DATA COLLECTION & KNOWLEDGE RATE

The data presented in this report reflects 6-month outcomes information for all graduation dates from August 2019 through June 2020 following the standards outlined by the National Association of Colleges and Employers (NACE).

Our collection of first-destination outcomes data is a multi-step process that includes student self-reported data as well as information collected from numerous additional sources. As a result, in most instances, we use the term “knowledge rate” rather than “response rate” to explain the percentage of students for whom we have data.

Knowledge rate includes data secured from the following sources:

- At-graduation self-reported
- 3-month/6-month email surveys
- 3-month/6-month phone surveys
- Graduate student enrollment provided by the National Student Clearinghouse
- Online research via LinkedIn
- University of Denver Human Resources employment information
- International Student & Scholar Services OPT forms
- Faculty and staff reported information

In alignment with Institutional Research best practices, all students are reported once within the first-destination data based on the primary major listed within their student record.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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BACHELOR’S DEGREE FIRST-DESTINATION DETAILS

93.5% of undergraduate Daniels College of Business students in the class of 2020 were employed, continuing their education, or pursuing service/military activities six months after graduation. The knowledge rate for the college is 81.2% for first-destination information.

POST-GRADUATION ACTIVITY, BACHELOR’S DEGREE STUDENTS (N=340)

Excludes 5 graduates not seeking employment and 80 graduates with no information.
BACHELOR’S DEGREE POST-GRADUATION OUTCOMES BY MAJOR (N=340)

The below data represents an 81.2% knowledge rate for the college.
BACHELOR’S DEGREE SALARY DATA BY MAJOR, FULL-TIME STANDARD POSITIONS (N=96)

Of the 213 reporting full-time standard employment, 96 responded to this question for a response rate of 45.1%. Mean salary for bachelor’s students in the college was $53,719 with the median for the college $52,500. Major specific salaries are below. Accounting BSAC graduates had three or fewer reported salaries, which is below the reporting threshold.

![Chart showing average and median salaries by major]
BACHELOR’S DEGREE INTERNSHIP PARTICIPATION BY MAJOR (N=268)

The below data set represents information reported from 63.1% of graduating students in the college as not all students answered this question. Data collection methodologies and knowledge rate variances could account for annual fluctuations in internship participation rates.

93.7% of students in the college participated in an internship or research experience by graduation. Internships are required for Hospitality Management majors. Details by major are provided below.

<table>
<thead>
<tr>
<th>Major</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>2</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>25</td>
</tr>
<tr>
<td>Finance</td>
<td>77</td>
</tr>
<tr>
<td>Hospitality Management</td>
<td>36</td>
</tr>
<tr>
<td>International Business</td>
<td>22</td>
</tr>
<tr>
<td>Management</td>
<td>26</td>
</tr>
<tr>
<td>Marketing</td>
<td>64</td>
</tr>
<tr>
<td>Real Estate Built Environment</td>
<td>16</td>
</tr>
</tbody>
</table>

[Internship Participation by Major Class of 2020 chart]

Small numbers not shown for clear labeling.
MASTER’S STUDENT FIRST-DESTINATION DETAILS

91.9% of master’s students within the Daniels College of Business class of 2020 were employed, continuing their education, or pursuing service/military activities six months after graduation. The University of Denver has achieved an 87% knowledge rate for first-destination information within the college.

POST-GRADUATION ACTIVITY, MASTER’S DEGREE STUDENTS (N=346)

Excludes 3 graduates not seeking employment and 52 graduates with no information.
MASTER’S DEGREE POST-GRADUATION OUTCOMES BY PROGRAM (N=346)

The below data represents an 87% knowledge rate for the college.

Outcomes by Major Class of 2020

<table>
<thead>
<tr>
<th>College/School: Daniels College of Business</th>
<th>Degree Level: Master’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>66</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>28</td>
</tr>
<tr>
<td>Finance</td>
<td>26</td>
</tr>
<tr>
<td>Management</td>
<td>13</td>
</tr>
<tr>
<td>Marketing</td>
<td>18</td>
</tr>
<tr>
<td>MBA – Denver full-time</td>
<td>23</td>
</tr>
<tr>
<td>MBA – Executive</td>
<td>46</td>
</tr>
<tr>
<td>MBA – Online</td>
<td>66</td>
</tr>
<tr>
<td>MBA – Professional part-time</td>
<td>33</td>
</tr>
<tr>
<td>Real Estate Built Environment</td>
<td>27</td>
</tr>
</tbody>
</table>

- **Employed Full-time**: 
  - Accounting: 63
  - Business Analytics: 25
  - Finance: 20
  - Management: 12
  - Marketing: 17
  - MBA – Denver full-time: 46
  - MBA – Executive: 60
  - MBA – Online: 31
  - MBA – Professional part-time: 24
  - Real Estate Built Environment: 24

- **Faculty**: 
  - Accounting: 1
  - Business Analytics: 1
  - Finance: 5
  - Management: 7
  - Marketing: 5
  - MBA – Denver full-time: 6
  - MBA – Executive: 2
  - MBA – Online: 2
  - MBA – Professional part-time: 1
  - Real Estate Built Environment: 1

- **Employed Part-time**: 
  - Accounting: 1
  - Business Analytics: 1
  - Finance: 5
  - Management: 7
  - Marketing: 5
  - MBA – Denver full-time: 6
  - MBA – Executive: 2
  - MBA – Online: 2
  - MBA – Professional part-time: 1
  - Real Estate Built Environment: 1

- **Continuing Education**: 
  - Accounting: 1
  - Business Analytics: 1
  - Finance: 5
  - Management: 7
  - Marketing: 5
  - MBA – Denver full-time: 6
  - MBA – Executive: 2
  - MBA – Online: 2
  - MBA – Professional part-time: 1
  - Real Estate Built Environment: 1

- **Seeking Employment or Education**: 
  - Accounting: 1
  - Business Analytics: 1
  - Finance: 5
  - Management: 7
  - Marketing: 5
  - MBA – Denver full-time: 6
  - MBA – Executive: 2
  - MBA – Online: 2
  - MBA – Professional part-time: 1
  - Real Estate Built Environment: 1
MASTER’S DEGREE, MEAN AND MEDIAN STARTING SALARY (N=147)

Mean and median salary information is calculated using only full-time standard positions and does not reflect those students in fellowships, internships, or other short term or part-time roles. Of the 286 students reporting full-time standard employment, 147 responded to this question for a response rate of 51.4%. The mean salary for master’s students was $91,118 with a median salary of $75,000 for all new and continuing employment. Management MS graduates had three or fewer reported salaries, which is below the reporting threshold.
MASTER’S DEGREE INTERNSHIP PARTICIPATION BY MAJOR (N=158)

The below data set represents information reported from 39.4% of graduating students in the college as not all students answered this question. Data collection methodologies and knowledge rate variances could account for annual fluctuations in internship participation rates.

75.9% of students in the college participated in an internship or research experience by graduation. Details by major are provided below.
MBA SALARY INCREASES AND PROMOTIONS

MBA students self-reported employer, job title, and salary at the time of admissions to their programs, which was compared with the self-reported information by four months after graduation.

Salary Increases - Percent of employed graduates with a reported a salary increase between admissions and four months after graduation, with an average percentage salary increase

- DMBA (full-time MBA) - 53.3% with salary increases, averaging 46.6% increase in salary (n = 8 of 15)
- MBA@Denver (online MBA) - 86.8% with salary increases, averaging 29.5% increase in salary (n = 49 of 53)
- PMBA – 67.7% with salary increases, averaging 35.5% increase in salary (n = 21 of 31)
- EMBA – insufficient data

Promotions - Percent of graduates who continued with their employer and reported a job promotion between at-admission and four months after graduation

- DMBA (full-time MBA) – insufficient data
- MBA@Denver (online MBA) - 66.7% with promotions (n = 22 of 33)
- PMBA – 85.7% with promotions (n = 12 of 14)
- EMBA – 57.1% with promotions (n = 12 of 21)

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