

2016 UMass Amherst Graduating Senior Survey

Isenberg School of Management

Graduates (Calendar Year 2016): 977

Survey Respondents: 738

Response Rate: 75.5%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
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)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
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%	3.6
Faculty concern for your academic progress.	707	58.4%	35.6%	5.1%	0.8%	3.5
Writing preparation.	708	58.9%	35.6%	5.2%	0.3%	3.5
Connections to the rest of your academics.	709	59.9%	35.8%	4.1%	0.1%	3.6
Career preparation and guidance.	710	73.1%	20.3%	5.8%	0.8%	3.7
Your overall experience.	709	76.3%	22.1%	1.6%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	732	32.7%	67.3%
Community service or volunteer work.	734	65.3%	34.7%
Practicum, internship, field or coop experience, clinical assignment.	732	80.2%	19.8%
Research with faculty outside of course/program requirements.	734	13.1%	86.9%
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

Survey Respondents: 738

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	691	58.8%	4.6%	28.8%	1.3%	1.9%	4.6%
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 paid job, what is your approximate annual salary?	362	7.2%	6.9%	20.7%	43.4%	21.8%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	418	73.2%	6.5%	10.5%	9.1%	0.7%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	643	9.8%	1.2%	19.4%	69.5%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	Other
If you will attend graduate school this fall, what graduate degree will you be seeking?	62	22.6%	72.6%	1.6%	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%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
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)	Somewhat Satisfied (3)	Somewhat Dissatisfied (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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	167	23.4%	76.6%
Community service or volunteer work.	167	68.9%	31.1%
Practicum, internship, field or coop experience, clinical assignment.	166	81.3%	18.7%
Research with faculty outside of course/program requirements.	167	9.0%	91.0%
Culminating senior experience.	166	59.6%	40.4%

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.	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: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	151	73.5%	3.3%	15.2%	2.0%	2.6%	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, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	108	88.0%	5.6%	4.6%	0.9%	0.9%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	145	31.7%	2.8%	7.6%	57.9%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral 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.

Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 12/01/2016

2016 UMass Amherst Graduating Senior Survey Departmental Results

Finance

Graduates (Calendar Year 2016): 202

Survey Respondents: 160

Response Rate: 79.2%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	160	82.5%	16.9%	0.6%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	156	67.9%	29.5%	1.9%	0.6%	3.6
The quality of teaching.	156	62.8%	28.8%	7.7%	0.6%	3.5
Academic advising.	155	52.3%	32.9%	12.3%	2.6%	3.3
Access to classes.	155	59.4%	35.5%	4.5%	0.6%	3.5
Faculty concern for your academic progress.	155	58.1%	35.5%	6.5%	0.0%	3.5
Writing preparation.	156	61.5%	34.6%	3.8%	0.0%	3.6
Connections to the rest of your academics.	155	63.2%	31.6%	5.2%	0.0%	3.6
Career preparation and guidance.	156	67.3%	21.8%	7.7%	3.2%	3.5
Your overall experience.	156	69.9%	26.9%	3.2%	0.0%	3.7

EDUCATIONAL EXPERIENCES

Indicate whether or not you participated in each of the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	159	36.5%	63.5%
Community service or volunteer work.	159	66.0%	34.0%
Practicum, internship, field or coop experience, clinical assignment.	159	76.1%	23.9%
Research with faculty outside of course/program requirements.	159	14.5%	85.5%
Culminating senior experience.	159	79.2%	20.8%

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.	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: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	154	65.6%	2.6%	24.0%	0.6%	1.9%	5.2%
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?	95	3.2%	3.2%	24.2%	42.1%	27.4%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	102	75.5%	5.9%	11.8%	6.9%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	141	3.5%	0.0%	27.7%	68.8%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	Other
If you will attend graduate school this fall, what graduate degree will you be seeking?	3	33.3%	66.7%	0.0%	0.0%	0.0%	0.0%

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Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 12/01/2016

2016 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2016): 158

Survey Respondents: 117

Response Rate: 74.1%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	117	81.2%	17.1%	0.9%	0.9%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very 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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	114	42.1%	57.9%
Community service or volunteer work.	116	66.4%	33.6%
Practicum, internship, field or coop experience, clinical assignment.	116	84.5%	15.5%
Research with faculty outside of course/program requirements.	116	14.7%	85.3%
Culminating senior experience.	116	87.1%	12.9%

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.	112	81.3%	15.2%	3.6%	0.0%	3.8
Relating to people different from you.	111	75.7%	19.8%	4.5%	0.0%	3.7
Understanding your own strengths/weaknesses.	111	76.6%	17.1%	6.3%	0.0%	3.7
Learning effectively on your own.	110	79.1%	16.4%	3.6%	0.9%	3.7
Writing clearly and effectively.	111	63.1%	24.3%	10.8%	1.8%	3.5
Speaking clearly and effectively.	111	64.0%	25.2%	9.9%	0.9%	3.5
Thinking critically and analytically.	111	57.7%	36.9%	5.4%	0.0%	3.5
Solving complex problems.	111	51.4%	35.1%	10.8%	2.7%	3.4
Being an engaged member of society.	112	67.0%	26.8%	5.4%	0.9%	3.6
Analyzing numerical and statistical information.	111	47.7%	31.5%	18.0%	2.7%	3.2
Working effectively with others.	111	74.8%	18.9%	6.3%	0.0%	3.7
Ethical decision making.	112	61.6%	31.3%	6.3%	0.9%	3.5

2016 UMass Amherst Graduating Senior Survey Departmental Results

Hospitality and Tourism Management

Graduates (Calendar Year 2016): 158

Survey Respondents: 117

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	109	70.6%	5.5%	15.6%	0.9%	0.9%	6.4%
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?	66	13.6%	15.2%	51.5%	16.7%	3.0%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	81	56.8%	7.4%	17.3%	18.5%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	102	2.0%	1.0%	8.8%	88.2%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	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%	0.0%	50.0%

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2016 UMass Amherst Graduating Senior Survey Departmental Results

Management

Graduates (Calendar Year 2016): 90

Survey Respondents: 54

Response Rate: 60.0%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
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)	Somewhat Satisfied (3)	Somewhat Dissatisfied (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%	26.4%	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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	54	20.4%	79.6%
Community service or volunteer work.	54	37.0%	63.0%
Practicum, internship, field or coop experience, clinical assignment.	54	75.9%	24.1%
Research with faculty outside of course/program requirements.	54	9.3%	90.7%
Culminating senior experience.	54	53.7%	46.3%

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.	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: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	52	38.5%	5.8%	46.2%	3.8%	0.0%	5.8%
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 paid job, what is your approximate annual salary?	19	0.0%	0.0%	42.1%	42.1%	15.8%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	21	66.7%	14.3%	14.3%	4.8%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	48	4.2%	0.0%	31.3%	64.6%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	Other
If you will attend graduate school this fall, what graduate degree will you be seeking?	1	0.0%	0.0%	0.0%	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.

Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 12/01/2016

2016 UMass Amherst Graduating Senior Survey Departmental Results

Marketing

Graduates (Calendar Year 2016): 125

Survey Respondents: 92

Response Rate: 73.6%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
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)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	90	36.7%	63.3%
Community service or volunteer work.	90	65.6%	34.4%
Practicum, internship, field or coop experience, clinical assignment.	90	82.2%	17.8%
Research with faculty outside of course/program requirements.	90	16.7%	83.3%
Culminating senior experience.	90	76.7%	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

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	84	46.4%	2.4%	45.2%	1.2%	2.4%	2.4%
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, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	38	78.9%	5.3%	5.3%	5.3%	5.3%	5.3%

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	77	5.2%	2.6%	19.5%	72.7%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral 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.

Survey methods and results at: www.umass.edu/oapa/oapa/reports/senior_survey. Office of Academic Planning and Assessment, 12/01/2016

2016 UMass Amherst Graduating Senior Survey Departmental Results

Operations and Information Management

Graduates (Calendar Year 2016): 86

Survey Respondents: 70

Response Rate: 81.4%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	70	68.6%	31.4%	0.0%	0.0%	3.7
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very 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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	70	38.6%	61.4%
Community service or volunteer work.	70	60.0%	40.0%
Practicum, internship, field or coop experience, clinical assignment.	69	73.9%	26.1%
Research with faculty outside of course/program requirements.	70	14.3%	85.7%
Culminating senior experience.	70	70.0%	30.0%

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.	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: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
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%
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?	33	9.1%	3.0%	3.0%	42.4%	42.4%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	36	63.9%	8.3%	8.3%	19.4%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	59	1.7%	1.7%	28.8%	67.8%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	Other
If you will attend graduate school this fall, what graduate degree will you be seeking?	2	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%

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2016 UMass Amherst Graduating Senior Survey Departmental Results

Sport Management

Graduates (Calendar Year 2016): 103

Survey Respondents: 78

Response Rate: 75.7%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR

	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean
Overall experience						
How satisfied are you with your UMass Amherst experience OVERALL?	77	85.7%	14.3%	0.0%	0.0%	3.9
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewhat Satisfied (3)	Somewhat Dissatisfied (2)	Very 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 the following while enrolled at UMass Amherst:

	(N)	Yes	No
Study abroad.	78	29.5%	70.5%
Community service or volunteer work.	78	78.2%	21.8%
Practicum, internship, field or coop experience, clinical assignment.	78	85.9%	14.1%
Research with faculty outside of course/program requirements.	78	14.1%	85.9%
Culminating senior experience.	77	53.2%	46.8%

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.	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

POST-GRADUATION: EMPLOYMENT STATUS**

Employment status	(N)	Accepted a full-time, paid job	Accepted a part-time, paid job	Seeking a full-time, paid job	Seeking a part-time, paid job	Will NOT be seeking paid employment	Other
Which of the following best describe(s) your employment status post-graduation?	77	29.9%	14.3%	48.1%	1.3%	1.3%	5.2%
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?	21	14.3%	28.6%	14.3%	33.3%	9.5%	
Location	(N)	Massachusetts	CT, RI, VT, ME, or NH	NY or NJ	Other U.S. location	Outside the U.S.	
If you have accepted a paid job, what is the location of your job?	32	65.6%	3.1%	15.6%	15.6%	0.0%	

POST-GRADUATION: PLANS FOR GRADUATE SCHOOL**

Plans for graduate school	(N)	Will be enrolled next year full-time	Will be enrolled next year part-time	Plan to enroll in the next 2 years	No immediate plans to enroll		
Which best describes your plans for graduate school post-graduation?	71	4.2%	0.0%	26.8%	69.0%		
Graduate degree	(N)	MBA	Other Masters degree	Law degree	Medical or veterinary degree	Doctoral degree	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%

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