

# Undergraduate Outcomes Report

## Final Post-Graduation Outcomes for the 2024-2025 Academic Year

The data presented in this report is based on first destination data that was self-reported by students in their UTK Career Profile as of November 30, 2025. This is the third of three post-graduation outcomes reports. Outcomes remained relatively steady in comparison with final post-graduation metrics from 2023-2024. We saw a slight decrease in the response rate, moving from 96% to 94%. Internship participation increased to 87%, up from 85% in 2023-2024. We saw a slight decrease in placement compared 2023-2024, moving from 94% to 93% reflecting the tightening entry-level job market. Salary average increased slightly moving from \$60,837 to \$61,276. The number of students staying in Tennessee remained at 60%.

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# First Destination Statistics & Salaries

## Methodology

The undergraduate career team uses several different methods to collect the data for this report. The population is Haslam College of Business undergraduates who graduate in August 2024, December 2024, and May 2025. At the University of Tennessee, this data is housed in a software platform called 12Twenty. The Center for Career Development and Academic Exploration maintains the database of outcomes for university reporting. When collecting data, we follow the guidelines put forth by the National Association of Colleges & Employers (NACE) on what information to collect and how to collect it. This year we were able to collect data from students in our BUAD 405 class. We also email each graduate with a link to self-report their first destination outcome, which refers to the first employment or education opportunity that a student accepts immediately following graduation. If we are unable to solicit a response through email, we use other avenues including calling graduates and searching LinkedIn. Lastly, we contact employers to ask whom they have hired from The University of Tennessee in the past year. We continue collecting data for six months past graduation per NACE standards.

## Key

Total # = Number of students graduating in major

Known # = Number of students with first destination outcomes/salaries reported in 12Twenty

\*Outcome percentages are based off the known #

\*\* Totals, on occasion, may not equal to 100% due to rounding

## Table 1 – Outcomes

### First Destination Report - Haslam College of Business - Undergraduate Programs

Reported as of November 30, 2025

Major	Total		Known		Employed Full-Time <sup>1</sup>		Employed Part-Time <sup>2</sup>		Further Education		Still Seeking Employment or Education		Out of Job Market	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Accounting	195	95%	186	95%	63	34%	3	2%	115	62%	4	2%	1	1%
Business Analytics	169	95%	161	95%	104	65%	1	1%	35	22%	17	11%	4	3%
Economics	40	98%	39	98%	24	62%	0	0%	9	23%	6	15%	0	0%
Finance	348	93%	325	93%	254	78%	2	1%	30	9%	30	9%	9	3%
Human Resource Management	37	100%	37	100%	32	86%	3	8%	1	3%	0	0%	1	3%
International Business	8	100%	8	100%	6	75%	1	13%	0	0%	1	13%	0	0%
Management	246	93%	229	93%	174	76%	3	1%	25	11%	20	9%	7	3%
Marketing	473	93%	441	93%	350	79%	12	3%	34	8%	34	8%	11	2%
Public Administration	12	83%	10	83%	6	60%	0	0%	2	20%	2	20%	0	0%
Supply Chain Management	422	96%	406	96%	349	86%	7	2%	26	6%	20	6%	4	1%
<b>Total<sup>3</sup></b>	<b>1928</b>	<b>94%</b>	<b>1820</b>	<b>94%</b>	<b>1345</b>	<b>74%</b>	<b>31</b>	<b>2%</b>	<b>274</b>	<b>15%</b>	<b>133</b>	<b>7%</b>	<b>37</b>	<b>2%</b>

## Notes

1. Includes full-time own ventures, full-time post-graduation internships, full-time fellowships, and all other types of full-time employment.
2. Includes part-time own ventures, part-time post-graduation internships, part-time fellowships, and all other types of part-time employment.
3. Information within majors may not equal total due to double majors.

## Table 2 – Salaries

### First Destination Report - Haslam College of Business - Undergraduate Programs

National data come from the 2025 NACE Salary Survey. This includes data reported by colleges and universities and is broken down by region. The following chart uses the Southeast region salaries for comparison.

Major	Employed FT	# of Salaries Reported <sup>1</sup>	Average Salary	Average Salary, No Commission Roles	Median Salary	Low Salary	High Salary	Southeast Region Average Salary
	#	#	\$\$	\$\$	\$\$	\$\$	\$\$	\$\$
Accounting	63	44	\$66,489	--	\$65,000	\$38,400	\$120,000	\$63,084
Business Analytics <sup>2</sup>	104	59	\$66,893	\$67,924	\$70,000	\$40,000	\$100,000	\$72,241
Economics	24	16	\$63,990	\$67,865	\$67,500	\$41,000	\$87,000	\$63,747
Finance	254	152	\$65,362	\$67,353	\$65,000	\$24,000	\$100,000	\$67,228
Human Resource Management	32	22	\$59,914	\$60,532	\$57,500	\$40,000	\$85,000	\$60,732
International Business	6	3	\$83,333	--	--	--	--	\$66,714
Management	174	88	\$57,330	\$59,606	\$60,000	\$32,000	\$80,000	\$60,102
Marketing	350	171	\$54,645	\$56,938	\$54,000	\$32,000	\$131,000	\$55,474
Public Administration	6	3	\$46,333	--	--	--	--	\$66,369
Supply Chain Management <sup>3</sup>	349	227	\$63,085	\$64,873	\$65,000	\$25,000	\$100,000	--
<b>Total</b>	<b>1345</b>	<b>766</b>	<b>\$61,276</b>	<b>\$63,377</b>	<b>\$60,000</b>	<b>\$24,000</b>	<b>\$131,000</b>	<b>\$62,788</b>

#### Notes

1. Includes only respondents reporting full-time annual domestic salaries
2. Data Analytics used as a comparison salary for Business Analytics
3. NACE does not have an equivalent to Supply Chain Management
4. Average Salary, No Commission Roles excludes salaries that reported expected commissions of \$10,000 or higher

## Table 3 – Internships Completed by Graduates

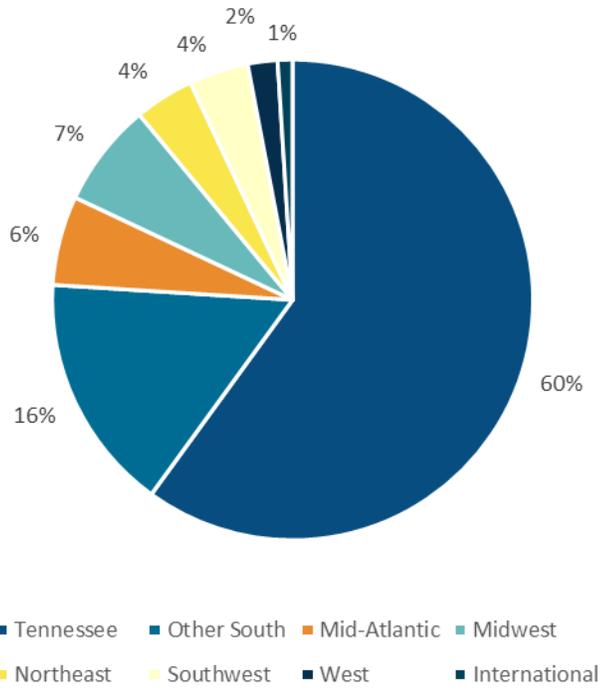
When students report their first destination outcome in 12Twenty, they are asked to mark yes or no as to whether they completed an internship, co-op or academic/major-related work experience. The table below reflects data from the responses to this question. Information within the majors may not equal the total due to double majors.

Major	Known	Completed Internship	
		#	%
Accounting	167	135	81%
Business Analytics	140	109	78%
Economics	35	23	66%
Finance	273	227	83%
Human Resource Management	35	35	100%
International Business	7	5	71%
Management	196	182	93%
Marketing	380	323	85%
Public Administration	9	7	78%
Supply Chain Management	382	368	96%
<b>Total</b>	<b>1629</b>	<b>1417</b>	<b>87%</b>

## Top Employers Hiring Undergraduate Business Students

Employer	FT Hires
21 <sup>st</sup> Mortgage Corporation	27
Amazon.com, Inc.	27
PepsiCo/Frito-Lay, Inc.	27
Axle Logistics	26
Dell Technologies	25
The Pilot Company	16
Oracle	14
Total Quality Logistics	12
CGI	9
Schneider Electric	9
Techtronic Industries (TTI)	9
ADP	8
Clayton Homes	8
Enterprise Mobility	8
Mars Petcare	8
RHM Staffing Solutions	8
Insight Global	7
International Paper	7
J.B. Hunt Transport, Inc.	7
Knoxville Utilities Board (KUB)	7
CoStar	6
Covenant Health	6
EY	6
Procter & Gamble	6
TEKsystems	6
Tractor Supply Co.	6
Truist	6
University of Tennessee (The)	6
Alliance Bernstein	5
Cintas	5
DENSO Manufacturing	5
Dollar General Corporation	5
Echo Global Logistics	5
EdFinancial Services	5
HCA Healthcare	5
JEAR Logistics	5
Motive	5
Stryker	5
The Hershey Company	5

### Top Locations for Undergraduates



### Tennessee Hiring

