Building a legacy of globally competitive leaders.

The College of Business
AT THE UNIVERSITY OF NEVADA, RENO

Student Outcomes Report
ACADEMIC YEAR 2017 2018
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The College of Business is dedicated to the economic growth of Northern Nevada by cultivating education and entrepreneurship.

Leadership opportunities are plentiful for our students and graduates in myriad regional industries, such as technology, logistics, operations and gaming. The College of Business strategically focuses on events that pair professionals and students, advancing career placement after graduation.

As a result, more than 85 percent of business graduates are working in a job related to their career goals.

The Career and Corporate Outreach Center within the College provides career advising, professional events and experiential learning opportunities to more than 3,000 undergraduate students annually. The College’s spring 2018 career fair had a record number of employers, allowing us to provide our students with a rich and diverse networking environment.

Nevada Careers, the student and employer interactions on our job board, also saw substantial success. From spring 2017 to spring 2018, the job board increased by 655 student accounts, up 15 percent. Businesses seeking applicants can post positions, and students and graduates can access hundreds of part-time and full-time internships or jobs at local, national and international companies.

The Effective Business Writing course provides detailed career assessments, resume critiques, mock interviews, career advice, access to Nevada Careers and our on-going career events to ten class sections per year. This ensures that the College’s 600+ students are exposed to relevant business skills and the professional opportunities needed to succeed.

With more than 400 professionals visiting campus each year, our students have the opportunity to showcase their dedication, skills and preparation. Our successes are built on the strong relationships with the employers and out collective desire to make students successful.

Stellar Lufrano-Jardine, MBA
Director, Career Services, College of Business at the University of Nevada, Reno
## UNDERGRADUATE ENROLLMENT STATISTICS

<table>
<thead>
<tr>
<th>Enrollment by Headcount</th>
<th>Fall '13</th>
<th>Fall '14</th>
<th>Fall '15</th>
<th>Fall '16</th>
<th>Fall '17</th>
<th>Fall '18</th>
</tr>
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<tbody>
<tr>
<td>Pre-Business Administration</td>
<td>1,338</td>
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<td>37</td>
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<tr>
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<td>241</td>
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<td>134</td>
<td>118</td>
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<td>134</td>
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<tr>
<td>Finance BS</td>
<td>168</td>
<td>199</td>
<td>241</td>
<td>251</td>
<td>317</td>
<td>324</td>
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<tr>
<td>General Business BS</td>
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<td>247</td>
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<td>308</td>
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<td>188</td>
<td>233</td>
<td>266</td>
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<td>357</td>
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<tr>
<td><strong>Undergraduate Total</strong></td>
<td><strong>2,515</strong></td>
<td><strong>2,682</strong></td>
<td><strong>2,889</strong></td>
<td><strong>3,017</strong></td>
<td><strong>3,153</strong></td>
<td><strong>3,223</strong></td>
</tr>
</tbody>
</table>

**Percentage of students who identified as non-white**

- **39%** Undergraduate
- **33%** Graduate
### GRADUATE ENROLLMENT STATISTICS

<table>
<thead>
<tr>
<th>Enrollment by Headcount</th>
<th>Fall ’13</th>
<th>Fall ’14</th>
<th>Fall ’15</th>
<th>Fall ’16</th>
<th>Fall ’17</th>
<th>Fall ’18</th>
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</thead>
<tbody>
<tr>
<td>Accountancy MA</td>
<td>41</td>
<td>46</td>
<td>26</td>
<td>23</td>
<td>24</td>
<td>29</td>
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<tr>
<td>Business Administration (online) EMBA</td>
<td>57</td>
<td>56</td>
<td>73</td>
<td>67</td>
<td>59</td>
<td>70</td>
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<tr>
<td>Business Administration MBA</td>
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<td>223</td>
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<td>227</td>
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<td>211</td>
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<tr>
<td>Economics MA</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Economics MS</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Economics PHD</td>
<td>23</td>
<td>24</td>
<td>19</td>
<td>19</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Finance MS</td>
<td>19</td>
<td>26</td>
<td>19</td>
<td>17</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Information Systems MS</td>
<td>24</td>
<td>18</td>
<td>18</td>
<td>22</td>
<td>27</td>
<td>25</td>
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<tr>
<td><strong>Graduate Total</strong></td>
<td><strong>400</strong></td>
<td><strong>409</strong></td>
<td><strong>373</strong></td>
<td><strong>383</strong></td>
<td><strong>358</strong></td>
<td><strong>372</strong></td>
</tr>
</tbody>
</table>

Total undergraduate and graduate enrollment:

- **Fall 2013**: 2,915
- **Fall 2014**: 3,091
- **Fall 2015**: 3,262
- **Fall 2016**: 3,400
- **Fall 2017**: 3,511
- **Fall 2018**: 3,595

“Our growing enrollment reflects the value our students place on our programs and their experiences in The College of Business. They graduate with life skills, ready for the workforce and excited to make their contributions to our local and regional economy.

I am proud of the high caliber of our students, our alumni and the education we provide.”

GREGORY MOSIER, Dean of The College of Business
Advising, Retention and Graduation

6,000
approximate number of advising appointments annually
- Academic counseling
- Crisis Resourcing
- First-year advising
- Graduation progression

99%
of students feel their advisor listened to their concerns and treated them with respect

98%
of students feel their concerns were addressed

42%
Four-year graduation rate
- National average
  - Public institutions – 35%
  - All institutions – 40%

60%
Six-year graduation rate
- Nation average - all majors
  - Public institutions – 58%
  - All institutions – 59%

81.6%
Freshman retention rate
- National average
  - Public institutions – 81% (five-year average, 2016 data)
### Undergraduate Degrees Granted

<table>
<thead>
<tr>
<th>Program</th>
<th>F13-S14</th>
<th>F14-S15</th>
<th>F15-S16</th>
<th>F16-S17</th>
<th>F17-S18</th>
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</thead>
<tbody>
<tr>
<td>Accounting &amp; Information Systems BS</td>
<td>2</td>
<td>9</td>
<td>11</td>
<td>5</td>
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<tr>
<td>Accounting BS</td>
<td>74</td>
<td>78</td>
<td>91</td>
<td>87</td>
<td>124</td>
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<tr>
<td>Economics BA</td>
<td>9</td>
<td>12</td>
<td>21</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Economics BS</td>
<td>58</td>
<td>93</td>
<td>76</td>
<td>80</td>
<td>75</td>
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<tr>
<td>Finance BS</td>
<td>70</td>
<td>72</td>
<td>87</td>
<td>93</td>
<td>121</td>
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<tr>
<td>General Business BS</td>
<td>6</td>
<td>14</td>
<td>28</td>
<td>22</td>
<td>30</td>
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<tr>
<td>Information Systems BS</td>
<td>68</td>
<td>46</td>
<td>79</td>
<td>71</td>
<td>74</td>
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<tr>
<td>International Business BS</td>
<td>15</td>
<td>41</td>
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<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Management BS</td>
<td>107</td>
<td>130</td>
<td>130</td>
<td>151</td>
<td>162</td>
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<tr>
<td>Marketing BS</td>
<td>61</td>
<td>97</td>
<td>99</td>
<td>141</td>
<td>119</td>
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<td><strong>Undergraduate Total</strong></td>
<td>470</td>
<td>585</td>
<td>657</td>
<td>704</td>
<td>754</td>
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</table>

**Enrollment Increases**

60% Increase in four years
### GRADUATE DEGREES GRANTED

<table>
<thead>
<tr>
<th>Program</th>
<th>F13 - S14</th>
<th>F14 - S15</th>
<th>F15 - S16</th>
<th>F16 - S17</th>
<th>F17-S18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy MA</td>
<td>13</td>
<td>25</td>
<td>16</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Business Administration (online) EMBA</td>
<td>13</td>
<td>24</td>
<td>28</td>
<td>28</td>
<td>34</td>
</tr>
<tr>
<td>Business Administration MBA</td>
<td>85</td>
<td>94</td>
<td>67</td>
<td>94</td>
<td>95</td>
</tr>
<tr>
<td>Economics MA</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Economics MS</td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Economics PHD</td>
<td>2</td>
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<td>3</td>
<td>2</td>
<td>4</td>
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<tr>
<td>Finance MS</td>
<td>5</td>
<td>13</td>
<td>11</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Information Systems MS</td>
<td>12</td>
<td>6</td>
<td>10</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td><strong>Graduate Total</strong></td>
<td><strong>139</strong></td>
<td><strong>173</strong></td>
<td><strong>140</strong></td>
<td><strong>153</strong></td>
<td><strong>170</strong></td>
</tr>
</tbody>
</table>

“**We are energizing our graduate programs with competitive funding opportunities and crafting research and professional programs agile enough to serve our students’ diverse needs.”**

KAMBIZ RAFFIEE,
Associate Dean of Graduate Programs and research

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**Total undergraduate and graduate degrees granted**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Fall 2013-Fall 2014</td>
<td>609</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Fall 2014-Fall 2015</td>
<td>758</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Fall 2015-Fall 2016</td>
<td>797</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2016-Fall 2017</td>
<td>857</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2017-Fall 2018</td>
<td>924</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
CAREER PREPARATION COURSE

Effective Business Writing: This course provides vital career preparation to 10 class sections per year, ensuring that the College’s 600+ students are exposed to relevant business skills and the professional opportunities needed to succeed. Elements of this course include the following:

- Detailed career assessments
- Resume critiques
- Mock interviews
- Career advice
- Access to Nevada Careers job board
- On-going career events

Total enrollment from Summer 2017 - Fall 2018

1,220 Students

“MGT321, also referred to as effective business writing, is one of those classes you don’t forget even after you graduate. The class taught me how to draft professional emails, create a cover letter and give a solid presentation. All of the topics discussed are relevant and directly relate to my future success in the business world.”

ERICA CHAMBERLAIN
Senior Management Major
WOLF PACK SHADOW allows business students to experience a day in the life of their prospective career field, shadowing managers in exciting fields such as marketing, information systems, accounting, human resources and finance.

Wolf Pack Shadow Companies:
Zappos, Patagonia, Renown, Grand Sierra Resort, Sierra Nevada Journeys, Server Technology, Microsoft, MGM Resorts International, Ameriprise Financial, Starbucks and Reno Aces

“Thank you all for providing these opportunities. I have always wanted to participate in a program such as this! This is one of the most beneficial things I have participated in thus far to prepare me for my future career.”
— Student, Sierra Nevada Journeys
### Career Events: Student Engagement

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Fall 2018</th>
<th>Spring 2018</th>
<th>Fall 2017</th>
<th>Spring 2017</th>
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</thead>
<tbody>
<tr>
<td>Students attending career events</td>
<td>648</td>
<td>520</td>
<td>453</td>
<td>465</td>
</tr>
<tr>
<td>Students participating in mock interviews</td>
<td>126</td>
<td>98</td>
<td>92</td>
<td>131</td>
</tr>
<tr>
<td>Students attending networking events</td>
<td>279</td>
<td>312</td>
<td>318</td>
<td>303</td>
</tr>
</tbody>
</table>
Career Events: Employers Engagement

Career Fair

- Fall 2018: 88
- Spring 2018: 78
- Fall 2017: 73
- Spring 2017: 61

Networking Events

- Fall 2018: 69
- Spring 2018: 85
- Fall 2017: 72
- Spring 2017: 91

87.7% Percentage of employers who rated students very or somewhat prepared
COMPANIES: CAREER FAIR ATTENDANCE

Aflac
Alchemy
Alorica Corporation
Ameriprise Financial
Anixter
Aspire Capital Advisors
ASUN Center For Student Engagement
Atlantis Casino Resort Spa
AVA Logistics LLC
Barrick Gold Corporation
Basin Street
Boyd Gaming
Buckle
Bureau of Land Management
Burns & Wilcox
Camelot Party Rentals
Charter Communications
Chevy.com
Cintas
Clark County School District
Clear Capital
Copart
Country Financial
Coupa Software
Cypress Management
Defense Contract Audit Agency
Department of Public Safety
DHL Supply Chain
Dolan Auto Group
Doorway Home Loans (formerly ICM)
Durocher Farmers Insurance Agency
Edward Jones Investments
Employers
Enterprise-Rent-A-Car
Farm Service Agency
Fastenal
FedEx Ground
Gary Platt Manufacturing
Geotemps, Inc
GOTOCO
Grand Sierra Resort
Greater Nevada Credit Union
Harrah's Reno
Haws, A Traynor Family Enterprise
Hawx Services
Heartrock Care
International Game Technology
ITS National, LLC
Jensen Precast
Koch Industries
Kohl's Department Stores
KOLO-TV
Las Vegas Metropolitan Police Dept.
LP Insurance Services, Inc.
Marcus & Millichap
Marine Corps Officer Programs
McNair Scholars Program
Microsoft
NAIOP
NAVAIR
Nevada Army National Guard
Nevada Small Business Development Center
Northwestern Mutual - Reno
Northwestern Mutual Financial Network (Fobes Financial Group)
NOW Foods
NV Energy
Panasonic Energy of North America (PENA)
Penske Truck Leasing
PepsiCo
Pestmaster Services
PetSmart
Port of Subs
Progressive Insurance
Reno Bighorns
Renown Health
Resorts West Vacation Club
Rough Country LLC
San Jose Police Department
Scheels
Server Technology
Shelter Insurance
Sherwin-Williams
Sierra Nevada Corporation
Southern Glazer's Wine and Spirits
Specialist Staffing Group
Starbucks Coffee Company
State Farm - Northern Nevada
State of Nevada
- Department of Administration
- Department of Health and Human Services
- Department of Transportation
- Gaming Control Board
State Street
Tahoe Donner Downhill Ski Area Resort
Target Stores
Techtronic Industries, NA (TTI) - Milwaukee Tool, Ryobi, Hoover & Dirt Devil
TEKsystems
TESSCO Technologies, Inc.
Textbook Brokers
The Hamilton Company
The National Judicial College
The Ritz-Carlton, Lake Tahoe
Top Performance Marketing Inc.
Transportation Security Administration (TSA)
TriNet HR Corporation
United Federal Credit Union
University of Nevada, Reno
- College of Business
- Conference Services Group
- Human Resources/Business Center North
- Small Business Development Center
US Navy Officer Programs
Valeo
Vantage Marketing
Via Seating
Washoe County Human Resources
Washoe County School District
WEBstaurantstore.com
Wells Fargo
West Contra Costa USD
Western Sierras Inc.
WorldPak Flexible Packaging
zulily, inc.
The Nevada Global Business program gives students the opportunity to travel abroad and learn about global corporations first hand.

Buenos Aires, Costa Rica, London, New York City, Poland, Singapore, Sydney and Toronto
PROGRAM PARTICIPATION

- 2016: 45
- 2017: 101
- 2018: 104
- 2019 (Forecasted): 142

Locations:
- Toronto
- New York City
- Singapore
- Sydney
- Buenos Aires
- London
- Costa Rica
- Poland

Nevada Global Business
**CAREER EXPLORATION**

Nevada Careers is an online job board exclusive to The College of Business where students have the ability to search for internships, part-time or full-time employment opportunities.

**POSITION TITLES: NEVADA CAREERS**

- Market research intern
- Escape room host
- Customer operations intern
- Account development manager
- Communications coordinator
- Grants accounting specialist
- Digital program/project manager
- Supreme court marshal chief officer
- Forensic accountant
- Assistant sergeant at arms
- Human resources manager
- Engagement coordinator
- Valuation services associate
- Software developer intern
- Grant writer
- Sales demo support manager
- Associate integrations consultant
- Loss mitigation specialist
Career Placement and Satisfaction

Career Services

50%
Undergraduates actively engaged in career services

400
industry professionals visiting campus each year

Alumni Career Outcomes

84%
working full-time

77%
satisfied with employment

86%
work in a field related to career goals
“The word is getting out throughout Nevada and the western region that graduates of The College of Business are the whole package. Not only do they have technical skills, they’re career-ready professionals equipped to add value in your company.”

FRANCES RYAN,
Associate Dean for Undergraduate Programs and Administration
**Average Salary by Major**

Average undergraduate salary: **$43,896**

Average graduate salary: **$76,188**

<table>
<thead>
<tr>
<th>Major</th>
<th>Average Salary (in Thousands)</th>
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<tr>
<td>Accounting</td>
<td>$51,019</td>
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<tr>
<td>Economics</td>
<td>$40,495</td>
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<tr>
<td>Finance</td>
<td>$49,269</td>
</tr>
<tr>
<td>Information Systems</td>
<td>$43,934</td>
</tr>
<tr>
<td>Management</td>
<td>$37,880</td>
</tr>
<tr>
<td>Marketing</td>
<td>$40,979</td>
</tr>
</tbody>
</table>

In Thousands
EMPLOYERS:
COLLEGE OF BUSINESS ALUMNI

IGT
ITS Logistics
ITS National
J.A. Solari and Partners
JCPenney Logistics Center
Kohn & Company LLP
Kurtosys Systems
Law Office of Bradley, Drendle & Jeanney
League of Conservation Voters
Life Change Center
Loomis
Los Compadres Restaurant
Massage Envy
MGM Resorts International
Michael Baker Intl.
Microsoft
Moment Skis
Morgan Stanley
My Hometown Heroes, Inc.
Nevada Attorney General
Nevada Cement Company
Nevada Department of Transportation
Nevada Gaming Control Board
Nevada National Guard
Nevada Small Business Development Center
Ovation Development Corp
PC Lender LLC
Piercy, Bowler, Taylor & Kern, CPAs
Pinnacle Entertainment
PricewaterhouseCoopers
Prime Memory Solution Management
Prominence Health Plan
Q&D Group Invesco, LLC
R&R Partners
RayCo Drywall
Regional Emergency Medical Services Authority
Reno Aces
Reno Tahoe Airport
Renown Health
Renown Regional Medical Center
RhinoHub
Scottrade
Self
Sierra Medical Services Alliance
Sierra Nevada Corporation
Sierra Wellness Connection
SLATE
Southern Glazer’s Wine and Spirits
Sparks PD
State of Nevada
State of Nevada, DHHS
Stoltenberg Consulting
Super School Washoe Project
Synergy research group
Talintel
Tamarack Junction Casino
Target
The Abbi Agency
The CFO Group, Inc.
The Impetus Agency
ThinkHR
TrainerRoad
Tri Sage Consulting
TriNet
University of Nevada, Reno
University of Nevada, Reno Police Services
Urban Outfitters
US Bank
Washoe County
Washoe County School District
Washoe Tribe of Nevada and California
Wells Fargo
Whittier Trust
Xtreme Consulting
Zazove Associates
For questions or concerns regarding the information presented in the report, please contact Jennifer Nelson at nelsonj@unr.edu.