

DEVELOPING TOMORROW'S **BUSINESS LEADERS**





At JMU's College of Business, *engaged learning* is more than a catchy phrase. It is how we deliver business education. Our students learn by doing – in the classroom and beyond.

Our rigorous academic programs are complemented by a variety of active learning opportunities that promote intellectual growth and cultivate initiative, creativity, collaboration and an entrepreneurial spirit. Whether applying academic theories to real-world scenarios or rolling up

their sleeves for a community service project, our students develop strong analytical, critical thinking and interpersonal skills, and a strong work ethic.

And employers have noticed. They tell us that our graduates hit the ground running in the workplace, demonstrating a solid understanding of how business works, a willingness to work in teams and the ability to find innovative solutions to business problems. Our graduates leave JMU prepared to make the difference for their employers and their communities.



2%

We're among the 2% of business schools with both accounting and business AACSB accreditation

BUILDING THE SKILLS

Our rigorous, cutting edge curriculum will prepare you to face real-world challenges and stand out among other job applicants.

- Gain an integrated knowledge of business while developing collaboration and teamwork skills in the **COB 300 Integrated Business Systems** course
- Showcase your skills, uncover your personal aptitude and push yourself to do your best through participation in one of the numerous **case competitions**
- Analyze business trends through the **Research Experience for Undergrads**
- Sharpen your sales skills by participating in activities and competitions through the **Center for Professional Sales**
- Launch a startup by working with the **Center for Entrepreneurship**

Shaheera Kanani
CIS '19



'Employers are looking for people who are personable, skill-oriented and team-players. What the school of business does well is to incorporate these useful lessons into its programs. You learn valuable skills through group interactions, from your professors, in peer assisted study sessions and by persevering through tough classes.'

Undergraduate Majors

Accounting B.B.A.
Computer Information Systems B.B.A.
Economics B.B.A., B.A., B.S.
Finance B.B.A.
International Business B.B.A.
Management B.B.A.
Marketing B.B.A.
Quantitative Finance B.S.

Undergraduate Minors

Business Analytics
Computer Information Systems
Economics
Entrepreneurship
General Business
Global Supply Chain Management

Master's Programs

M.S. in Accounting
MBA

Centers and Institutes

Center for Economic Education
Center for Entrepreneurship
Center for Professional Sales
Institute of Certified
and Professional Managers
Small Business Development Center

Academic Success Center

Full-time professional academic advisors

Office of Experiential Learning

Professional development experiences
beyond the classroom

Over 30 student organizations and honor societies

POLISHING THE PERFORMANCE

Our experiential learning opportunities help you become a well-rounded business leader.

- Develop professional skills and practice proper etiquette through the **Career Mentor Program** and **Etiquette Dinners**
- Polish your resume and create your elevator pitch through the **Career KickStart Workshop**
- Visit leading companies and network with senior-level executives and alumni through **Career Treks**
- Try out your dream job through **internships** and **externships**



Megan Muller
Management '19

'As a co-leader for an Alternative Spring Break trip, I learned a lot through all the logistical planning and preparations for the event, which directly related to what I was studying in my project management class.'

#1

Business School for ROI

As ranked by Poets&Quants for in-state students in the first five years after graduation





MAKING THE CONNECTIONS

You'll have many opportunities to connect with ideas, your peers, your professors, potential employers, the community and the world.

- Broaden your horizons through **study abroad** experiences
- Engage with the community through **service learning projects**
- Find your niche in the **MadisonBiz Residential Learning Community**
- Develop leadership skills through **student organizations**



Carlos Diniz
Management/CIS minor '18

'Both my major and minor have been rigorous but not overwhelming. All CoB programs are designed to challenge students and develop critical thinking abilities, with faculty and staff always available to assist students.'



Paige Majdic
Marketing '18

'To say that I feel prepared is an understatement. JMU CoB has given me the confidence to enter the workforce knowing I possess the skills and knowledge needed to make an impact. CoB has also given me a strong network I know I can reach out to at any time in the future - whether that's a fellow Duke, or a professor.'



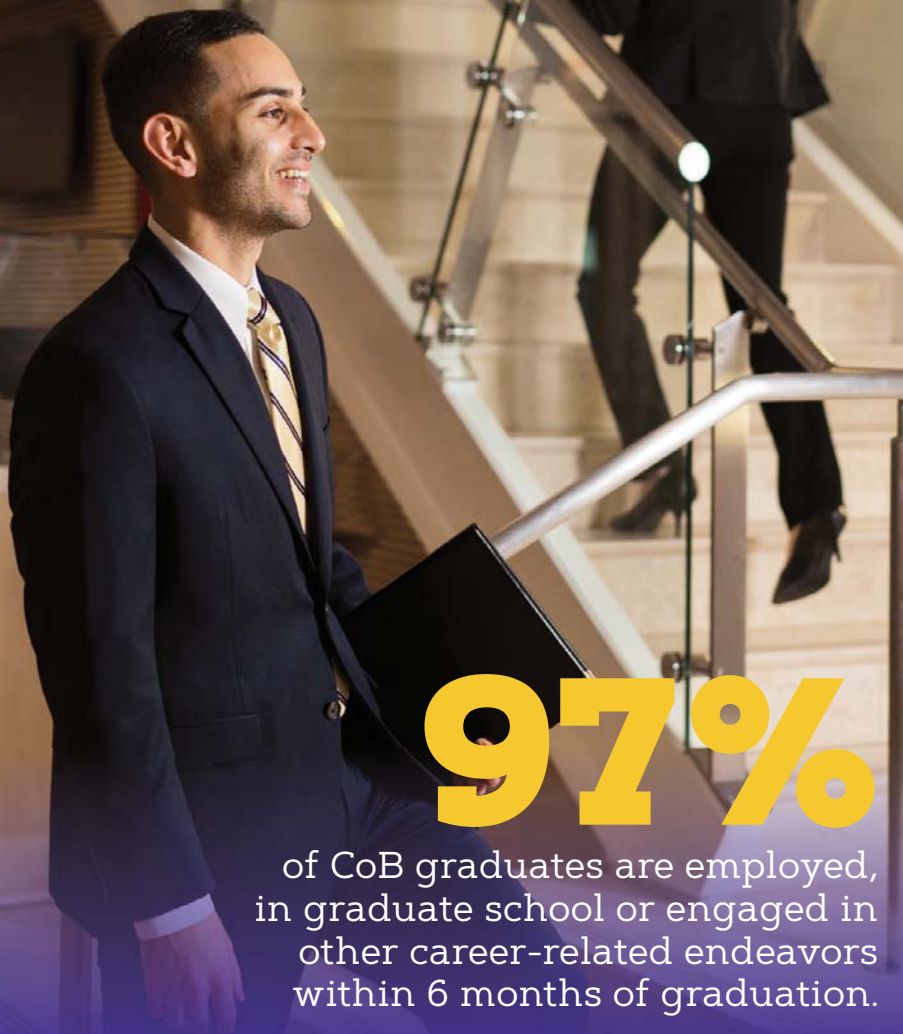
We start with faculty who truly care about student learning. We anchor the curriculum within the JMU liberal arts tradition, ensuring students graduate with business acumen and understand the world in which business operates. From the first class to the last, students are challenged by a rigorous and innovative business program taught by exceptional professors who ensure students develop strong analytical, critical thinking and interpersonal skills.

- 130 full-time business school faculty
- 100% hold terminal degree and/or extensive business-related work experience
- No courses taught by graduate students

28

The average class size in the College of Business is 28 students

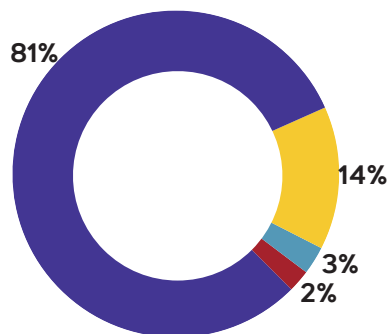
CLASS OF 2017 PROFILE



97%

of CoB graduates are employed, in graduate school or engaged in other career-related endeavors within 6 months of graduation.

Career Outcomes



81% Full time employment
14% Graduate or Professional School
3% Unemployed (seeking)
2% Internship

Starting Salaries

represents 51% Of CoB graduates

Average base salary	\$55,566
Percent of jobs with signing bonus	44%
Average signing bonus	\$4,085
Accounting	\$58,063
Computer Information Systems	\$65,567
Economics	\$54,401
Finance	\$55,865
International Business	\$49,735
Management	\$49,067
Marketing	\$47,068
Quantitative Finance	\$64,764

Top Employers

Accenture
ADP
BDO USA
Booz Allen Hamilton
Calibre CPA Group
Capital One
Carahsoft Technology
Cvent
Deloitte
Duke Energy
EY
Fannie Mae
Freddie Mac
Gartner
Grant Thornton
Hilton Worldwide
IBM
Johnson & Johnson
KPMG
Lockheed Martin
Microsoft
Northrop Grumman
Oracle
PwC
RSM
TEKsystems

372 Unique Employers



H. Shaffer Hilton
National Managing Director
Strategic Client Ventures
Deloitte Consulting, LLP

'We find JMU graduates to be smart, well-rounded and highly motivated. Our Madison hires have exceeded the average for their peer group and with a longer tenure.'

The class of 2017 includes students graduating August '16 through May '17. This report highlights the post-graduation pursuits for 96% of the CoB Class of 2017 graduates.

BUILDING FOR THE FUTURE

#COB2020



Tom Carr '85
CoB, Board of Advisors Chair
Partner, Senior Vice President of Sales
SyCom Technologies

'With this new Learning Complex, I think people are going to say 'JMU gets it.' We're delivering a building and a curriculum that's at the top of the U.S. educational chart, and I'm thankful to be a part of that.'



Set to open in 2020, the College of Business Learning Complex will increase space and resources for students and faculty. Its 210,000 GSF will feature state-of-the-art classrooms with technologies to connect the college with educational and business partners around the world.

College of Business Learning Complex, Expansion and Renovation

Robert A.M. Stern Architects, Moseley Architects, Kjellstrom & Lee



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Harrisonburg, Virginia 22807

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