Data from 759 out of 890 graduating seniors was collected via survey responses and data mining, resulting in a knowledge rate of 85%. The majority of graduates reported that they were heading directly into the workforce.

**Engagement Rate**

95%

**Survey Respondants**

Major Breakdown:
- ACC (26%)
- FIN (24%)
- GM (3%)
- HRM (4%)
- MKT (13%)
- SCM (31%)

**Salary Analysis**

*General Management had a sample size of 4 reported salaries*
Average Signing Bonus

- **WEST**: 4%
- **MIDWEST**: 78%
- **NORTH**: 5%
- **SOUTH**: 11%

**Employers Who Hired the Most Graduates**
- GM
- amazon.com
- Deloitte
- plante moran
- Ford
- pwc

**Institutions Attended**
- Wayne State University
- Boston College
- Michigan State University

**Employment by Region**
- WEST: 4%
- MIDWEST: 78%
- SOUTH: 11%
- NORTH EAST: 5%
- INTERNATIONAL: 2%

*General Management had a sample size of 1 reported bonus*

Full comprehensive survey available at lear.broad.msu.edu/about/reports. Information for The School of Hospitality Business can be found in the full report.

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