

Undergraduate Outcomes Report

Final Post-Graduation Report for the 2023-2024 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, 2024. This is the final of three post-graduation outcomes reports. Outcomes remained steady from 2022-2023. We saw an increase in the knowledge rate, growing from 94% to 96%. Placement rate stayed the same with 94% of students obtaining a positive outcome within six months of graduation. Salary average increased from \$60,185 to \$60,835 and median salary rose from \$60,000 to \$61,000. Internship participation stayed even at 85%. Fewer students stayed in Tennessee, decreasing from 67% to 63%.

Index

First Destination Statistics & Salaries.....	2-3
Internships Completed by Major	3
Top Employers & Locations.....	4-5

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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 2023, December 2023, and May 2024. At the University of Tennessee, this data is housed in a software platform called 12Twenty. The Center for Career Development and Academic Exploration maintain 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, 2024

Major	Total		Known		Employed Full-Time ¹		Employed Part-Time ²		Further Education		Still Seeking Employment or Education		Out of Job Market	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Accounting	144	98%	141	98%	42	30%	4	1%	90	64%	3	2%	1	1%
Business Analytics	176	96%	169	96%	121	72%	2	1%	28	17%	15	9%	3	2%
Economics	32	84%	27	84%	14	52%	1	4%	8	30%	3	11%	1	4%
Finance	301	95%	287	95%	221	77%	10	3%	30	10%	20	7%	6	2%
Human Resource Management	32	97%	31	97%	31	100%	0	0%	0	0%	0	0%	0	0%
Management	165	95%	156	95%	116	74%	8	5%	19	12%	10	6%	3	2%
Marketing	361	96%	345	96%	256	74%	13	4%	37	11%	23	7%	16	5%
Public Administration	7	100%	7	100%	3	43%	1	14%	2	29%	1	14%	0	0%
Supply Chain Management	388	97%	376	97%	318	85%	10	3%	22	6%	19	5%	7	2%
Total³	1604	96%	1539	96%	1123	73%	49	3%	235	15%	94	6%	38	2%

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 2024 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	Total	Known	# of Salaries Reported ¹	Average Salary	Median Salary	Low Salary	High Salary	Southeast Region Average Salary
	#	#	#	\$\$	\$\$	\$\$	\$\$	\$\$
Accounting	144	141	27	\$61,523	\$60,000	\$34,000	\$85,000	\$61,391
Business Analytics ²	176	169	55	\$65,532	\$65,000	\$40,000	\$85,000	\$76,340
Economics	32	27	7	\$60,500	\$59,250	\$25,000	\$90,000	\$71,112
Finance	301	287	131	\$65,180	\$65,000	\$30,000	\$120,000	\$64,768
Human Resource Management	32	31	12	\$59,246	\$50,000	\$45,760	\$95,000	\$52,493
Management	165	156	59	\$56,449	\$50,000	\$31,200	\$145,000	\$59,542
Marketing	361	345	123	\$52,186	\$50,000	\$26,000	\$95,000	\$55,091
Public Administration	7	7	2	\$54,600	--	\$47,200	\$62,000	\$51,884
Supply Chain Management ³	388	376	216	\$63,176	\$65,000	\$35,000	\$104,000	--
Total	1604	1539	564	\$60,837	\$61,000	\$24,000	\$145,000	\$61,613

Notes

1. Includes only respondents reporting full-time annual domestic salaries
2. Data Analytics used as comparison salary for Business Analytics
3. NACE does not have an equivalent to Supply Chain Management

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	107	96	82%
Business Analytics	133	107	80%
Economics	22	16	73%
Finance	247	200	81%
Human Resource Management	31	31	100%
Management	136	123	90%
Marketing	287	228	79%
Public Administration	7	7	100%
Supply Chain Management	332	302	91%
Total	1301	1109	85%

Top Employers Hiring Undergraduate Business Students

Employer	FT Positions
Axle Logistics	34
PepsiCo/Frito Lay, Inc.	27
21 st Mortgage Corporation	19
Dell Technologies	19
Oracle	14
The Pilot Company	13
Amazon.com, Inc.	12
Clayton Homes	11
J.B. Hunt Transport, Inc.	11
Techtronic Industries (TTI)	11
Total Quality Logistics	10
Enterprise Mobility	9
HCA Healthcare	9
Alliance Bernstein	8
JPMorgan Chase & Co	8
Morgan Stanley	7
AIG	6
Kimberly-Clark Corporation	6
Bechtel Corporation	5
Caterpillar	5
Deloitte	5
DENSO Manufacturing	5
EY	5
First Horizon Bank	5
Insight Global	5
Leidos	5
OMNIA Partners	5
RHM Staffing Solutions	5
Tractor Supply Co.	5
Walt Disney Company (The)	5
WestRock Company	5
ADP	4
Bank of America	4
Caterpillar Financial Services	4
Cintas	4
Consolidated Nuclear Security, LLC (CNS/Y-12)	4
DHL Supply Chain	4
Gartner, Inc.	4
International Paper	4
Mars Petcare	4
Northwestern Mutual	4
Philips	4
Tennessee Valley Authority (TVA)	4
The Trust Company of Knoxville	4

