

Alumni Outcomes Program Snapshot:

Business Administration BA

This report details the employment outcomes of 5,321 alumni who graduated from the Business Administration BA program at CSUF between 2010 and 2020, based on matching institution's student data to Emsi's database of online profiles. To count as a matched record, a profile has to match the institution's past student information on the name and at least one of the following: contact information or award information (such as graduation year, program name, etc.). Unmatched alumni are not included in this report.

Executive Summary

Emsi found 5,321 matched profiles using student data provided by CSUF. Among these matched profiles, 91% of alumni are employed in the field, and 84% are currently residing in the region (i.e., Los Angeles County, Orange County, Riverside County, and San Bernardino County).

Figure 1. Number of Matched Alumni, Percentage of in-Field Employment, and Residing in the Region



Earnings

Based on their occupations and where alumni live, the estimation of what alumni could be making at their current ages is \$57,5400/year, and the potential wage based on the average wage for their occupations is \$95,500/year.

Estimated wage: the average of the estimated wage for each of your selected alumni, based on the median wage for their occupation in their county, adjusted for age and degree level.

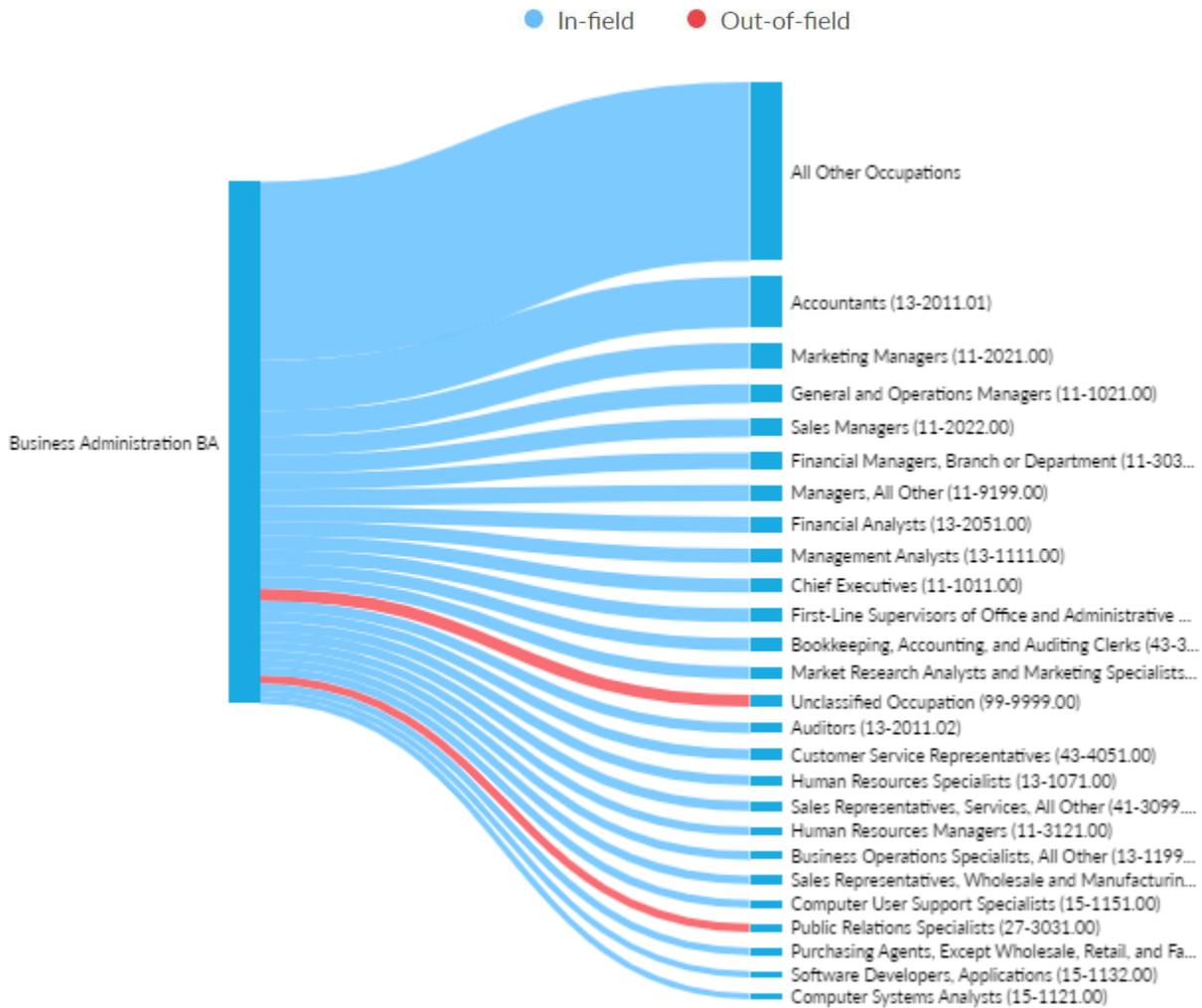
Potential wage: The average potential wage for each of your selected alumni, based on the average wage for their occupation in their county.

What jobs are they getting?

Figure 2 displays the education-to-career paths of your alumni based on their program of study and current occupation. Overall, the majority of alumni (90%) is currently working in the field.

Note: This diagram includes up to the top 25 occupations with all remaining occupations grouped under All Other Occupations.

Figure 2. Education-to-Career Paths



Tables 1 and 2 display the employment outcomes of alumni based on their current role. Standardized occupation codes and job titles classify these outcomes. The most common occupation is Accountants and Auditors, represented by 12% of alumni. The most common job of alumni is Accountant (11%).

Table 1. Top 10 Occupations by the Number of Percentage of Alumni

Occupations (SOC)	Alumni Profiles	Percent (%)
Accountants and Auditors (13-2011)	628	11.80%
Marketing Managers (11-2021)	258	4.85%
Financial Managers (11-3031)	220	4.13%
General and Operations Managers (11-1021)	193	3.63%
Sales Managers (11-2022)	183	3.44%
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; And Managers, All Other (11-9198)	178	3.35%
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other (13-2098)	176	3.31%
Unclassified Occupation (99-9999)	149	2.80%
Management Analysts (13-1111)	147	2.76%
Chief Executives (11-1011)	143	2.69%

Table 2. Top 10 Job Titles by the Number of Percentage of Alumni

Job Title	Alumni Profiles	Percent (%)
Accountants and Auditors	564	10.60%
General and Operations Managers	250	4.70%
Business Development and Marketing Managers	157	2.95%
Management Consultants and Business Analysts	152	2.86%
Sales Managers	130	2.44%
Financial Managers	128	2.41%
Product and Marketing Specialists	119	2.24%
Customer Service Representatives	119	2.24%
Financial Analysis and Investment Specialists	106	1.99%
Recruiters and Human Resources Specialists	101	1.90%

Who are they working for?

Table 3 shows the top companies employing CSUF Business Administration BA alumni. The majority of alumni who graduated from the Business Administration are employed by The Walt Disney Company (1%).

Table 3. Top 10 Companies Employing Business Administration Alumni

Company	Alumni Profiles	Percent (%)
The Walt Disney Company	37	0.70%
Amazon.com, Inc.	32	0.60%
Ernst & Young LLP	28	0.53%
Bank of American Corporation	26	0.49%
The Irvine Company LLC	26	0.49%
JPMorgan Chase & Co.	25	0.47%
PricewaterhouseCoopers LLP	24	0.45%
Pacific Life Insurance Company	24	0.45%
County of Orange	23	0.43%
Automatic Data Processing, Inc. (ADP)	19	0.36%

What skills do they possess?

Figure 3 and Table 4 show the top skills alumni from the program have included in their online profiles. “Customer Service” is the most frequently listed skill (67%). Other frequently listed skills include “Microsoft Excel,” “Microsoft Office,” and “Sales.”

Figure 3. Top skills Listed in Alumni’s Profiles

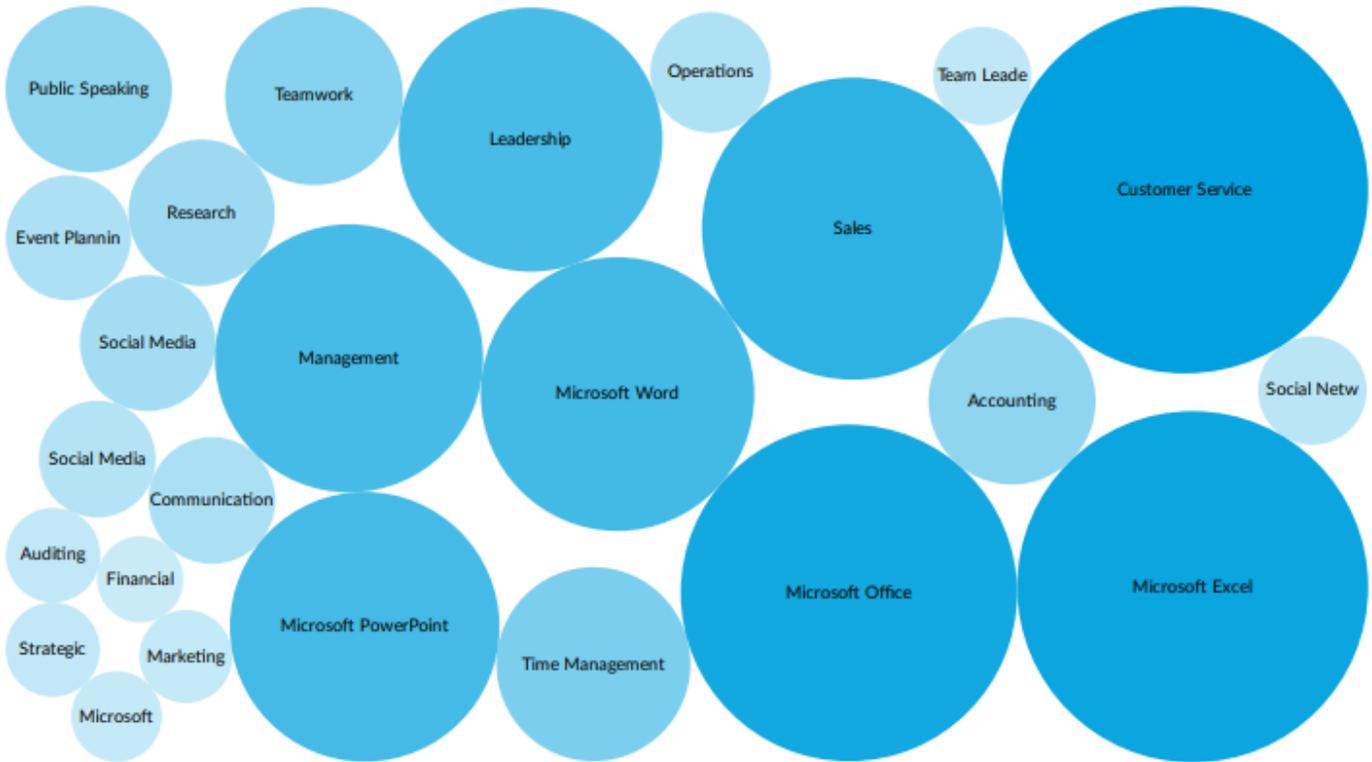


Table 4. Top 10 Skills Listed in Alumni’s Profiles

Skills	Alumni Profiles	Percent (%)
Customer Service	3,539	66.51%
Microsoft Excel	3,385	63.62%
Microsoft Office	3,242	60.93%
Sales	2,899	54.48%
Microsoft Word	2,620	49.24%
Microsoft PowerPoint	2,580	48.49%
Management	2,565	48.21%
Leadership	2,524	47.43%
Time Management	1,834	34.47%
Teamwork	1,674	31.46%

Where do they live?

The map displays the top locations of the alumni. The larger the bubble, the more alumni reside in that location. The largest portion of alumni lives in Orange, CA (24%).

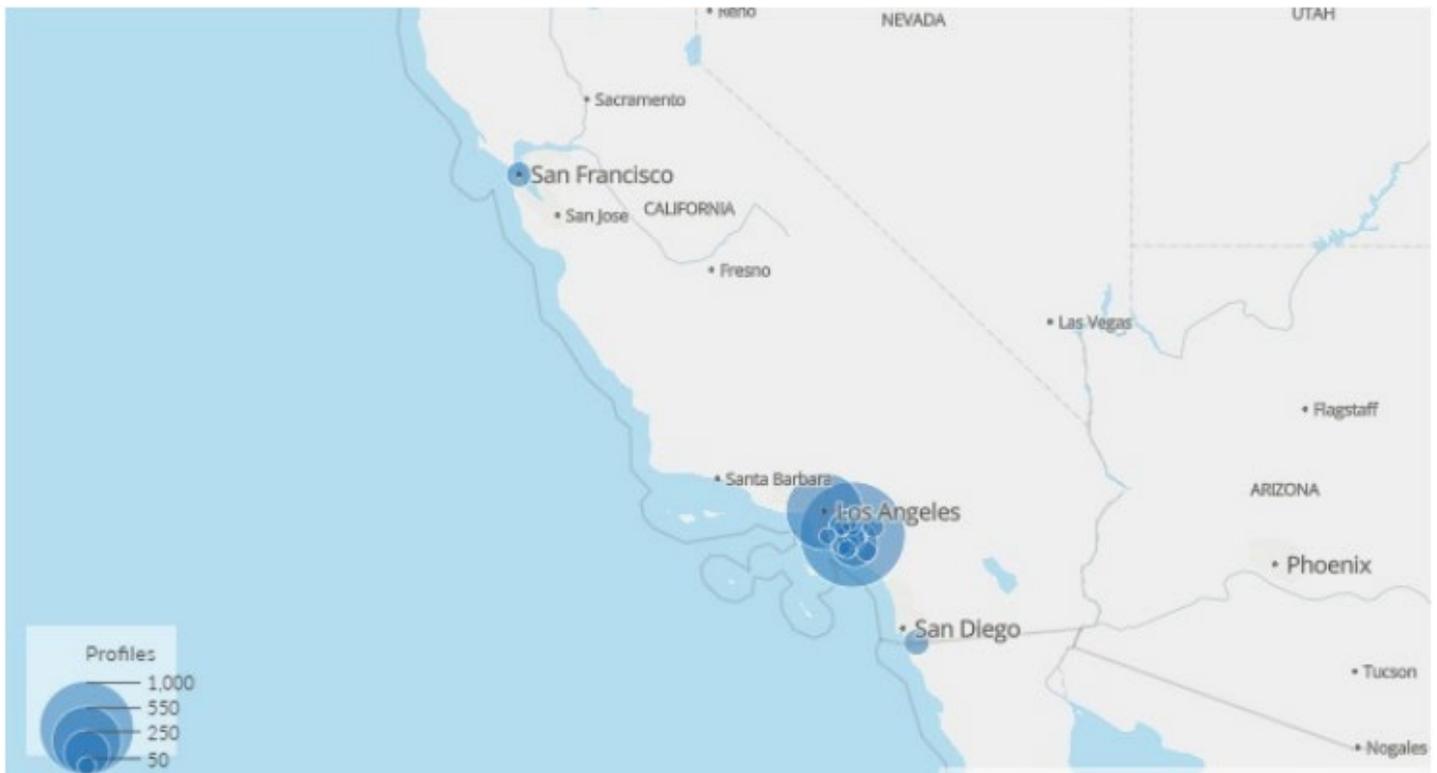


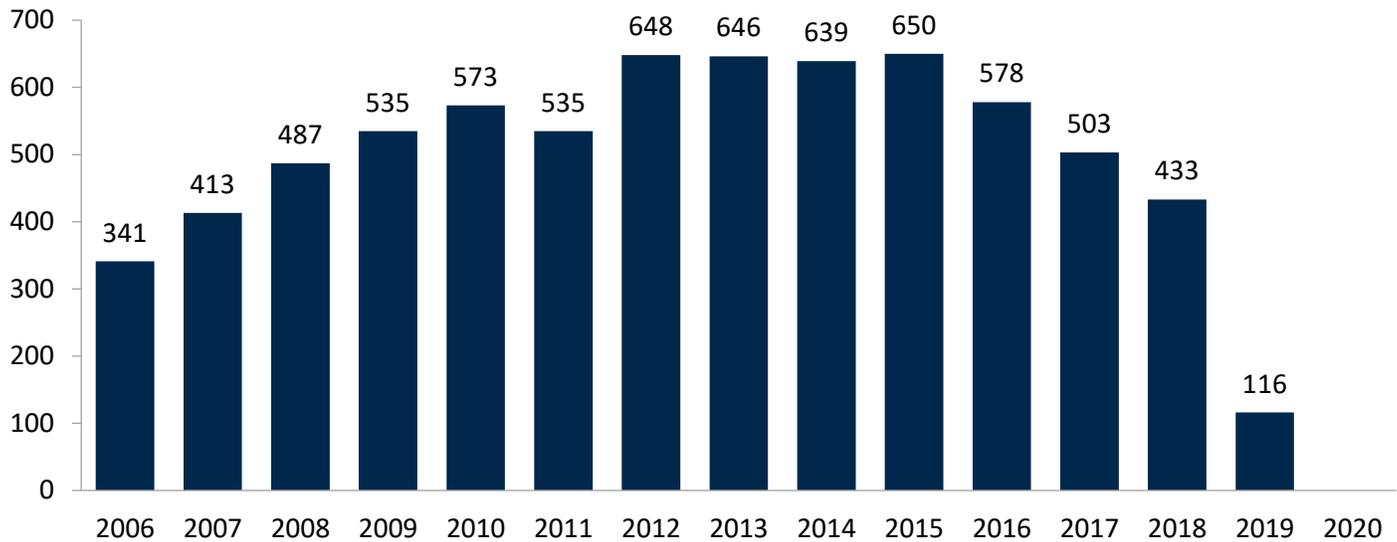
Table 5. Top 10 Locations Alumni are Residing

City	Alumni Profiles	Percent (%)
Orange, CA	1,269	23.86%
Los Angeles, CA	690	12.97%
Irvine, CA	271	5.09%
Anaheim, CA	200	3.76%
Fullerton, CA	164	3.08%
Santa Ana, CA	117	2.20%
San Diego, CA	96	1.80%
San Francisco, CA	93	1.75%
Yorba Linda, CA	90	1.69%
Garden Grove, CA	80	1.50%

When did they graduate?

Figure 4 shows the number of alumni who completed their program of study in the corresponding graduation year. The majority of the alumni with matched profiles between 2006 and 2020 graduated in 2015.

Figure 4. Number of Alumni by Year of Graduation



Note: This graph only represents graduates from the last 15 years

Education

Table 6 displays institutions listed in alumni profiles. The majority of profiles listed California State University, Fullerton (99%), followed by three community colleges: Fullerton College (6%), Orange Coast College (5%), and Saddleback College (4%).

Table 6. Top 10 Institutions Listed in Alumni's Profiles

School	Alumni Profiles	Percent (%)
California State University, Fullerton	5,257	98.80%
Fullerton College	313	5.88%
Orange Coast College	269	5.06%
Saddleback College	202	3.80%
Irvine Valley College	158	2.97%
Santiago Canyon College	117	2.20%
Cypress College	112	2.10%
Santa Ana College	101	1.90%
California State University	93	1.75%
Golden West College	81	1.52%

Contact Information

CSUF employees can now access the Alumni Outcomes data using the [Tableau Enterprise Login](#). Please contact us at data@fullerton.edu if you have any questions and concerns regarding this report.