



Engagement sparks growth



Corporate partners produce results

■ The College of Business Center for Professional Sales cultivates and maintains a network of corporate partners who bring real-world business scenarios to the student learning experience. Our 16 current partners, representing a wide swath of industries, have unique opportunities to meet with students and to recruit for internship and full-time job positions. Over the past three years, there have been 186 full-time job placements for CoB graduates from the classes of 2022, 2023 and 2024, and, in addition to full-time opportunities, the network has provided 141 paid internships during this same period, further contributing to students' professional development and readiness to enter the corporate world.

JMU Center for Economic Education honored with national award

■ Dedicated to innovative teaching practices, community service and cultivation of economic and personal finance lessons, the CEE has risen to national recognition, earning the 2024 Albert Beekhuis Award from the Council for Economic Education for exhibiting excellence in the delivery of high-quality programs and outreach to the community. The center was also awarded the 2024 Southern Business Administration Societal Impact Award, which recognizes achievements in business education that have a positive impact in the community or society.



IT consulting elective simulates real-world experience

■ A unique course that provides immersive exposure to the sources and methods of information-technology consulting has wrapped up its 25th year, complete with a new champion in the competition to produce a winning response to a hypothetical government RFP. The 2024 edition of CIS 434 leveraged the College of Business' successful alumni and reached its climax in mid-November when the proposal from a team mentored by KPMG was named this year's "best." The course involves over 25 firms who mentor, teach and judge student work. Over the past five years, firms involved with the course have later hired 240 graduates and provided over 75 internships.



JMU celebrates inaugural 'Game Changer'



■ Last fall, the Athletics department launched a new initiative to recognize and honor members of the campus community whose work has "changed the game" for JMU Athletics and the university as a whole. Doreen Liccione ('92), a stand-out academic advisor in the College of Business Advising and Support Center, was named as the first JMU "GameChanger" in a halftime ceremony during the football team's 2024 home-opener in Bridgeforth Stadium. Liccione was nominated for consistently going above and beyond to help her advisees' succeed, and assisting as an advisor for the Hart School where she engaged with and positively impacted scholar athletes.

Business Plan Competition gets renamed



■ The COB300 course has long been a hallmark of JMU's business education, which ultimately culminates in five final teams presenting their work at the formal Business Plan Competition. With a passion for innovation and entrepreneurship, Rick Kushel ('87) generously added to the endowed fund supporting the competition. Consequently, the competition named for Don Rainey ('82) and Rusty Shepard ('86) is now named the Rainey-Shepard-Kushel Business Plan Competition.



College of Business

THE SECOND HALF-CENTURY of James Madison University's College of Business is under way with an ever-steepening trajectory. During its first 50 years, it evolved from a business program nested within another department, to a freestanding business school, to a fully accredited, nationally recognized College of Business.

The CoB has been a critical part of JMU's expansion. Its AACSB-accredited components include the School of Accounting; the departments of Business Management; Computer Information Systems and Business Analytics; Economics; Finance and Business Law; Marketing and the Program of International Business. The School of Strategic Leadership Studies and the Hart School of Hospitality, Sport and Recreation Management are our affiliate schools.

The college also houses the Center for Economic Education, Gilliam Center for Entrepreneurship and Center for Professional Sales.

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Class of Spring 2024 Outcomes

This data highlights the post-graduation pursuits for 83% of the CoB Spring Class of 2024 bachelor's degree recipients.

TOP FOUR MAJORS BY GRADUATES

Marketing	142
Computer Information Systems	115
Business Management	115
Finance	104

PURSUIITS

At time of graduation

Post-graduation pursuits for 83% of the CoB Spring Class of 2024 bachelor's degree recipients

Full-time offers or continuing education	54%
Seeking employment	44%
Other	2%

6-months post-graduation

Career outcomes for 82% of the CoB Spring Class of 2023 bachelor's degree recipients.

Full-time employment offers	97%
Seeking employment	2%
Other	1%

EMPLOYMENT BY REGION

Mid-Atlantic	79%
Northeast	11%
South	4%
Southwest	2%
West	1%
Midwest	1%
International	2%

TOP EMPLOYERS

Deloitte • Ernst & Young • Accenture • KPMG
Cvent • TTI • Kearney & Co. • Fannie Mae
Freddie Mac • Tom James Company

AVG. STARTING COMPENSATION BY MAJOR

Accounting, B.B.A.	\$75,905
Business Management, B.B.A.	\$68,554
Computer Inf. Systems, B.B.A.	\$84,948
Economics, B.A., B.B.A., B.S.	\$77,609
Finance, B.B.A.	\$80,046
International Business, B.B.A.	\$77,227
Marketing, B.B.A.	\$70,866
Quantitative Finance, B.S.	\$76,296
AVG. ACROSS ALL MAJORS	\$76,395

Class of Fall 2023

ENROLLMENT*

Undergraduate	4,895
Graduate	297
States	33
Countries	7
Female	33%
Male	67%

*as of Fall 2024 for AACSB 1st majors

ACADEMIC PROGRAMS OFFERED

Bachelor's	8
Master's	2
TOTAL	10

JMU's College of Business celebrating over 50 years of excellence



The JMU College of Business history wall is located on the first floor of Showker Hall.