2018 UMass Amherst Graduating Senior Survey **Isenberg School of Management**

Graduates (Calendar Year 2018): 1028 Survey Respondents: 612 Response Rate: 59.5%

		Vor	Somew	hat	Somewhat	Von	
		Very Satisfied	Satis		Dissatisfied	Very Dissatisfied	Item
Overall experience	(N)	(4)	Jaco	(3)	(2)	(1)	Mean
How satisfied are you with your UMass Amherst							
experience OVERALL?	610	76.1%	22.	.8%	1.1%	0.0%	3.7
		Very	Somew	/hat	Somewhat	Very	
Rate your satisfaction with each of the following		Satisfied	Satis		Dissatisfied	Dissatisfied	Item
aspects of your major:	(N)	(4)		(3)	(2)	(1)	Mean
The accessibility of faculty.	580	73.4%	24	.3%	2.1%	0.2%	3.7
The quality of teaching.	580	62.4%	34	.0%	3.1%	0.5%	3.6
Academic advising.	577	50.4%	34.	.5%	10.9%	4.2%	3.3
Access to classes.	577	64.3%	27	.9%	7.1%	0.7%	3.6
Faculty concern for your academic progress.	576	58.2%	34.	.5%	5.7%	1.6%	3.5
Writing preparation.	578	56.4%	39	.1%	3.5%	1.0%	3.5
Connections to the rest of your academics.	575	54.3%	37	.9%	7.0%	0.9%	3.5
Career preparation and guidance.	579	65.6%	25.	.2%	6.9%	2.2%	3.5
Your overall experience.	579	73.2%	24.	.4%	1.9%	0.5%	3.7
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of t	he followin	ng.					
while enrolled at UMass Amherst:	ine ronovvii	19	(N)	Υ	es	No	
Study abroad.			605	33.9	% 66.	1%	
Community service or volunteer work.			608	66.6	% 33.	4%	
Practicum, internship, field or coop experience, clinic	al assignm	ent.	607	82.4	% 17.	6%	
Research with faculty outside of course/program rec	_		602	10.0		0%	

LEARNING OUTCOMES

Culminating senior experience.

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.	586	68.1%	25.9%	5.8%	0.2%	3.6
Writing clearly and effectively.	584	44.9%	37.2%	16.3%	1.7%	3.3
Speaking clearly and effectively.	585	50.6%	34.2%	13.0%	2.2%	3.3
Thinking critically and analytically.	582	59.1%	32.0%	7.9%	1.0%	3.5
Solving complex problems.	586	53.1%	32.6%	12.8%	1.5%	3.4
Being an engaged member of society.	585	50.4%	31.5%	14.4%	3.8%	3.3
Analyzing numerical and statistical information.	585	51.6%	32.3%	14.4%	1.7%	3.3
Working effectively with others.	585	67.0%	25.6%	7.0%	0.3%	3.6
Ethical decision making.	582	55.7%	27.0%	14.8%	2.6%	3.4
Relating to people different from you.	585	58.1%	28.2%	11.5%	2.2%	3.4
Understanding your own strengths/weaknesses.	585	61.4%	29.1%	8.5%	1.0%	3.5
Learning effectively on your own.	586	69.1%	22.7%	7.3%	0.9%	3.6

609

67.2%

32.8%

2018 UMass Amherst Graduating Senior Survey **Isenberg School of Management**

Graduates (Calendar Year 2018): 1028 Survey Respondents: 612 Response Rate: 59.5%

		Accepted	4 5	Accepted a		Seeking a	Sook	ing a	Will NO	The	
		full-tir		part-time		full-time		time,			
Employment status	(N)	paid		paid jol		paid job	, 1	d job			Othe
Which of the following best			<u> </u>				· ·				
describe(s) your employment											
status post-graduation?	577	59.8	3%	2.6%	o o	29.1%	, D	1.4%	2	2.4%	4.7
		Less tha	n ¢3(),000 to	¢Δ	0,000 to	\$50,000	to	\$60,000 to	n (\$70,000
Annual salary	(N)	\$30,00		\$39,000	•	\$49,000	\$59,000 \$59,00		\$69,000		moi
If you have accepted a paid job,				-							
what is your approximate annual	200	2.20	,	C 70/		1 - 00/	27.20	1/	26.20	,	11 7
salary?	298	2.3%	0	6.7%		15.8%	27.2°	7 0	36.2%	0	11.79
				CT, RI, \	π.			Other	r U.S.	Outsi	de the
Location	(N)	Massachu	setts	ME, or I		NY o	r NJ	loc	cation		U.S.
If you have accepted a paid job,							·				
what is the location of your job?	345	69	9.3%	5.8	3%	10	.7%	1	3.9%		0.3%
POST-GRADUATION: PLANS	FOR G	RADUATI	E SCHO)OL**							
			Will be	W	ill be	2					
		enrolle		enrolled	_				nmediate		
Plans for graduate school	1)	I) year fu	III-time	year part-	time	the next	2 years	plans	to enroll		
Which best describes your plans for graduate school post-graduation?	53	34	11.8%	2	2.2%	, 0	15.2%		70.8%		
			Other		-	Medical or			Other		
Graduate degree	(N)	MBA	Masters degree			Veterinary degree	PhD or E	dD	Doctoral degree		
If you will attend graduate school	()		303.00	20310		2.25.30			203.00		
this fall, what graduate degree will											
you be seeking?	69	11.6%	81.2%	7.29	,	0.0%	^	0%	0.0%		

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results

Accounting
Graduates (Calendar Year 2018): 177
Survey Respondents: 103
Response Rate: 58.2%

SATISFACTION WITH UMASS AMHERST	AND YOU	JR MAJOR				
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?	103	88.3%	11.7%	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.	103	77.7%	22.3%	0.0%	0.0%	3.8
The quality of teaching.	103	57.3%	41.7%	1.0%	0.0%	3.6
Academic advising.	103	64.1%	28.2%	5.8%	1.9%	3.5
Access to classes.	103	76.7%	18.4%	3.9%	1.0%	3.7
Faculty concern for your academic progress.	103	63.1%	30.1%	6.8%	0.0%	3.6
Writing preparation.	102	65.7%	32.4%	1.0%	1.0%	3.6
Connections to the rest of your academics.	103	63.1%	33.0%	3.9%	0.0%	3.6
Career preparation and guidance.	103	86.4%	10.7%	1.9%	1.0%	3.8
Your overall experience.	103	87.4%	12.6%	0.0%	0.0%	3.9
EDUCATIONAL EXPERIENCES						
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followir	ng	(N)	Yes N	No_	
Study abroad.			102 21	.6% 78.4	%	

while enrolled at UMass Amherst:	(N)	Yes	No
Study abroad.	102	21.6%	78.4%
Community service or volunteer work.	102	61.8%	38.2%
Practicum, internship, field or coop experience, clinical assignment.	103	87.4%	12.6%
Research with faculty outside of course/program requirements.	101	6.9%	93.1%
Culminating senior experience.	102	49.0%	51.0%

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.	96	77.1%	19.8%	3.1%	0.0%	3.7
Writing clearly and effectively.	96	49.0%	34.4%	16.7%	0.0%	3.3
Speaking clearly and effectively.	95	52.6%	30.5%	14.7%	2.1%	3.3
Thinking critically and analytically.	96	66.7%	25.0%	7.3%	1.0%	3.6
Solving complex problems.	96	54.2%	36.5%	6.3%	3.1%	3.4
Being an engaged member of society.	96	56.3%	31.3%	11.5%	1.0%	3.4
Analyzing numerical and statistical information.	96	67.7%	21.9%	10.4%	0.0%	3.6
Working effectively with others.	96	74.0%	19.8%	6.3%	0.0%	3.7
Ethical decision making.	96	65.6%	22.9%	9.4%	2.1%	3.5
Relating to people different from you.	96	64.6%	21.9%	12.5%	1.0%	3.5
Understanding your own strengths/weaknesses.	96	68.8%	22.9%	8.3%	0.0%	3.6
Learning effectively on your own.	96	81.3%	15.6%	3.1%	0.0%	3.8

2018 UMass Amherst Graduating Senior Survey Departmental Results **Accounting**

Graduates (Calendar Year 2018): 177 Survey Respondents: 103 Response Rate: 58.2%

		Accepted	a /	Accepted	a	Seeking a	Soo	king a	Will NO	T he	
		full-time		part-time		full-time		:-time,			
Employment status	(N)	paid jo		paid jo		paid job	, 1	aid job			Othe
Which of the following best			:		-		·				
describe(s) your employment											
status post-graduation?	95	77.99	6	1.19	6	10.5%	Ď	3.2%	1	.1%	6.3
			+20				±=0.000		+60.000.		. -
Annual salary	(N)	Less than \$30,000		,000 to 39,000	•	0,000 to \$49,000	\$50,000 \$59,0		\$60,000 t		70,000 mo
<u> </u>	(11)	\$30,000	Ψ	39,000		ртэ,000	φ 3 9,0		303,00	<u> </u>	11101
If you have accepted a paid job, what is your approximate annual											
salary?	65	0.0%		0.0%		3.1%	20.0)%	75.4%	6	1.59
Saidi y .	00	0.070		0.070		3.170	2010	,,0	, 51.17	Ü	1.0
				CT, RI, V	/Т			Othe	r U.S.	Outsi	de the
Location	(N)	Massachuse	etts	ME, or		NY c	r NJ		cation	Cucs	U.S.
If you have accepted a paid job,	•		•				•		•		
what is the location of your job?	72	80.	5%	6.9	9%	5	.6%		6.9%		0.0%
POST-GRADUATION: PLANS	FOR G	RADUATE	SCHO	OL**							
			'ill be		ill be	_					
		enrolled		enrolled	_		enroll in		nmediate		
Plans for graduate school	<u>(N</u>	l) year full-	time	year part-	time	the next	2 years	plans	to enroll		
Which best describes your plans for	0	-	2 50/		2 00/	,	2.40/		46.007		
graduate school post-graduation?	8	7 4.	2.5%	ì	3.0%	0	3.4%		46.0%		
			Other		r	Medical or			Other		
		N	lasters	Lav	-	Veterinary			Doctoral		
Graduate degree	(N)	=	degree	degre		degree	PhD or	EdD	degree		
If you will attend graduate school								:			
this fall, what graduate degree will											
you be seeking?	44	0.0%	97.7%	2.39	6	0.0%	r	.0%	0.0%		

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2018): 220 Survey Respondents: 134 Response Rate: 60.9%

		Very	Somev	/hat	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?	133	69.9%	28	.6%	1.5%	0.0%	3.7
Rate your satisfaction with each of the following		Very Satisfied	Somew		Somewhat Dissatisfied	Very Dissatisfied	Item
aspects of your major:	(N)	(4)	Saus	(3)	(2)	(1)	Mean
The accessibility of faculty.	122	63.9%	32	.0%	4.1%	0.0%	3.6
The quality of teaching.	122	57.4%	39	.3%	2.5%	0.8%	3.5
Academic advising.	121	42.1%	42	.1%	11.6%	4.1%	3.2
Access to classes.	121	57.0%	28	.9%	12.4%	1.7%	3.4
Faculty concern for your academic progress.	121	51.2%	38	.8%	9.1%	0.8%	3.4
Writing preparation.	121	52.1%	42	.1%	5.0%	0.8%	3.5
Connections to the rest of your academics.	121	52.1%	39	.7%	6.6%	1.7%	3.4
Career preparation and guidance.	122	53.3%	31	.1%	12.3%	3.3%	3.3
Your overall experience.	122	64.8%	32	.0%	2.5%	0.8%	3.6
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of the while enrolled at UMass Amherst:	the followin	ng	(N)	Υє	es I	No_	
Study abroad.			132	39.49	% 60.6	%	
Community service or volunteer work.			133	62.49	% 37.6	%	
Practicum, internship, field or coop experience, clinic	al assignm	ent.	132	83.39	% 16.7	%	

Study abroad.	132	JJ.T /0	00.070
Community service or volunteer work.	133	62.4%	37.6%
Practicum, internship, field or coop experience, clinical assignment.	132	83.3%	16.7%
Research with faculty outside of course/program requirements.	128	9.4%	90.6%
Culminating senior experience.	132	77.3%	22.7%

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.	130	58.5%	33.1%	8.5%	0.0%	3.5
Writing clearly and effectively.	127	35.4%	45.7%	16.5%	2.4%	3.1
Speaking clearly and effectively.	129	44.2%	39.5%	13.2%	3.1%	3.2
Thinking critically and analytically.	129	53.5%	35.7%	10.1%	0.8%	3.4
Solving complex problems.	129	53.5%	29.5%	16.3%	0.8%	3.4
Being an engaged member of society.	129	38.8%	38.0%	16.3%	7.0%	3.1
Analyzing numerical and statistical information.	128	59.4%	30.5%	10.2%	0.0%	3.5
Working effectively with others.	128	60.2%	32.8%	6.3%	0.8%	3.5
Ethical decision making.	127	47.2%	29.9%	17.3%	5.5%	3.2
Relating to people different from you.	130	46.9%	35.4%	14.6%	3.1%	3.3
Understanding your own strengths/weaknesses.	129	51.9%	32.6%	13.2%	2.3%	3.3
Learning effectively on your own.	130	62.3%	27.7%	9.2%	0.8%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results **Finance**

Graduates (Calendar Year 2018): 220 Survey Respondents: 134 Response Rate: 60.9%

		STATUS*		Noconto d	_	Cookins -	Cast	ina s	VACIL NIOT	- ha	
		Accepted full-time		Accepted a part-time		Seeking a full-time		ing a time,	Will NO seeking p		
Employment status	(N)	paid jo		paid jo		paid job	, 1	d job			Othe
Which of the following best			:			1 3	· ·			-	
describe(s) your employment											
status post-graduation?	129	58.99	6	0.89	6	32.6%	Ö	0.0%	3	.1%	4.7%
		Less than	\$30	,000 to	\$40	0,000 to	\$50,000	to	\$60,000 to	s \$7	0,000 o
Annual salary	(N)	\$30,000		39,000	•	\$49,000	\$59,00		\$69,000		more
If you have accepted a paid job, what is your approximate annual salary?	68	0.0%		2.9%		7.4%	27.9 ⁰	%	36.8%		25.0%
•											
				CT, RI, \	/Τ,			Other	·U.S.	Outside	e the
Location	(N)	Massachuse	tts	ME, or l	NH	NY o	r NJ	loc	cation		U.S.
If you have accepted a paid job,	74	60	201		201		00/		0.50/	,	2007
what is the location of your job?	74	68.	9%	6.8	3%	14	.9%	,	9.5%	(0.0%
POST-GRADUATION: PLANS	FOR G	RADUATE	SCHO	OL**							
		W	ill be	W	'ill be	2					
		enrolled		enrolled					nmediate		
Plans for graduate school	(1)	l) year full-	time	year part-	time	the next	2 years	plans	to enroll		
Which best describes your plans for graduate school post-graduation?	11	.6	1.3%	().9%	,)	18.1%		76.7%		
			Other		N	Medical or			Other		
	(5.1)	=	lasters	. La		/eterinary	DI D		Doctoral		
Graduate degree	(N)	MBA	degree	degre	<u>e</u>	degree	PhD or E	:dD	degree		
If you will attend graduate school this fall, what graduate degree will											
you be seeking?	6	16.7%	83.3%	0.09	6	0.0%	0.	0%	0.0%		

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management

Graduates (Calendar Year 2018): 143 Survey Respondents: 87 Response Rate: 60.8%

SATISFACTION WITH UMASS AMHERST	AND YOU	JR MAJOR					
Overall experience	(N)	Very Satisfied (4)	Somewha Satisfie		omewhat ssatisfied (2)	Very Dissatisfied (1)	Iten Mear
How satisfied are you with your UMass Amherst experience OVERALL?	87	72.4%	26.4 ^c	%	1.1%	0.0%	3.7
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewha Satisfie		omewhat ssatisfied (2)	Very Dissatisfied (1)	Item Mear
The accessibility of faculty.	83	78.3%	20.5	%	1.2%	0.0%	3.8
The quality of teaching.	83	73.5%	22.9	%	3.6%	0.0%	3.7
Academic advising.	81	33.3%	40.7	%	19.8%	6.2%	3.0
Access to classes.	82	67.1%	28.0°	%	4.9%	0.0%	3.6
Faculty concern for your academic progress.	82	58.5%	36.6°	%	4.9%	0.0%	3.5
Writing preparation.	83	51.8%	44.6°	%	3.6%	0.0%	3.5
Connections to the rest of your academics.	83	56.6%	34.9°	%	7.2%	1.2%	3.5
Career preparation and guidance.	83	72.3%	24.1°	%	3.6%	0.0%	3.7
Your overall experience.	82	81.7%	18.3°	%	0.0%	0.0%	3.8
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	g	(N)	Yes	ı	No	
Study abroad.			85	42.4%	57.6	%	
Community service or volunteer work.			86	66.3%	33.7	%	
Practicum, internship, field or coop experience, clini	cal assignm	ent.	86	80.2%	19.8	%	

LEARNING OUTCOMES

Culminating senior experience.

Research with faculty outside of course/program requirements.

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.	84	78.6%	19.0%	2.4%	0.0%	3.8
Writing clearly and effectively.	85	48.2%	36.5%	12.9%	2.4%	3.3
Speaking clearly and effectively.	85	55.3%	35.3%	8.2%	1.2%	3.4
Thinking critically and analytically.	85	65.9%	28.2%	4.7%	1.2%	3.6
Solving complex problems.	85	60.0%	28.2%	10.6%	1.2%	3.5
Being an engaged member of society.	84	57.1%	31.0%	10.7%	1.2%	3.4
Analyzing numerical and statistical information.	85	43.5%	34.1%	16.5%	5.9%	3.2
Working effectively with others.	85	70.6%	22.4%	5.9%	1.2%	3.6
Ethical decision making.	84	59.5%	28.6%	9.5%	2.4%	3.5
Relating to people different from you.	85	64.7%	27.1%	8.2%	0.0%	3.6
Understanding your own strengths/weaknesses.	85	71.8%	24.7%	3.5%	0.0%	3.7
Learning effectively on your own.	84	73.8%	22.6%	3.6%	0.0%	3.7

9.3%

83.9%

86

87

90.7%

16.1%

2018 UMass Amherst Graduating Senior Survey Departmental Results Hospitality and Tourism Management

Graduates (Calendar Year 2018): 143 Survey Respondents: 87 Response Rate: 60.8%

		Accepted	a /	Accepted a		Seeking a	seeki	na a	Will NOT	ho
		full-time		part-time		full-time		_		
Employment status	(N)	paid jo	,	paid jol		paid job	,	d job		
Which of the following best	(1-7	p and y c		p a y a		J		- ,		
describe(s) your employment										
status post-graduation?	83	65.1°	6	2.49	6	30.1%	b 1	1.2%	0.0	0% 1.29
Annual calant	/NI\	Less than		,000 to		0,000 to	\$50,000 t		\$60,000 to	\$70,000
Annual salary	(N)	\$30,000	\$	39,000		\$49,000	\$59,00	<u> </u>	\$69,000	moi
If you have accepted a paid job,										
what is your approximate annual salary?	43	2.3%		16.3%		55.8%	16.3%	6	7.0%	2.3
Salai y :	1 3	2.370		10.570		33.070	10.37	0	7.070	2.3
				CT, RI, \	/Т		(Other	· U.S. C	outside the
Location	(N)	Massachuse	etts	ME, or I		NY o			cation	U.S.
If you have accepted a paid job,	•		•				•			
what is the location of your job?	54	50.	0%	7.4	1%	11	.1%	2	9.6%	1.9%
DOCT CRADUATION. BLANC	FOD (SDADUATE	COLIO	O1 **						
POST-GRADUATION: PLANS	FOR (
		W enrolled	/ill be	W enrolled	ill b	•	enroll in	Na in	nmediate	
Plans for graduate school	(enroned N) year full		year part-					to enroll	
Which best describes your plans for		year rain	unic	year pare	-	- the flexe	2 years	piario	to criron	
graduate school post-graduation?		76	2.6%	2	2.6%	6	9.2%		85.5%	
gradate concer poor gradation.				_			J.= / 0		00.070	
			Other		ı	Medical or			Other	
		1	1asters	Lav	۷ '	Veterinary			Doctoral	
Graduate degree	(N)	MBA	degree	degree	e	degree	PhD or E	dD	degree	
If you will attend graduate school									_	
this fall, what graduate degree will	_									
you be seeking?	3	100.0%	0.0%	0.0%	o o	0.0%	0.0)%	0.0%	

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results **Management**

Graduates (Calendar Year 2018): 93 Survey Respondents: 51 Response Rate: 54.8%

SATISFACTION WITH UMASS AMHERST	AND YOU	IR MAJOR				
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?	51	68.6%	27.5%	3.9%	0.0%	3.6
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.	48	68.8%	29.2%	2.1%	0.0%	3.7
The quality of teaching.	48	52.1%	43.8%	2.1%	2.1%	3.5
Academic advising.	48	56.3%	31.3%	6.3%	6.3%	3.4
Access to classes.	48	50.0%	41.7%	8.3%	0.0%	3.4
Faculty concern for your academic progress.	48	68.8%	25.0%	4.2%	2.1%	3.6
Writing preparation.	48	50.0%	45.8%	0.0%	4.2%	3.4
Connections to the rest of your academics.	46	41.3%	41.3%	13.0%	4.3%	3.2
Career preparation and guidance.	48	60.4%	25.0%	12.5%	2.1%	3.4
Your overall experience.	48	64.6%	31.3%	2.1%	2.1%	3.6
EDUCATIONAL EXPERIENCES						
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	g	(N)	Yes I	No_	
Study abroad.			51 25	5.5% 74.5	%	
Community service or volunteer work.			51 56	5.9% 43.1	%	

LEARNING	OUTCOMES
	00.00

Culminating senior experience.

Practicum, internship, field or coop experience, clinical assignment.

Research with faculty outside of course/program requirements.

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.	50	56.0%	38.0%	4.0%	2.0%	3.5
Writing clearly and effectively.	50	50.0%	36.0%	12.0%	2.0%	3.3
Speaking clearly and effectively.	50	54.0%	28.0%	16.0%	2.0%	3.3
Thinking critically and analytically.	49	59.2%	30.6%	10.2%	0.0%	3.5
Solving complex problems.	50	46.0%	36.0%	14.0%	4.0%	3.2
Being an engaged member of society.	50	60.0%	20.0%	16.0%	4.0%	3.4
Analyzing numerical and statistical information.	50	40.0%	42.0%	14.0%	4.0%	3.2
Working effectively with others.	50	68.0%	20.0%	12.0%	0.0%	3.6
Ethical decision making.	50	54.0%	30.0%	12.0%	4.0%	3.3
Relating to people different from you.	50	60.0%	28.0%	6.0%	6.0%	3.4
Understanding your own strengths/weaknesses.	50	58.0%	32.0%	10.0%	0.0%	3.5
Learning effectively on your own.	50	60.0%	30.0%	10.0%	0.0%	3.5

51

51

51

80.4%

9.8%

66.7%

19.6%

90.2%

33.3%

2018 UMass Amherst Graduating Senior Survey Departmental Results **Management**

Graduates (Calendar Year 2018): 93 Survey Respondents: 51 Response Rate: 54.8%

nployment status nich of the following best scribe(s) your employment itus post-graduation?	(N)	Accepted a full-time,	Accepted a part-time,	Seeking a	n Seeking a	Will NOT	DE
nich of the following best scribe(s) your employment	(N)			full-time	, part-time	, seeking pa	
nich of the following best scribe(s) your employment	(11)	paid job	paid job				
scribe(s) your employment		paid Job	paid job	paia joi	paid joi	Chiployine	in Ouic
ILUS DOSI-ORAGUADON?	49	51.0%	2.0%	36.7%	0.0%	6 4.1	% 6.1%
nas post gradadiom	.5	311070	2.0 70	30.7	0.07		70 0.17
		Less than	\$30,000 to	\$40,000 to	\$50,000 to	\$60,000 to	\$70,000 o
nual salary	(N)	\$30,000	\$39,000	\$49,000	\$59,000	\$69,000	more
you have accepted a paid job,	(* -7	7-0/000	4-27-0-2	7 10 7000	+/	400/000	
lat is your approximate annual							
ary?	22	9.1%	9.1%	13.6%	45.5%	18.2%	4.5%
•							
			CT, RI, V	Γ,	Othe	er U.S. O	utside the
cation	(N)	Massachusetts				cation	U.S.
you have accepted a paid job,				•	•	•	
at is the location of your job?	26	65.4%	3.89	% 3	.8%	26.9%	0.0%
OST-GRADUATION: PLANS	FOR G	RADUATE SO	CHOOL**				
		Will I	oe Wil	l be			
		enrolled ne				mmediate	
ns for graduate school	(N) year full-tim	ne year part-ti	me the next	2 years plans	s to enroll	
nich best describes your plans for							
aduate school post-graduation?	48	3 12.5	% 2.	1%	22.9%	62.5%	
		_	ther	Medical or		Other	
	(5.1)	Mas		/	DID 515	Doctoral	
aduate degree you will attend graduate school	(N)	MBA deg	ree degree	degree	PhD or EdD	degree	

16.7%

66.7%

16.7%

0.0%

0.0%

0.0%

you be seeking?

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results **Marketing**

Graduates (Calendar Year 2018): 139 Survey Respondents: 75 Response Rate: 54.0%

SATISFACTION WITH UMASS AMHERST	VND AUI	ID MATOD					
Overall experience	(N)	Very Satisfied (4)	Somewh Satisfi		omewhat issatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience OVERALL?	75	78.7%	20.0)%	1.3%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewh Satisfi		omewhat issatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	69	60.9%	33.3	3%	4.3%	1.4%	3.5
The quality of teaching.	69	47.8%	44.9	%	5.8%	1.4%	3.4
Academic advising.	69	44.9%	42.0	%	10.1%	2.9%	3.3
Access to classes.	68	66.2%	22.1	.%	11.8%	0.0%	3.5
Faculty concern for your academic progress.	68	47.1%	45.6	5%	2.9%	4.4%	3.4
Writing preparation.	69	58.0%	39.1	.%	2.9%	0.0%	3.6
Connections to the rest of your academics.	69	56.5%	39.1	.%	4.3%	0.0%	3.5
Career preparation and guidance.	69	58.0%	34.8	3%	5.8%	1.4%	3.5
Your overall experience.	69	59.4%	36.2	2%	4.3%	0.0%	3.6
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	ng	(N)	Yes	s1	No	
Study abroad.			74	40.5%	59.5	/ %	
Community service or volunteer work.			74	71.6%	28.4	%	
Practicum, internship, field or coop experience, clinic	cal assignm	ent.	75	78.7%	21.3	%	

Culminating senior experience.

Research with faculty outside of course/program requirements.

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.	73	56.2%	30.1%	13.7%	0.0%	3.4
Writing clearly and effectively.	73	53.4%	35.6%	9.6%	1.4%	3.4
Speaking clearly and effectively.	73	56.2%	31.5%	9.6%	2.7%	3.4
Thinking critically and analytically.	73	56.2%	38.4%	5.5%	0.0%	3.5
Solving complex problems.	73	45.2%	37.0%	17.8%	0.0%	3.3
Being an engaged member of society.	73	57.5%	27.4%	13.7%	1.4%	3.4
Analyzing numerical and statistical information.	73	41.1%	35.6%	21.9%	1.4%	3.2
Working effectively with others.	73	67.1%	24.7%	8.2%	0.0%	3.6
Ethical decision making.	73	56.2%	28.8%	15.1%	0.0%	3.4
Relating to people different from you.	73	67.1%	26.0%	6.8%	0.0%	3.6
Understanding your own strengths/weaknesses.	73	64.4%	27.4%	6.8%	1.4%	3.5
Learning effectively on your own.	73	72.6%	19.2%	8.2%	0.0%	3.6

74

75

16.2%

68.0%

83.8%

32.0%

2018 UMass Amherst Graduating Senior Survey Departmental Results **Marketing**

Graduates (Calendar Year 2018): 139 Survey Respondents: 75 Response Rate: 54.0%

		Accepted a	Accepted a	Seeking a	Seeking a	a Will NOT	Γ ho
		full-time,	part-time,	_	-		
Employment status	(N)	paid job	paid job		,		
Which of the following best describe(s) your employment status post-graduation?	73	63.0%	4.1%		· · · ·	6 2.	.7% 2.7%
Annual salary	(N)	Less than \$30,000	\$30,000 to \$39,000	\$40,000 to \$49,000	\$50,000 to \$59,000	\$60,000 to	
If you have accepted a paid job, what is your approximate annual	37	2.7%	10.8%	13.5%	45.9%	21.6%	5.4%
salary?	3/	2.7%	10.6%	13.5%	45.9%	21.0%	5.4 %
Location	(N)	Massachusett	CT, RI, V s ME, or N			er U.S. (ocation	Outside the U.S.
If you have accepted a paid job, what is the location of your job?	45	82.29	% 4.4	% 6	5.7%	6.7%	0.0%
POST-GRADUATION: PLANS	FOR G	RADUATE S	CHOOL**				
		Will		ll be			
Plans for graduate school	(1)	enrolled n I) year full-ti				immediate s to enroll	
Which best describes your plans for graduate school post-graduation?		<i>,</i> ,		.0%	17.9%	79.1%	
			Other	Medical or		Other	
Graduate degree	(N)		isters Law egree degree		PhD or EdD	Doctoral degree	
If you will attend graduate school this fall, what graduate degree will							

0.0%

0.0%

0.0%

0.0%

0.0%

2 100.0%

you be seeking?

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2018): 127 Survey Respondents: 83 Response Rate: 65.4%

SATISFACTION WITH UMASS AMHERST AND YOUR MAJOR										
Overall experience	(N)	Very Satisfied (4)	Somew Satist		Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean			
How satisfied are you with your UMass Amherst experience OVERALL?	83	72.3%	26.	5%	1.2%	0.0%	3.7			
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somew Satist		Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Item Mean			
The accessibility of faculty.	80	83.8%	16.	3%	0.0%	0.0%	3.8			
The quality of teaching.	80	71.3%	25.	0%	3.8%	0.0%	3.7			
Academic advising.	80	62.5%	23.	8%	10.0%	3.8%	3.5			
Access to classes.	80	62.5%	33.	8%	2.5%	1.3%	3.6			
Faculty concern for your academic progress.	79	63.3%	29.	1%	6.3%	1.3%	3.5			
Writing preparation.	80	61.3%	33.	8%	3.8%	1.3%	3.6			
Connections to the rest of your academics.	79	53.2%	41.	8%	5.1%	0.0%	3.5			
Career preparation and guidance.	79	67.1%	26.	6%	5.1%	1.3%	3.6			
Your overall experience.	80	76.3%	21.	3%	2.5%	0.0%	3.7			
EDUCATIONAL EXPERIENCES										
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	ng	(N)	Ye	es I	No				
Study abroad.			82	47.6	% 52.4	%				
Community service or volunteer work.			83	75.9°	% 24.1	%				
Practicum, internship, field or coop experience, clinic	cal assignm	ent.	81	85.29	% 14.8	%				

LEARNING OUTCOMES

Culminating senior experience.

Research with faculty outside of course/program requirements.

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.	78	70.5%	23.1%	6.4%	0.0%	3.6
Writing clearly and effectively.	78	42.3%	30.8%	23.1%	3.8%	3.1
Speaking clearly and effectively.	78	42.3%	38.5%	16.7%	2.6%	3.2
Thinking critically and analytically.	77	55.8%	31.2%	10.4%	2.6%	3.4
Solving complex problems.	78	60.3%	28.2%	10.3%	1.3%	3.5
Being an engaged member of society.	78	42.3%	30.8%	20.5%	6.4%	3.1
Analyzing numerical and statistical information.	78	61.5%	32.1%	6.4%	0.0%	3.6
Working effectively with others.	78	64.1%	26.9%	9.0%	0.0%	3.6
Ethical decision making.	77	54.5%	24.7%	20.8%	0.0%	3.3
Relating to people different from you.	78	53.8%	26.9%	16.7%	2.6%	3.3
Understanding your own strengths/weaknesses.	77	54.5%	35.1%	9.1%	1.3%	3.4
Learning effectively on your own.	78	66.7%	20.5%	11.5%	1.3%	3.5

83

83

9.6%

77.1%

90.4%

22.9%

2018 UMass Amherst Graduating Senior Survey Departmental Results Operations and Information Management

Graduates (Calendar Year 2018): 127 Survey Respondents: 83 Response Rate: 65.4%

POST-GRADUATION: EMPLO	YMENT	F STATUS**	•						
		Accepted a	Accept		Seeking a		-	NOT b	
Empleyment status	(NI)	full-time,	part-		full-time			ing pai	
Employment status	(N)	paid job	pai	d job	paid jol	o paid	l job emp	loymer	nt Othe
Which of the following best									
describe(s) your employment status post-graduation?	77	66.2%		0.0%	26.0%	6 3	3.9%	1.39	% 2.6°
status post graduation:	,,	00.2 /0	,	7.0 70	20.07	0 -	7.5 70	1.5	2.0
		Less than	\$30,000 1	o \$4	40,000 to	\$50,000 t	o \$60,0	00 to	\$70,000 (
Annual salary	(N)	\$30,000	\$39,00		\$49,000	\$59,00		9,000	mor
If you have accepted a paid job,	-								
what is your approximate annual									
salary?	47	0.0%	2.19	6	8.5%	23.4%	6 38	3.3%	27.79
Location	(NI)	Massachusett		α, VT,	NV a	or NJ	Other U.S. location	Ou	tside the U.S.
	(N)	Massachuseu	LS I™E,	or NH	INT	עאו וע	location		0.5.
If you have accepted a paid job, what is the location of your job?	49	77.6°	0/4	4.1%	c	3.2%	10.2%		0.0%
what is the location of your job:	כד	77.0	70	T.1 70).Z 70	10.270		0.070
POST-GRADUATION: PLANS	EOD C	DADIIATE C	CHOOL*	k					
POST-GRADUATION: PLANS	rok u				_				
		enrolled n	lbe ext enro	Will b led nex	-	enroll in	No immedia	ato	
Plans for graduate school	(1)			art-tim			olans to en		
Which best describes your plans for		, , , , ,	, , , , , , , , , , , , , , , , , , ,			7 9			
graduate school post-graduation?	7	⁷ 4 5.	4%	0.09	%	24.3%	70.3	3%	
, ,									
		(Other		Medical or		Ot	her	
			asters		Veterinary		Docto	oral	
Graduate degree	(N)	MBA de	egree de	gree	degree	PhD or E	dD degi	ree	
If you will attend graduate school									
this fall, what graduate degree will	_	0.00/	0.007		0.001			201	
you be seeking?	1	0.0% 10	0.0%	0.0%	0.0%	0.0)% 0.0	0%	

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.

2018 UMass Amherst Graduating Senior Survey Departmental Results Sport Management

Sport Management
Graduates (Calendar Year 2018): 129
Survey Respondents: 79
Response Rate: 61.2%

SATISFACTION WITH UMASS AMHERST	AND YOU	JR MAJOR					
Overall experience	(N)	Very Satisfied (4)	Somewh Satisfi		omewhat ssatisfied (2)	Very Dissatisfied (1)	Item Mean
How satisfied are you with your UMass Amherst experience OVERALL?	78	80.8%	19.2	%	0.0%	0.0%	3.8
Rate your satisfaction with each of the following aspects of your major:	(N)	Very Satisfied (4)	Somewh Satisfi		omewhat ssatisfied (2)	Very Dissatisfied (1)	Item Mean
The accessibility of faculty.	75	81.3%	16.0	%	2.7%	0.0%	3.8
The quality of teaching.	75	76.0%	20.0	%	4.0%	0.0%	3.7
Academic advising.	75	52.0%	30.7	%	12.0%	5.3%	3.3
Access to classes.	75	65.3%	29.3	%	5.3%	0.0%	3.6
Faculty concern for your academic progress.	75	60.0%	33.3	%	2.7%	4.0%	3.5
Writing preparation.	75	53.3%	38.7	' %	6.7%	1.3%	3.4
Connections to the rest of your academics.	74	50.0%	37.8	%	12.2%	0.0%	3.4
Career preparation and guidance.	75	58.7%	26.7	' %	8.0%	6.7%	3.4
Your overall experience.	75	73.3%	22.7	' %	2.7%	1.3%	3.7
EDUCATIONAL EXPERIENCES							
Indicate whether or not you participated in each of while enrolled at UMass Amherst:	the followin	ng	(N)	Yes	1	<u>No</u>	
Study abroad.			79	16.5%	83.5	%	
Community service or volunteer work.			79	72.2%	27.8	%	
D 11 11 C11 1 1 1 1 1 1 1 1 1 1 1 1 1 1				70 F0	24 -	0.4	

Wille elliblied at offass Affilierst.	(11)	163	INU
Study abroad.	79	16.5%	83.5%
Community service or volunteer work.	79	72.2%	27.8%
Practicum, internship, field or coop experience, clinical assignment.	79	78.5%	21.5%
Research with faculty outside of course/program requirements.	79	10.1%	89.9%
Culminating senior experience.	79	44.3%	55.7%

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.	75	78.7%	20.0%	1.3%	0.0%	3.8
Writing clearly and effectively.	75	42.7%	36.0%	21.3%	0.0%	3.2
Speaking clearly and effectively.	75	54.7%	30.7%	13.3%	1.3%	3.4
Thinking critically and analytically.	73	57.5%	34.2%	6.8%	1.4%	3.5
Solving complex problems.	75	48.0%	36.0%	14.7%	1.3%	3.3
Being an engaged member of society.	75	50.7%	33.3%	12.0%	4.0%	3.3
Analyzing numerical and statistical information.	75	34.7%	37.3%	25.3%	2.7%	3.0
Working effectively with others.	75	68.0%	28.0%	4.0%	0.0%	3.6
Ethical decision making.	75	54.7%	24.0%	18.7%	2.7%	3.3
Relating to people different from you.	73	56.2%	28.8%	11.0%	4.1%	3.4
Understanding your own strengths/weaknesses.	75	62.7%	29.3%	6.7%	1.3%	3.5
Learning effectively on your own.	75	65.3%	24.0%	6.7%	4.0%	3.5

2018 UMass Amherst Graduating Senior Survey Departmental Results **Sport Management**

Graduates (Calendar Year 2018): 129 Survey Respondents: 79 Response Rate: 61.2%

POST-GRADUATION: EMPLO		Accepted		Accepted a		Seeking a	Seeking	ı a Will NC	T bo
		full-tin		part-time		full-time	-	*	
Employment status	(N)	paid j		paid jol		paid job			
Which of the following best		-		-					
describe(s) your employment									
status post-graduation?	71	26.8	3%	9.9%	o	46.5%	5 1.4	l% !	5.6% 9.99
		Less tha	n \$30),000 to	\$40	0,000 to	\$50,000 to	\$60,000 t	o \$70,000
Annual salary	(N)	\$30,00		\$39,000		\$49,000	\$59,000	\$69,00	
If you have accepted a paid job,							-		
what is your approximate annual	16	18.8%	/ _	25.0%		25.0%	25.0%	6.39	% 0.0°
salary?	10	10.07	0	25.0%		25.0%	25.0%	0.3%	⁄0 U.U`
				CT, RI, \	π.		Ot	her U.S.	Outside the
Location	(N)	Massachu	setts	ME, or I		NY o		location	U.S.
If you have accepted a paid job,			-						
what is the location of your job?	25	44	1.0%	4.0)%	32	.0%	20.0%	0.0%
POST-GRADUATION: PLANS	FOR G	RADUATI	SCHO)OI **					
1001 GRADON 12M 12M	·	_	Will be	-	ill be	5			
		enrolle		enrolled			enroll in No	immediate	
Plans for graduate school	1)	N) year fu	ll-time	year part-	time	the next	2 years pla	ns to enroll	
Which best describes your plans for graduate school post-graduation?	6	56	10.6%	1	.5%)	13.6%	74.2%	
5 · · · · · · · · · · · · · · · · · · ·									
			Other		N	Medical or		Other	
			Masters			/eterinary		Doctoral	
Graduate degree	(N)	MBA	degree	degree	=	degree	PhD or EdD	degree	
If you will attend graduate school									
this fall, what graduate degree will you be seeking?	7	14.3%	42.9%	42.9%	′	0.0%	0.0%	0.0%	
jou de deciding.	,	11.570	12.5 /0	12.57	•	0.070	0.0 /	0.070	

^{**}The 2018 survey was administered to seniors attending the Undergraduate Commencement Fair on May 1st and to seniors picking up their caps and gowns in the Campus Center from May 7-10. A small number of seniors completed the survey online from July 26th - August 22nd.