



DANIELS COLLEGE OF BUSINESS

CLASS OF 2021 FIRST-DESTINATION DETAILS



UNIVERSITY *of*
DENVER

DATA COLLECTION & KNOWLEDGE RATE

The data presented in this report reflects 6-month outcomes information for all graduation dates from August 2020 through June 2021 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.

BACHELOR’S AND MASTER’S DEGREES

Summaries are shown for bachelor’s and master’s degrees for the college overall and segmented by major for post-graduation outcomes, salaries, and internship participation.

DOCTORATE DEGREES

Four doctoral students graduated in the class of 2021, three of whom had available information. 100% of the doctoral graduates were employed. Insufficient data was collected for reporting on salaries and internship participation.

ADDITIONAL INFORMATION

Additional details on job quality, job source, geographic location, industries, employers, and graduate schools are available on request.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Jennifer Anderson
Associate Director, Career & Professional Development
Jennifer.B.Anderson@du.edu

Outcomes by Major Class of 2021

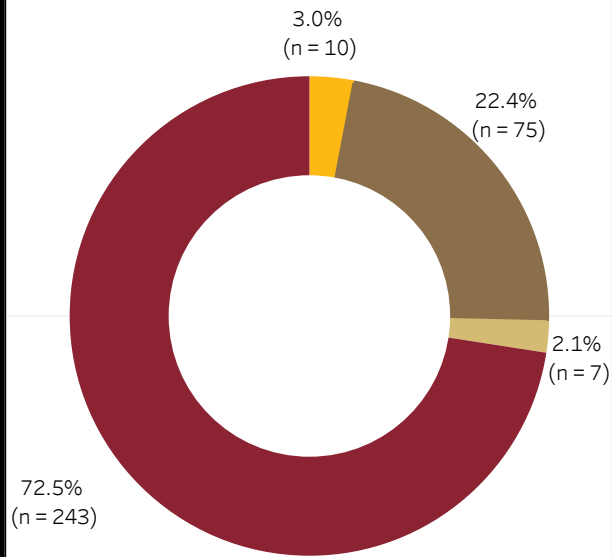
Degree Level
Bachelor's

College/Division
Daniels College of Business

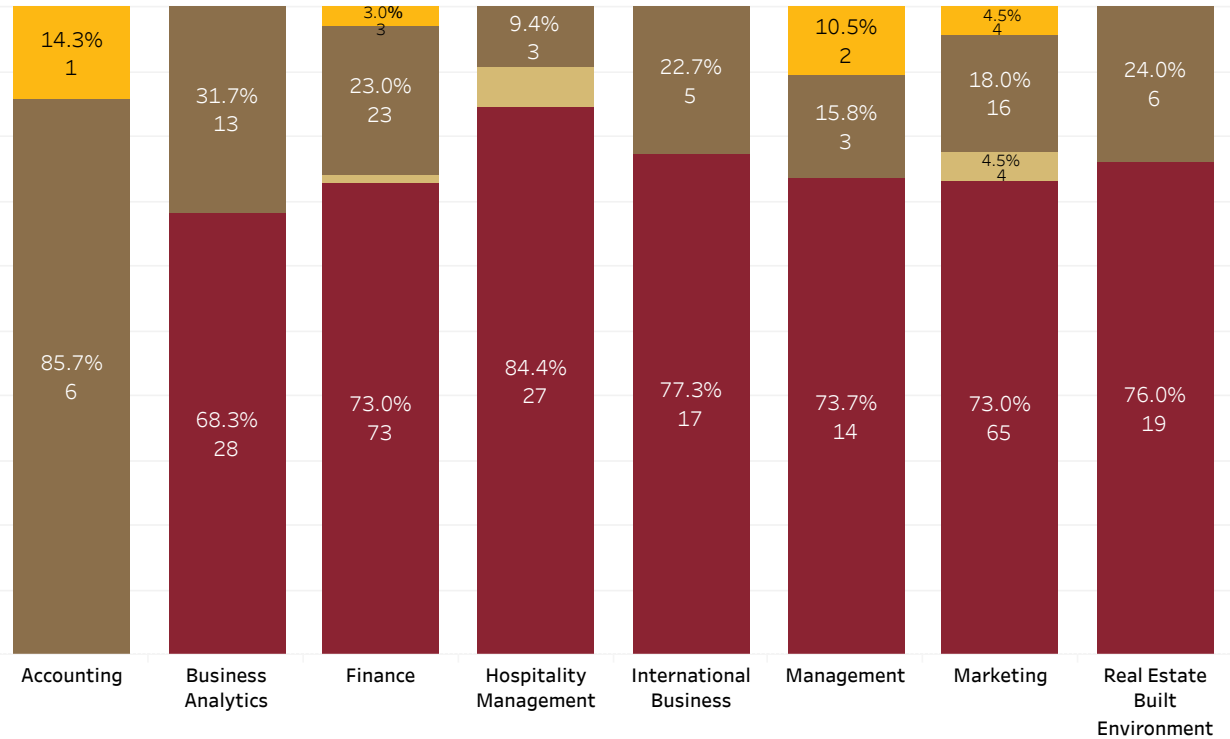
Academic Program Delivery
All

Bachelor's Degrees

College/Division: Daniels College of Business



Outcomes Bachelor's Degrees, Daniels College of Business



6 MONTH OUTCOME

- Seeking Employment or Education
- Continuing Education
- Employed Part-time
- Employed Full-time

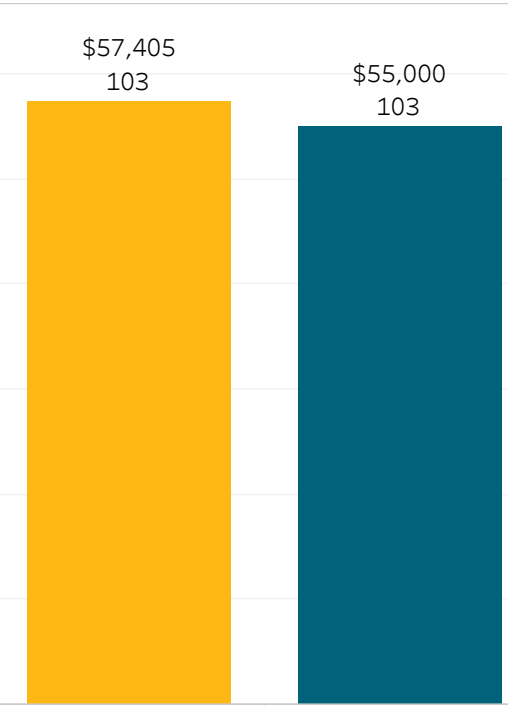
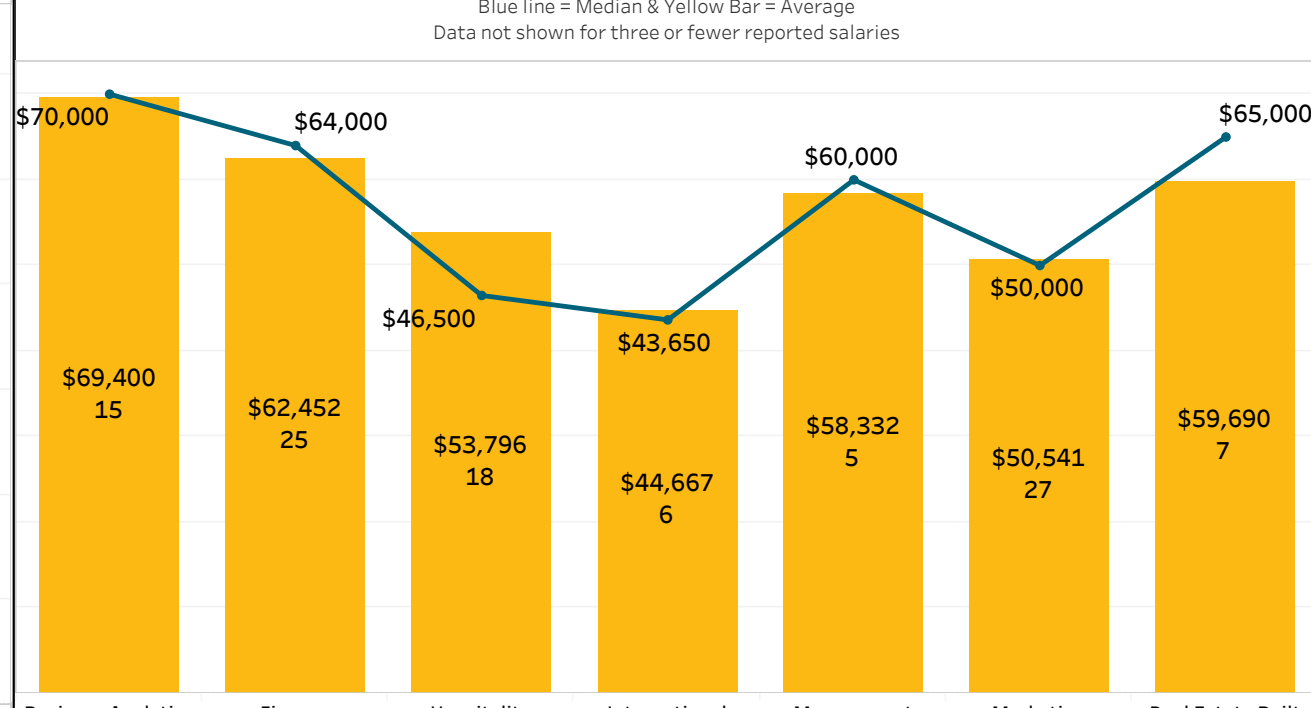
College-level Knowledge Rate
Percent of total graduates with self-reported data or information from other sources

76.7%

Knowledge Rate by Major

Accounting	63.6%
Business Analytics	89.1%
Finance	68.5%
Hospitality Management	100.0%
International Business	76.7%
Management	59.4%
Marketing	82.7%
Real Estate Built Environment	75.8%

Salaries by Major Class of 2021

Degree Level Bachelor's		College/Division Daniels College of Business		Academic Program Delivery All																																										
<div>College-Level Average and Median Salaries</div> <div>Bachelor's</div>  <table><tr><th>Metric</th><th>Salary</th><th>Count</th></tr><tr><td>Average Annual Salary</td><td>\$57,405</td><td>103</td></tr><tr><td>Median Annual Salary</td><td>\$55,000</td><td>103</td></tr></table>		Metric	Salary	Count	Average Annual Salary	\$57,405	103	Median Annual Salary	\$55,000	103	<div>Salaries</div> <div>Bachelor's Degrees, Daniels College of Business</div> <div>Blue line = Median & Yellow Bar = Average</div> <div>Data not shown for three or fewer reported salaries</div>  <table><thead><tr><th>Major Class</th><th>Average Salary</th><th>Count</th><th>Median Salary</th></tr></thead><tbody><tr><td>Business Analytics</td><td>\$69,400</td><td>15</td><td>\$70,000</td></tr><tr><td>Finance</td><td>\$62,452</td><td>25</td><td>\$64,000</td></tr><tr><td>Hospitality Management</td><td>\$53,796</td><td>18</td><td>\$46,500</td></tr><tr><td>International Business</td><td>\$44,667</td><td>6</td><td>\$43,650</td></tr><tr><td>Management</td><td>\$58,332</td><td>5</td><td>\$60,000</td></tr><tr><td>Marketing</td><td>\$50,541</td><td>27</td><td>\$50,000</td></tr><tr><td>Real Estate Built Environment</td><td>\$59,690</td><td>7</td><td>\$65,000</td></tr></tbody></table>				Major Class	Average Salary	Count	Median Salary	Business Analytics	\$69,400	15	\$70,000	Finance	\$62,452	25	\$64,000	Hospitality Management	\$53,796	18	\$46,500	International Business	\$44,667	6	\$43,650	Management	\$58,332	5	\$60,000	Marketing	\$50,541	27	\$50,000	Real Estate Built Environment	\$59,690	7	\$65,000
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Internships by Major Class of 2021

Degree Level	College/Division	Academic Program Delivery
Bachelor's	Daniels College of Business	All
<div><div><div>Bachelor's Degrees</div><div>College/Divison: Daniels College of Business</div><div><div><div><div></div><div>6.9% (n = 21)</div></div><div><div>93.1% (n = 283)</div></div></div></div></div></div>	<div><div>Internship Participation</div><div><div><div><div>20.0% 1</div><div>80.0% 4</div></div><div>Accounting</div></div><div><div><div>9.1% 3</div><div>90.9% 30</div></div><div>Business Analytics</div></div><div><div><div>4.2% 4</div><div>95.8% 91</div></div><div>Finance</div></div><div><div><div>100.0% 32</div></div><div>Hospitality Management</div></div><div><div><div>15.8% 3</div><div>84.2% 16</div></div><div>International Business</div></div><div><div><div>16.7% 3</div><div>83.3% 15</div></div><div>Management</div></div><div><div><div>6.8% 6</div><div>93.2% 82</div></div><div>Marketing</div></div><div><div><div>7.1% 1</div><div>92.9% 13</div></div><div>Real Estate Built Environment</div></div></div></div>	
<div><div><div>Confirmed No Internship Participation</div><div>Internship Participation Confirmed</div></div></div>	<div><div>Internship Response Rate by Major</div><div><div>Accounting45.5%</div><div>Business Analytics71.7%</div><div>Finance63.8%</div><div>Hospitality Management100.0%</div><div>International Business63.3%</div><div>Management56.3%</div><div>Marketing80.0%</div><div>Real Estate Built Environment42.4%</div></div></div>	
<div><div>College-Level Internship Response Rate</div><div>68.6%</div></div>		

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Internships by Major Class of 2021

Degree Level

Master's

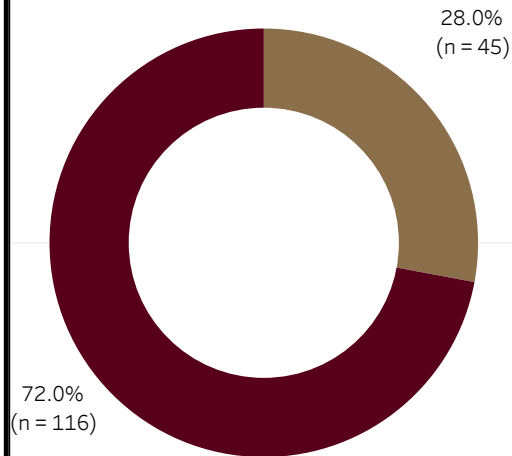
College/Division

Daniels College of Business

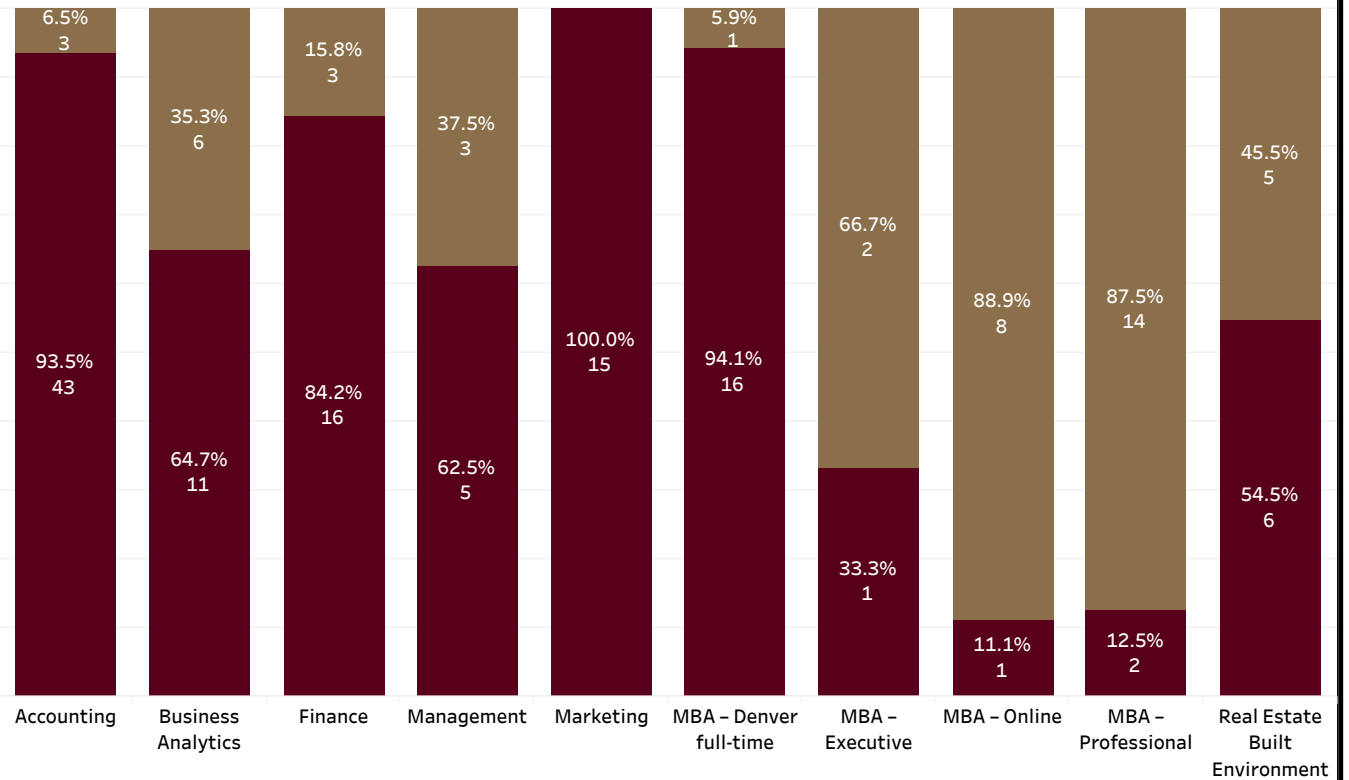
Academic Program Delivery

All

Master's Degrees College/Division: Daniels College of Business



Internship Participation



Confirmed No Internship Participation
Internship Participation Confirmed

Internship Response Rate by Major

College-Level Internship Response Rate

42.1%

Accounting	78.0%
Business Analytics	43.6%
Finance	47.5%
Management	44.4%
Marketing	78.9%
MBA – Denver full-time	100.0%
MBA – Executive	9.4%
MBA – Online	8.8%
MBA – Professional	66.7%
Real Estate Built Environment	34.4%