req	uirements.		54	9.3%	90.79	%	
Culminating senior experience.			54	53.7%	46.39	%	
LEARNING OUTCOMES							
To what extent did your experience at UMass Amherst contribute to your knowledge, skills,	(N	Very Muc	th Qu	uite a Bit	Som		le I

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	52	63.5%	28.8%	7.7%	0.0%	3.6
Relating to people different from you.	52	57.7%	28.8%	13.5%	0.0%	3.4
Understanding your own strengths/weaknesses.	52	61.5%	30.8%	7.7%	0.0%	3.5
Learning effectively on your own.	52	61.5%	34.6%	3.8%	0.0%	3.6
Writing clearly and effectively.	52	48.1%	40.4%	9.6%	1.9%	3.3
Speaking clearly and effectively.	52	61.5%	30.8%	7.7%	0.0%	3.5
Thinking critically and analytically.	52	63.5%	28.8%	7.7%	0.0%	3.6
Solving complex problems.	52	46.2%	42.3%	11.5%	0.0%	3.3
Being an engaged member of society.	52	38.5%	48.1%	11.5%	1.9%	3.2
Analyzing numerical and statistical information.	51	45.1%	47.1%	7.8%	0.0%	3.4
Working effectively with others.	52	69.2%	23.1%	7.7%	0.0%	3.6
Ethical decision making.	52	51.9%	34.6%	11.5%	1.9%	3.4

2016 UMass Amherst Graduating Senior Survey Departmental Results **Management**

Graduates (Calendar Year 2016): 90 Survey Respondents: 54

POST-GRADUATION: EMPLO	1.1514					CI-i	C- 1		VACIL NO	T I	
		Accepted a		ccepted a		Seeking a		ing a	Will NO		
Employment status	(N)	full-time, paid job		part-time, paid job		full-time, paid job		time, d job			Oth
	(11)	paid job		paid job	<u>, </u>	paid joi	, pai	u job	СПРЮУ	HCHC	Ou
Which of the following best describe(s) your employment											
status post-graduation?	52	38.5%	1	5.8%	n	46.2%	1	3.8%	(0.0%	5.8
status post gradadism	32	30.370	•	5.0 /	•	1012 /		0.070	`	010 70	5.0
		Less than	\$30.0	000 to	\$40.	000 to	\$50,000	to	\$60,000 c	or	
Annual salary	(N)	\$30,000		39,000		49,000	\$59,00		mor		
If you have accepted a paid job,	-			•				•			
what is your approximate annual											
salary?	19	0.0%		0.0%	4	42.1%	42.19	%	15.89	6	
				CT, RI, V				Other		Outsi	de the
Location	(N)	Massachuset	ts	ME, or N	IH	NY o	r NJ	loc	cation		U.S.
If you have accepted a paid job,	٠.		•								
what is the location of your job?	21	66.7	%	14.3	5%	14	.3%	•	4.8%		0.0%
				- I alcala							
POST-GRADUATION: PLANS	FOR G			-							
			l be		ll be	DI I					
Plans for graduate school	(1)	enrolled r I) year full-t		enrolled r ear part-t		Plan to the next			nmediate to enroll		
-	(1	year ruii-u	iiie y	eai pait-t	line	tile flext	z years	piaiis	to enion	•	
Which best describes your plans for graduate school post-graduation?	Δ	8 4	.2%	0	.0%		31.3%		64.6%		
graduate school post graduation:	٦	· ·	.2 /0	U	.0 /0		31.370		04.070		
			Other		Mc	edical or					
			asters	Law		eterinary	Docto	oral			
Graduate degree	(N)		egree	degree		degree	deg		Other		
If you will attend graduate school	· · · · ·				•			•		•	
this fall, what graduate degree will											
you be seeking?	1	0.0%	0.0%	0.0%	Ò	0.0%	0.	0%	100.0%		

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results **Marketing**

Graduates (Calendar Year 2016): 125 Survey Respondents: 92 Response Rate: 73.6%

		Very Satisfied	Somew Satis		Somewhat Dissatisfied	Very Dissatisfied	Item
Overall experience	(N)	(4)		(3)	(2)	(1)	Mear
How satisfied are you with your UMass Amherst experience OVERALL?	91	75.8%	20	.9%	2.2%	1.1%	3.7
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somew Satis		Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mear
The accessibility of faculty.	81	65.4%	28	.4%	4.9%	1.2%	3.6
The quality of teaching.	80	60.0%	37	.5%	2.5%	0.0%	3.6
Academic advising.	80	55.0%	31	.3%	11.3%	2.5%	3.4
Access to classes.	81	66.7%	25	.9%	7.4%	0.0%	3.6
Faculty concern for your academic progress.	80	55.0%	35	.0%	5.0%	5.0%	3.4
Writing preparation.	79	65.8%	29	.1%	3.8%	1.3%	3.6
Connections to the rest of your academics.	81	58.0%	39	.5%	2.5%	0.0%	3.6
Career preparation and guidance.	81	69.1%	22	.2%	7.4%	1.2%	3.6
Your overall experience.	80	70.0%	27	.5%	2.5%	0.0%	3.7
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of twhile enrolled at UMass Amherst:	he followir	ng	(N)	Ye	es N	No	
Study abroad.			90	36.7°	% 63.3	%	
Community service or volunteer work.			90	65.6°	% 34.4	%	
Practicum, internship, field or coop experience, clinic	al assignm	ent.	90	82.20	% 17.89	%	
Research with faculty outside of course/program rec	uirements.		90	16.7°	% 83.39	%	
Culminating senior experience.			90	76.7 ⁰	% 23.3°	%	

LEARNING OUTCOMES

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	86	69.8%	27.9%	0.0%	2.3%	3.7
Relating to people different from you.	86	73.3%	22.1%	3.5%	1.2%	3.7
Understanding your own strengths/weaknesses.	86	74.4%	19.8%	4.7%	1.2%	3.7
Learning effectively on your own.	86	76.7%	19.8%	3.5%	0.0%	3.7
Writing clearly and effectively.	86	60.5%	29.1%	8.1%	2.3%	3.5
Speaking clearly and effectively.	86	64.0%	27.9%	5.8%	2.3%	3.5
Thinking critically and analytically.	86	67.4%	25.6%	7.0%	0.0%	3.6
Solving complex problems.	86	61.6%	25.6%	10.5%	2.3%	3.5
Being an engaged member of society.	86	57.0%	26.7%	14.0%	2.3%	3.4
Analyzing numerical and statistical information.	86	58.1%	29.1%	11.6%	1.2%	3.4
Working effectively with others.	86	75.6%	19.8%	4.7%	0.0%	3.7
Ethical decision making.	85	70.6%	22.4%	4.7%	2.4%	3.6

2016 UMass Amherst Graduating Senior Survey Departmental Results **Marketing**

Graduates (Calendar Year 2016): 125 Survey Respondents: 92

DOCT CRADULATION. FADI O	VMEN	T CTATUCY*					
POST-GRADUATION: EMPLO	TMEN		Acconted a	Cooking	o Cooking	- WILLNOT	20
		Accepted a full-time,	Accepted a part-time,				
Employment status	(N)	paid job	paid job		,		
Which of the following best describe(s) your employment status post-graduation?	84	46.4%	2.4%	5 45.2%	% 1.29	% 2.4	% 2.4%
, 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 paid job, what is your approximate annual salary?	31	6.5%	12.9%	16.1%	48.4%	16.1%	
Location	(N)	Massachusetts	CT, RI, V ME, or N	•		er U.S. Ou ocation	itside the U.S.
If you have accepted a paid job, what is the location of your job?	38	78.9%	5.3	9% 5	5.3%	5.3%	5.3%
POST-GRADUATION: PLANS	FOR G	RADUATE SO	CHOOL**				
Plans for graduate school	1)	Will enrolled ne N) year full-tin	ext enrolled i			immediate is to enroll	
Which best describes your plans for graduate school post-graduation?	7	77 5.2	% 2	.6%	19.5%	72.7%	
		Mas	ther sters Lav	/	Doctoral		
Graduate degree	(N)	MBA deg	gree degree	e degree	degree	Other	
If you will attend graduate school this fall, what graduate degree will you be seeking?	4	25.0% 75	.0% 0.0%	0.0%	0.0%	0.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2016): 86 Survey Respondents: 70 Response Rate: 81.4%

		Very	Somew	hat So	mewhat	Very	
		Satisfied	Satis	fied Dis	satisfied	Dissatisfied	Item
Overall experience	(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst	70	60.607	24	407	0.007	0.007	
experience OVERALL?	70	68.6%	31.	4%	0.0%	0.0%	3.7
		Very	Somew		mewhat	Very	
Rate your satisfaction with each of the following aspects of your major:	(N)	Satisfied (4)	Satis	fied Dis (3)	satisfied (2)	Dissatisfied (1)	Item Mean
The accessibility of faculty.	68	79.4%	19.	1%	1.5%	0.0%	3.8
The quality of teaching.	68	80.9%	17.	.6%	1.5%	0.0%	3.8
Academic advising.	66	47.0%	45.	.5%	6.1%	1.5%	3.4
Access to classes.	68	66.2%	30.	.9%	2.9%	0.0%	3.6
Faculty concern for your academic progress.	68	60.3%	35.	.3%	4.4%	0.0%	3.6
Writing preparation.	68	50.0%	44.	1%	5.9%	0.0%	3.4
Connections to the rest of your academics.	68	52.9%	39.	7%	5.9%	1.5%	3.4
Career preparation and guidance.	68	60.3%	30.	9%	8.8%	0.0%	3.5
Your overall experience.	67	76.1%	22.	4%	1.5%	0.0%	3.7
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t	he followin	g	(81)				
while enrolled at UMass Amherst:			(N)	Yes	C1 40	_	
Study abroad.			70	38.6%	61.49		
Community service or volunteer work.	_1 :		70 60	60.0%	40.0%		
Practicum, internship, field or coop experience, clinic	_	ent.	69 70	73.9%	26.19		
Research with faculty outside of course/program req	uirements.		70	14.3%	85.7%		
Culminating senior experience.			70	70.0%	30.0%	o .	
LEARNING OUTCOMES							
To what extent did your experience at UMass		.,					- -
Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Mucl		ite a Bit (3)	Some (2		
	C F	00.40	,	4 = 407	4 =0	, , ,	, ,

Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	65	83.1%	15.4%	1.5%	0.0%	3.8
Relating to people different from you.	65	58.5%	26.2%	15.4%	0.0%	3.4
Understanding your own strengths/weaknesses.	65	69.2%	18.5%	12.3%	0.0%	3.6
Learning effectively on your own.	64	75.0%	18.8%	6.3%	0.0%	3.7
Writing clearly and effectively.	65	47.7%	32.3%	16.9%	3.1%	3.2
Speaking clearly and effectively.	65	44.6%	40.0%	15.4%	0.0%	3.3
Thinking critically and analytically.	65	70.8%	23.1%	4.6%	1.5%	3.6
Solving complex problems.	65	67.7%	24.6%	6.2%	1.5%	3.6
Being an engaged member of society.	65	47.7%	29.2%	23.1%	0.0%	3.2
Analyzing numerical and statistical information.	65	73.8%	18.5%	7.7%	0.0%	3.7
Working effectively with others.	65	70.8%	20.0%	9.2%	0.0%	3.6
Ethical decision making.	65	58.5%	27.7%	10.8%	3.1%	3.4

2016 UMass Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2016): 86 Survey Respondents: 70

POST-GRADUATION: EMPLO	YMEN	T STATUS**	k						
		Accepted a	Accepte		Seeking a		_	Will NOT	
Fuerday was and shadows	/NI\	full-time,		,	full-time		,	seeking p	
Employment status	(N)	paid job	paid	JOD	paid job) paid	d job	employm	ent Otl
Which of the following best									
describe(s) your employment status post-graduation?	64	54.7%	1	6%	35.9%	· (0.0%	3	.1% 4.7
sacas post gradadion.	01	31.770		070	33.37		7.0 70	٥.	1170 117
		Less than	\$30,000 to	\$40	,000 to	\$50,000 t	o 4	60,000 or	
Annual salary	(N)	\$30,000	\$39,000		49,000	\$59,00		more	
If you have accepted a paid job,				•			-		-
what is your approximate annual									
salary?	33	9.1%	3.0%		3.0%	42.4%	6	42.4%	
	(1.1)		CT, R				Other		Outside the
Location	(N)	Massachuset	ts ME, o	or NH	NY o	r NJ	loca	ation	U.S.
If you have accepted a paid job,	26	62.00	27	0.20/	0	20/	10	. 40/	0.007
what is the location of your job?	36	63.9	% 0	8.3%	ď	3.3%	19	9.4%	0.0%
POST-GRADUATION: PLANS		DADUATE C	CHOO! **						
POST-GRADUATION: PLANS	FOR G			\ A (!					
		enrolled n	l be ext enrolle	Will be ed next	Plan to	enroll in	No im	mediate	
Plans for graduate school	(1	N) year full-t			the next			to enroll	
Which best describes your plans for		, , , , , , , , , , , , , , , , , , ,							
graduate school post-graduation?	į	59 1.	7%	1.7%		28.8%		67.8%	
			Other	М	edical or				
					eterinary	Docto	-		
Graduate degree	(N)	MBA de	egree deg	ree	degree	degr	ee	Other	
If you will attend graduate school									
this fall, what graduate degree will	2	50.0% 5	0.0% 0.	0%	0.0%	0.0)%	0.0%	
you be seeking?	2	JU.U%0 5	U.U%0 U.	U70	0.0%	0.0	70	0.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.

2016 UMass Amherst Graduating Senior Survey Departmental Results Sport Management

Sport Management
Graduates (Calendar Year 2016): 103
Survey Respondents: 78
Response Rate: 75.7%

		Very	Somev	vhat 9	Somewhat	Very	
		Satisfied	Satis		Dissatisfied	Dissatisfied	Item
Overall experience	(N)	(4)		(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst							
experience OVERALL?	77	85.7%	14	.3%	0.0%	0.0%	3.9
5		Very	Somev		Somewhat	Very	- .
Rate your satisfaction with each of the following aspects of your major:	(N)	Satisfied (4)	Satis	stied L (3)	Dissatisfied (2)	Dissatisfied (1)	Item Mean
The accessibility of faculty.	76	82.9%	17	.1%	0.0%	0.0%	3.8
The quality of teaching.	76	85.5%	14	.5%	0.0%	0.0%	3.9
Academic advising.	75	44.0%	42	.7%	10.7%	2.7%	3.3
Access to classes.	76	75.0%	22	.4%	2.6%	0.0%	3.7
Faculty concern for your academic progress.	75	64.0%	36	.0%	0.0%	0.0%	3.6
Writing preparation.	75	60.0%	38	.7%	1.3%	0.0%	3.6
Connections to the rest of your academics.	76	51.3%	48	.7%	0.0%	0.0%	3.5
Career preparation and guidance.	75	78.7%	18	.7%	2.7%	0.0%	3.8
Your overall experience.	76	84.2%	14	.5%	1.3%	0.0%	3.8
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t	he followin	g	(NI)	V	. N		
while enrolled at UMass Amherst: Study abroad.		:	(N) 78	Ye 29.5%			
•			78	78.29			
Community service or volunteer work.	al accionm	ont	78	76.29 85.99			
Practicum, internship, field or coop experience, clinic	-		78	14.19			
Research with faculty outside of course/program req Culminating senior experience.	un ements.		76 77	53.29			
				00			
LEARNING OUTCOMES							
To what extent did your experience at UMass Amherst contribute to your knowledge, skills,		Very Much	. Ou	ite a Bit	Som	e Very Litt	le Ite

To what extent did your experience at UMass Amherst contribute to your knowledge, skills, and personal development in the following areas:	(N)	Very Much (4)	Quite a Bit (3)	Some (2)	Very Little (1)	Item Mean
Knowledge specific to your major.	77	87.0%	11.7%	1.3%	0.0%	3.9
Relating to people different from you.	77	55.8%	36.4%	6.5%	1.3%	3.5
Understanding your own strengths/weaknesses.	77	67.5%	31.2%	1.3%	0.0%	3.7
Learning effectively on your own.	77	71.4%	24.7%	3.9%	0.0%	3.7
Writing clearly and effectively.	77	50.6%	41.6%	6.5%	1.3%	3.4
Speaking clearly and effectively.	77	61.0%	32.5%	6.5%	0.0%	3.5
Thinking critically and analytically.	76	63.2%	35.5%	1.3%	0.0%	3.6
Solving complex problems.	77	49.4%	45.5%	5.2%	0.0%	3.4
Being an engaged member of society.	77	51.9%	39.0%	6.5%	2.6%	3.4
Analyzing numerical and statistical information.	77	44.2%	28.6%	24.7%	2.6%	3.1
Working effectively with others.	77	81.8%	14.3%	3.9%	0.0%	3.8
Ethical decision making.	77	53.2%	36.4%	7.8%	2.6%	3.4

2016 UMass Amherst Graduating Senior Survey Departmental Results **Sport Management**

Graduates (Calendar Year 2016): 103 Survey Respondents: 78

DOCT CRADUATION, EMPLO	VMENI	T CTATUCES	•					
POST-GRADUATION: EMPLO	TMEN			d 5	Cooking -	Cookin	1 N/: II N/O	T ho
		Accepted a full-time,	Accepte part-tir		Seeking a full-time			
Employment status	(N)	paid job	1	,	paid job		, ,	
Which of the following best		•		-		 	· · · ·	
describe(s) your employment								
status post-graduation?	77	29.9%	14.	3%	48.1%	1.3	3%	1.3% 5
		Less than	\$30,000 to	¢40	,000 to	\$50,000 to	\$60,000 c	nr
Annual salary	(N)	\$30,000	\$39,000		349,000 to	\$59,000	mor	
If you have accepted a paid job,		· ·			•			_
what is your approximate annual	21	14.20/	20.60/		14 20/	22.20/	0.50	,
salary?	21	14.3%	28.6%		14.3%	33.3%	9.5%	′ 0
			CT, R	VT.		Otl	her U.S.	Outside the
Location	(N)	Massachuset	•		NY o		location	U.S.
If you have accepted a paid job,								
what is the location of your job?	32	65.69	%	3.1%	15	.6%	15.6%	0.0%
POST-GRADUATION: PLANS	FOR C	GRADUATE S	SCHOOL**					
		Wil	l be	Will be				
	_	enrolled n		ed next	Plan to		immediate	
Plans for graduate school	(N) year full-t	ime year pa	rt-time	the next	2 years pla	ns to enroll	
Which best describes your plans for		71 4	20/	0.00/		26.00/	CO 00/	
graduate school post-graduation?		71 4.	2%	0.0%		26.8%	69.0%	
			Other	М	ledical or			
				-	eterinary	Doctora	l	
Graduate degree	(N)	MBA de	egree deg	ree	degree	degree	e Other	
If you will attend graduate school								
this fall, what graduate degree will you be seeking?	3	100.0%	0.0% 0.	0%	0.0%	0.0%	0.0%	
you be seeking:	3	100.070	U.U70 U.	U 70	0.070	0.0%	0.0%	

^{**}The 2016 survey was administered to seniors attending the Undergraduate Commencement Fair on April 27th and to seniors picking up their caps and gowns in the Campus Center the first week in May. A small number of seniors completed the survey online from July 25th - August 22nd.