

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

VIEWBOOK 2024-25

SHOWKER HALL



College of Business

YOU'RE READY TO GET DOWN TO BUSINESS.

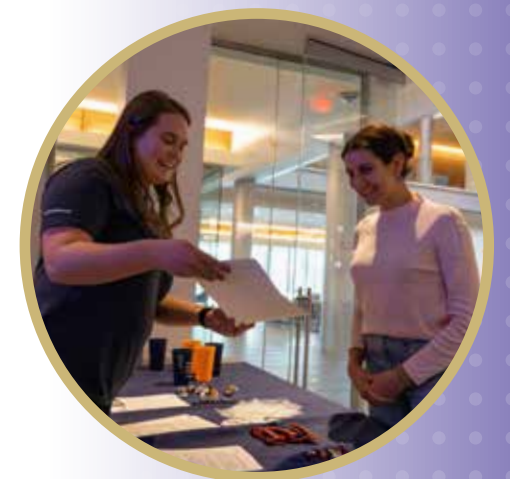
We'll help you get there.

At JMU's College of Business, **engaged learning is more than a catchy phrase.** It is the manner in which you will receive 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.



FAST FACTS

You work hard for your grades.

And we do, too. We are among 2% of all U.S. business schools with AACSB accreditation for both their business and accounting programs. Our computer information systems program has ABET accreditation as well, joining only 10% of programs with both.

1 of 2%

of programs with AACSB accreditation in both business & accounting

1 of 10%

of CIS programs with both ABET & AACSB accreditation

Enrollment*

4,895 undergraduate students

297 graduate students



*as of Fall 2024 for AACSB 1st majors

Academics

Spring 2024 Graduates

- 54% declared a concentration
- 30% declared a minor
- 6% declared a second major

Programs of Study

Undergraduate Majors

Accounting, B.B.A.
Business Management, B.B.A.
Computer Information Systems, B.B.A.
Economics, B.B.A., B.A., B.S.
Finance, B.B.A.
International Business, B.B.A.
Marketing, B.B.A.
Quantitative Finance, B.S.
More than 20 concentrations offered

Undergraduate Minors

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

Master's Programs

M.S. in Accounting
Masters of Business Administration

Centers and Institutes

Center for Economic Education
Gilliam Center for Entrepreneurship
Center for Professional Sales

Institute of Certified & Professional Managers
Small Business Development Center

YOUR NEW HOME AT THE LEARNING COMPLEX

► Enjoy a 10 minute virtual tour at jmu.edu/cob/tour



Find your space.

The Learning Complex is the heart of the College of Business. With more than 200,000 square feet of 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 consists of two adjoining buildings, Hartman Hall, named for James ('70, '00P) and Carolyn ('00P) 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.

Features:

- 36 classrooms, 16 conference rooms and 14 group study rooms
- Quiet study space
- Work/meeting space for student organizations
- Virtual interview rooms
- Dining Services and coffee shop

BUILDING THE SKILLS

Career success happens when you begin with a solid foundation of knowledge.



The 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** program
- 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**
- Get empowered by taking the **CliftonStrengths assessment**, which teaches you how to identify and develop your unique strengths

Advising and Support Center

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



"In the real world you're constantly being presented with challenges which may at first seem impossible to solve. You may not know where to turn, but COB 300 teaches you how to handle those situations. You learn to be confident in your decisions, how to pivot, how to ask for help and how to think beyond what's written in the textbooks.

—Kenya Balser ('23), Marketing



MAKING THE CONNECTIONS

Networks expand the array of opportunities available to you.



Gain new perspectives through relationships with peers, professors, potential employers, the community and the world.

- Find your niche as a first-year student in the **MadisonBiz Residential Learning Community**
- Clarify your educational interests
- Develop leadership skills through one of **more than 25 college student organizations and honor societies**
- Engage with the community through **service learning and course projects**
- Broaden your horizons through **international experiences**



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.

Engagement in action

Spring 2024 Graduates

- **54%** participated in at least one student organization
- **35%** of those students held a leadership position
- **18%** studied abroad prior to graduation



POLISHING THE PERFORMANCE

Experiential learning opportunities help you become a well-rounded business leader.



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



"As a member of the MadisonBiz Residential Learning Community during my first year, **I was able to build a community of like-minded peers within the College of Business.** It was really helpful to hear other people's perspectives and career goals while learning lots of good lessons about professional conduct, interview skills and how to talk to people in business settings."

—Shabiba Kuzhat, Accounting major



Network with senior-level executives and alumni through **Career Treks**, and the **College of Business LinkedIn Career Mentor Network**

Develop professional skills and practice proper etiquette through the **Prep for Success** series and **Etiquette Dinners**



Try out your dream job through **internships and externships**



Craft your resume, learn interviewing tips and how to make meaningful professional connections through the **Career KickStart Program**



CLASS OF 2024 OUTCOMES

Internships and Job Offers

Spring 2024 graduates

- 80% gained program-related work experience
- 54% received a job offer from an internship
- 54% participated in at least one CoB student organization
- 35% held a leadership position in those organizations

Pursuits

At time of graduation

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

- 54% had offers of full-time employment or were continuing education
- 44% were seeking employment
- 2% other

6-months post-graduation

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

- 97% had offers of full-time employment
- 2% were seeking employment
- 1% other

Compensation Components

- 46% salary only
- 32% base salary + bonus
- 11% base salary + commission
- 5% Base salary + commission + bonus
- 6% other
- 40% of graduates with employment offers received signing bonuses

\$76,395

Average total compensation all majors

Starting Compensation

College of Business Major	Avg. Total Compensation
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



"JMU graduates have been a critical component of our long-term talent strategy for many, many years and provide our firm with a deep pool of professionals, mentors, instructors, and leaders at every level."

—Phil Bennett ('92), National Partner in Charge, Risk Management Technology, Data, and Operations, KPMG LLP

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

BEGIN YOUR BUSINESS CAREER **HERE.**

HARTMAN HALL



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