

DEVELOPING **THE DIRECTION**  
EXPANDING **THE VIEW**  
DRIVING **THE FUTURE**



College of Business

# You're ready to get down

## We'll help you get there.

**A**t JMU's College of Business, engaged learning is more than a catchy phrase. It is how you'll earn your business education. You will 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 your sleeves for a community service project, you'll 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.

At JMU you'll gain skills, connections and a professional polish that will help you launch your career and be the change in your community.



to business.



**1 of 2%**

of programs with  
both business  
and accounting  
accreditation from  
AACSB international

**1 of 10%**

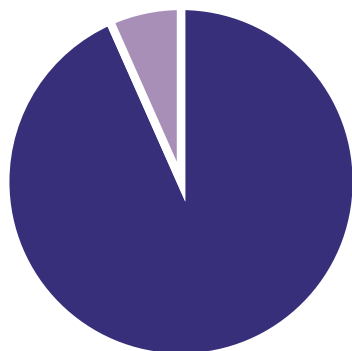
of CIS programs with  
both ABET and AACSB  
accreditation

ABATE ATRIUM

**FAST FACTS**

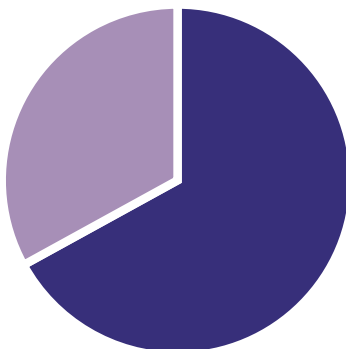
# Enrollment

as of Fall 2021 for AACSB 1st majors



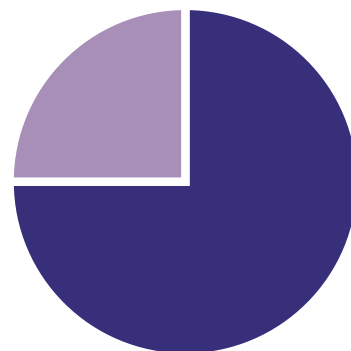
■ 4,103 undergraduate students

■ 292 graduate students



■ 67% male

■ 33% female



■ 75% undergraduate in-state

■ 25% undergraduate out-of-state

## Academics

### Undergraduate Majors

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

### Centers and Institutes

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

### Undergraduate Minors

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

### Master's Programs

M.S. in Accounting  
MBA

### Upper level undergraduate classes

Student/faculty ratio: 28:1  
Average class size: 26  
Classes with 26 or fewer students: 47%  
Classes taught by tenured professors: 94%



# Your New Home at THE LE

**Find your space.** The Learning Complex is the heart of the College of Business. More than 200,000 sq. ft. of newly-built or renovated classrooms, meeting spaces and study areas, it is home to our affiliated centers and programs and is a tech-based place to prepare for a career of innovation and collaboration. On-site dining facilities and outdoor areas overlooking Newman Lake make it easy for you to keep your focus.



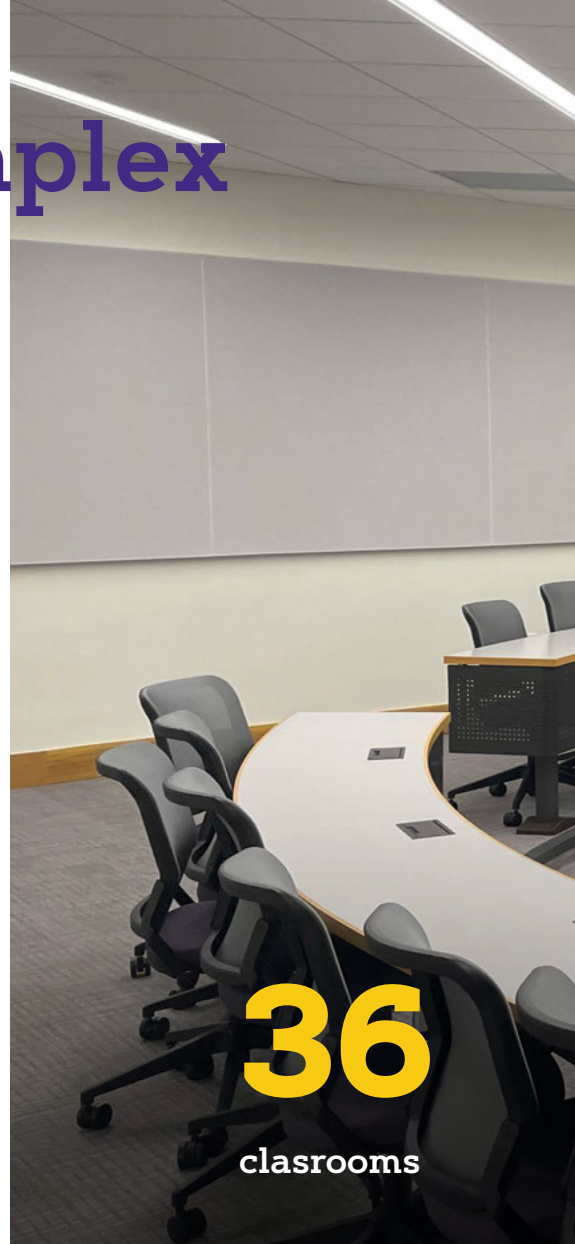


# The Learning Complex

## At a glance

The Learning Complex is comprised of two adjoining buildings, Hartman Hall, named for James and Carolyn Hartman and their family, and Showker Hall, named for Zane Showker and his family. It is located in the beautiful Lakeside area of campus, with nearby parking at Champions Deck.

- **207,000 square feet**
  - 114,757 in Hartman Hall
  - 92,132 in Showker Hall



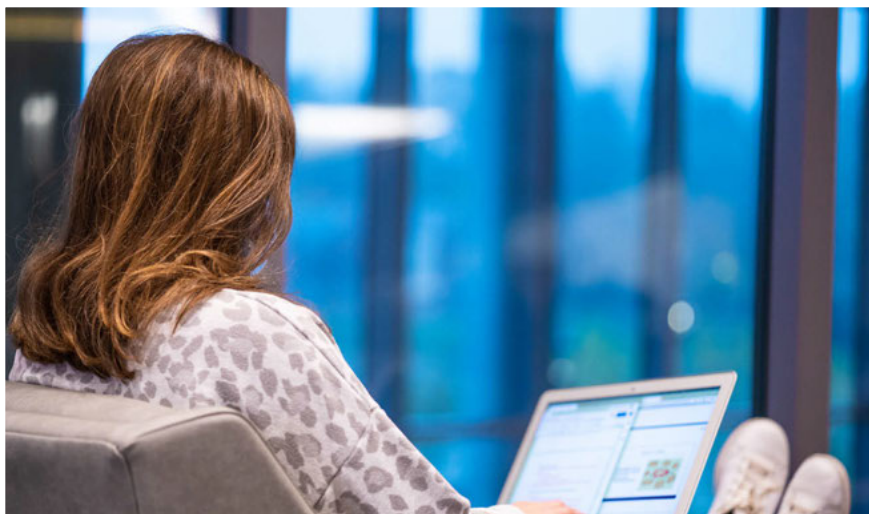
**36**  
classrooms



dedicated  
quiet study  
space



dedicated  
work/meeting  
space for  
student  
organizations





16

conference  
rooms

14

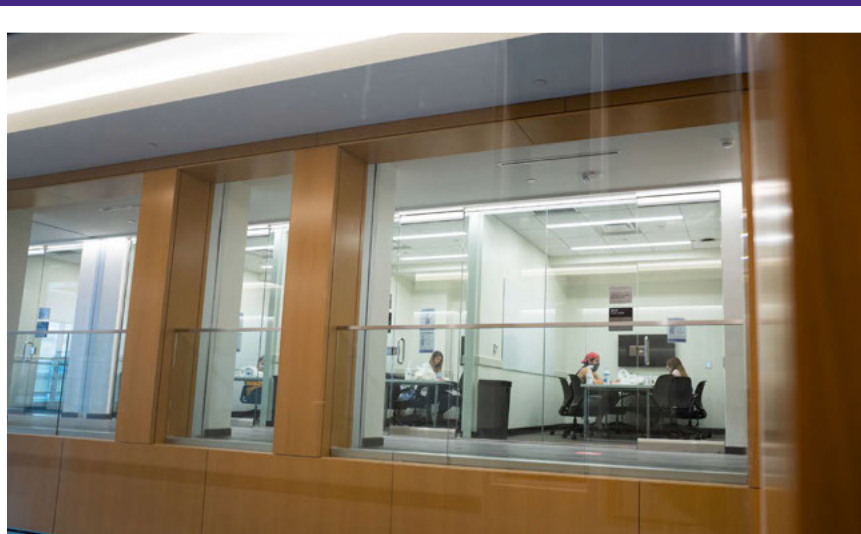
enclosed  
study areas



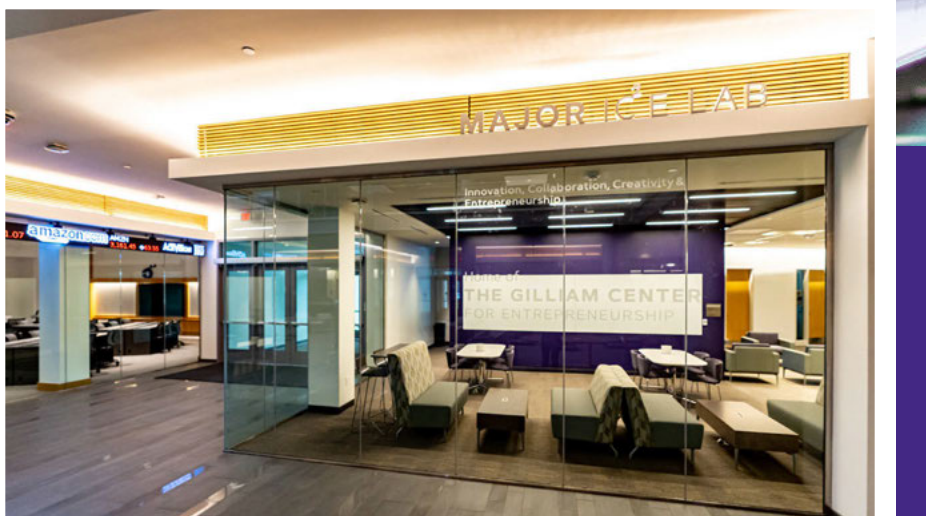
dedicated  
changing  
room for  
interviews



dining  
services and  
coffee shop



# BUILDING THE SK



# ILLS

Your career success happens when you build on a solid foundation of knowledge.

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 Undergraduates
- Sharpen your sales skills by participating in activities and competitions through the Center for Professional Sales
- Launch a startup by working with the Gilliam Center for Entrepreneurship



# ADVISING & SUPPORT SUITE



## Your Advising and Support Center

- Full-time professional academic advisors
- Team of Madison Advising Peers (MAPS) who provide supplemental advising support
- A designated business librarian and student tutors

# Spring 2021 Graduates



■ 8% declared a second major

■ 35% declared a minor

■ 40% declared a concentration



"The finance program has provided me with just the right amount of rigor to be challenged yet learn something new each day. The support of the professors during office hours, my peers outside class and the periodic review sessions held to prepare us for our exams have helped me excel over the course of my time in the program."

**Mya Baptiste, Finance ('22)**



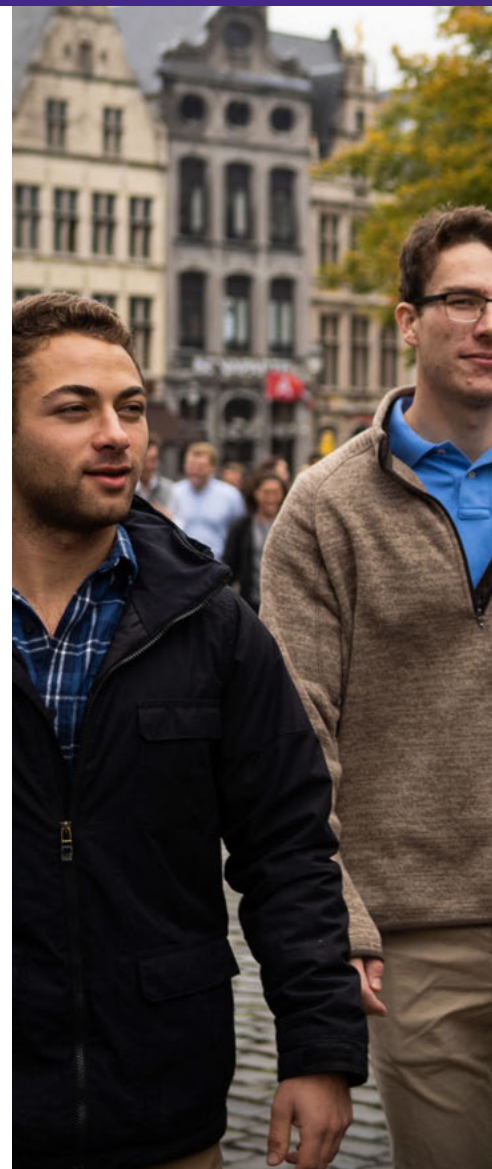
"I completed a 60-page Honors thesis with two professors as my advisors. This was an incredible three-semester-long experience that enhanced my research and writing skills."

**Adriana Bolivar, Economics and  
Modern Foreign Language/French ('21)**

# MAKING THE CON

**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 one of over 25 CoB student organizations and honor societies



# INNECTIONS



"I was able to get involved with multiple clubs within the CoB that gave me real world experience to talk about during interviews. My professors also gave me great exposure to many organizations during class time which actually helped me land a job right after graduation."

**Madison Glass, Business Management ('21)**





# Spring 2021 Graduates

**23%**

**studied  
abroad prior to  
graduation**

**39%**

**participated  
in at least  
one service  
learning project**

**52%**

**participated  
in at least  
one student  
organization**

You'll work with faculty who truly care about student learning. The curriculum is anchored within the JMU liberal arts tradition, ensuring that you'll graduate with business acumen and understand the world in which business operates. From the first class to the last, you'll be challenged by a rigorous and innovative business program taught by exceptional professors who ensure you'll develop strong analytical, critical thinking and interpersonal skills.

## Your Faculty

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

# POLISHING THE P



"The College of Business provided me with the chance to visit New York City twice through the Financial Management Association and through the New York Career Trek. Both of these experiences allowed me to see the culture of roles such as 'sales and trading' and 'investment banking' firsthand and build my professional network."



# PERFORMANCE

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

Our Office of Professional Development and Engagement offers you a wide range of activities that promote interdisciplinary learning, career exploration, leadership, cultural awareness, professional etiquette and networking skills.

- Develop professional skills and practice proper etiquette through the **Shape Your Future Series** workshops and Etiquette Dinners
- Polish your resume and create your elevator pitch through the **Career KickStart Program**
- Network with senior-level executives and alumni through **Career Treks** and the **College of Business Career Mentor Network**
- Try out your dream job through **internships and externships**





"I have found through my internship experiences and being the VP of professional development of my organization, that many employers look for the soft skills that JMU students are known for. By networking with my peers in student orgs on campus, through the help of other professors and mentors in the CoB, and by utilizing the Office of Professional Development I have a robust network of JMU alumni and professionals in the field."

**John McGrinder, Marketing ('22)**

# CLASS O

# Spring 2021 Graduates

The Class of 2021 includes those graduating in May or August 2021. This highlights the post-graduation pursuits for 62% of the CoB Class of 2021 bachelor's degree recipients.

**63%**

completed at least one internship

**55%**

received a job offer from the internship

**40%**

of respondents participated in five or more interviews

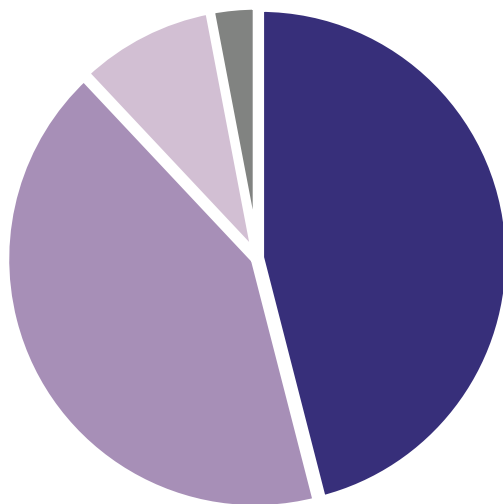
**39%**

of respondents received two job offers and another 8% received three or more offers

**58%**

of CoB graduates are employed, continuing education or engaged in other career related endeavors

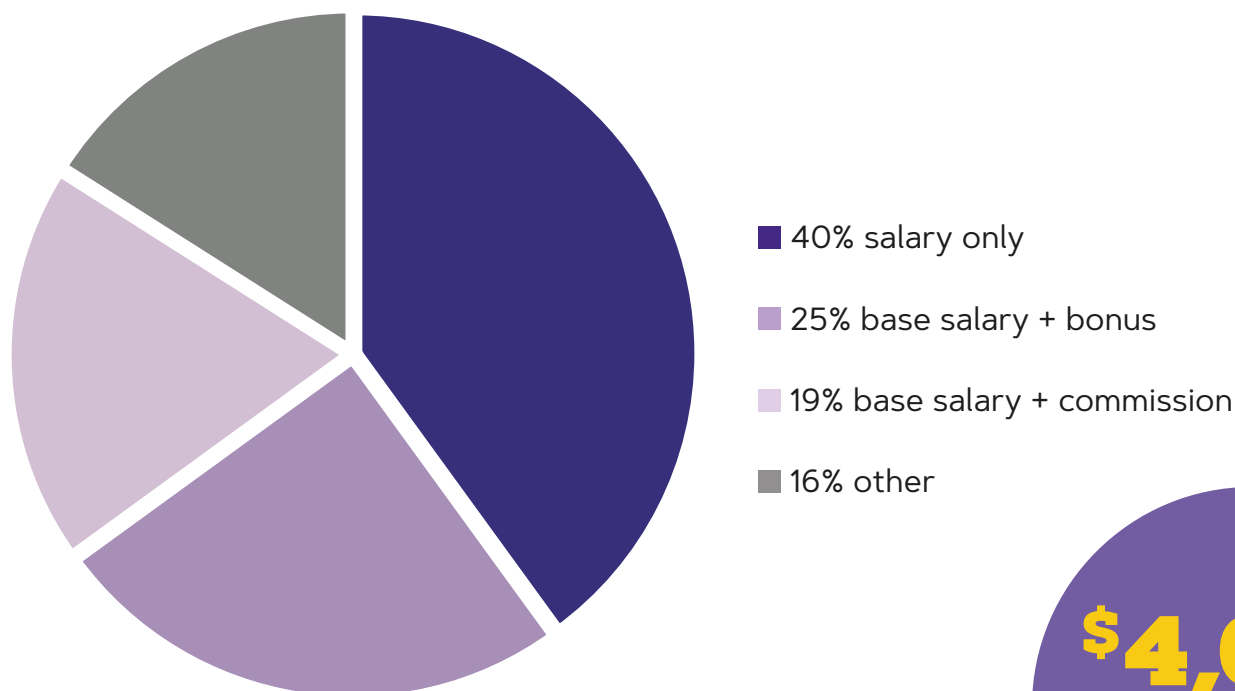
Of those...



- 46% had full time employment offers at time of graduation
- 42% were seeking employment
- 9% were continuing education
- 3% other

**OF 2021 OUTCOMES**

# Starting Salaries



**\$4,065**

average  
signing bonus

## Major

Accounting B.B.A.	\$60,716
Computer Information Systems B.B.A.	\$67,019
Economics B.A.	\$35,048
Economics B.B.A.	N/A
Economics B.S.	\$51,353
Finance B.B.A.	\$60,202
Quantitative Finance B.S.	\$74,153
International Business B.B.A.	\$49,476
Business Management B.B.A.	\$53,864
Marketing B.B.A.	\$51,798

**Average Base Salary** **\$58,600**



"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."

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



This photographic content was created before the COVID-19 pandemic began. In the imagery you see here, campus life looks much different than it does during the pandemic. Masks and social distancing are all part of steps Dukes take to care and support each other and the world.

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**9/2021**