



First Destination Career Outcomes Report Class of 2024

College of Business

Prepared by JMU University Career Center, April 2025



Part 1: Data on Bachelor's Degree Recipients

Major	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Accounting	91	96.7%	42.0%	56.9%	1.1%	0.0%
Business Management	146	89.7%	89.3%	4.6%	3.8%	2.3%
Computer Info Systems	146	89.7%	85.5%	0.8%	12.9%	0.8%
Economics	84	77.4%	90.8%	4.6%	4.6%	0.0%
Finance	105	92.4%	87.6%	6.2%	5.2%	1.0%
Hospitality Management	121	78.5%	92.6%	4.2%	3.2%	0.0%
International Business	13	92.3%	100.0%	0.0%	0.0%	0.0%
Marketing	164	95.1%	93.0%	1.9%	5.1%	0.0%
Quantitative Finance	4	100.0%	100.0%	0.0%	0.0%	0.0%
Sport & Rec Management	173	78.6%	82.4%	15.4%	2.2%	0.0%
COB Total	1047	87.4%	84.3%	10.3%	4.9%	0.5%

COB Highlights	Highest	Lowest	Largest: Sport & Rec Management (173)
Knowledge Rate	100.0%, Quantitative Finance (4)	77.4%, Economics (84)	78.6%
Employed	100.0%, International Business (13) and 100.0%, Quantitative Finance (4)	42.0%, Accounting (91)	82.4%
Continuing Education	56.9%, Accounting (91)	0.0%, International Business (13) and 0.0%, Quantitative Finance (4)	15.4%

College	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Arts and Letters	982	74.6%	78.2%	15.8%	5.7%	0.3%
Health & Behavioral Studies	1354	74.4%	58.7%	38.5%	2.7%	0.1%
Integrated Science & Engineering	393	72.5%	79.3%	11.2%	9.5%	0.0%
Business	1047	87.4%	84.3%	10.3%	4.9%	0.5%
Education	224	61.2%	74.5%	24.1%	0.0%	1.4%
Science & Math	272	62.9%	61.4%	34.5%	4.1%	0.0%
Visual & Performing Arts	254	63.4%	72.1%	24.2%	3.7%	0.0%
Professional & Continuing Education	110	54.5%	75.0%	16.7%	3.3%	5.0%
University Studies	21	61.9%	61.5%	7.7%	30.8%	0.0%
JMU Undergraduate Overall	4657	74.8%	72.8%	22.2%	4.6%	0.4%

Part 2: Data on Advanced Degree Recipients

Major	Total in Major	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Accounting	33	84.8%	96.4%	3.6%	0.0%	0.0%
Business Administration	81	80.2%	98.5%	1.5%	0.0%	0.0%
Sport and Rec Leadership	12	100.0%	91.7%	8.3%	0.0%	0.0%
Strategic Ldrshp Studies	5	80.0%	100.0%	0.0%	0.0%	0.0%
COB Total	131	83.2%	97.2%	2.8%	0.0%	0.0%

College	Total in College	Knowledge Rate	Working	Continuing Education	Still Seeking	Not Seeking
Arts and Letters	62	79.0%	93.9%	2.0%	4.1%	0.0%
Health & Behavioral Studies	247	62.8%	89.7%	5.8%	4.5%	0.0%
Integrated Science & Engineering	9	66.7%	100.0%	0.0%	0.0%	0.0%
Business	131	83.2%	97.2%	2.8%	0.0%	0.0%
Education	155	52.9%	92.7%	3.7%	2.4%	1.2%
Science & Math	16	50.0%	75.0%	12.5%	12.5%	0.0%
Visual & Performing Arts	20	65.0%	84.6%	7.7%	7.7%	0.0%
JMU Graduate Overall	640	65.9%	92.4%	4.3%	3.1%	0.2%

Part 3: Executive Summary

Guided by National Association of Colleges and Employers (NACE) standards, the University Career Center (UCC) compiles data on the post-graduation pursuits of JMU graduates.¹ For the Class of 2024, the UCC collected data on 74.8% of bachelor's-degree recipients and 65.9% of advanced-degree recipients. Survey methodology is on slide 40.

Of bachelor's-degree recipients in the Class of 2024, 95.0% achieved a career outcome. 72.8% of these graduates went to work, while 22.2% continued their education. For those without a career outcome, 4.6% were still seeking employment or education, and the remaining 0.4% were not engaged or not seeking. The most popular areas for work included Virginia, Washington, D.C., New York, and New Jersey. Of those graduates working in Virginia, 45.6% were working in Northern Virginia, 25.3% were in Central Virginia, and 16.4% were working in the Shenandoah Valley. Health professions, education, business/management, psychology and public administration were the most popular pursuits in continuing education programs.

For advanced-degree recipients in the Class of 2024, 96.7% achieved a career outcome. Of these, 92.4% were working and 4.3% were pursuing additional education. Of the 3.3% without a career outcome, 3.1% were still seeking and the remaining 0.2% were not engaged or not seeking. Virginia, Washington, D.C. and North Carolina were the most popular areas for advanced-degree recipients to work. Of those working in Virginia, 33.5% worked in the Shenandoah Valley, 32.6% worked in Northern Virginia and 23.2% worked in Central Virginia.

The full career outcome report is available at www.jmu.edu/career.