Our goal at the Asper School of Business Career Development Centre is not just to help students land a job, but to launch a career that empowers them to make a difference – in business, in the community, and in the lives of those around them.

Each year, we measure our success by asking our graduates to share with us their first steps in their career journey. The results – including 94% and 93% full-time employment for our Bachelor of Commerce and MBA students respectively – show us that we’re on the right track. Our students are graduating with skills, knowledge and attitude that set them apart in the eyes of employers. They’re well on their way to contributing to the economic growth of our province, our country, and our world.

_Congratulations to all 2015-16 graduates of the Asper School of Business. We are here to help you achieve your career goals and we wish you a lifetime of success._

**KELLY MAHONEY**  
Director  
Career Development Centre and Co-operative Education Program  
Asper School of Business
BACHELOR OF COMMERCE (HONOURS)

DEMOGRAPHICS

48% of survey respondents were male

52% of survey respondents were female

24 – average age of respondents

MAJOR AREA OF STUDY

ACCOUNTING – 42%

ACTUARIAL MATHEMATICS – 8%

ENTREPRENEURSHIP/SMALL BUSINESS – 3%

FINANCE – 12%

GENERALIST – LESS THAN 1%

HRM/INDUSTRIAL RELATIONS – 6.5%

INTERNATIONAL BUSINESS – 3%

LOGISTICS & SUPPLY CHAIN MANAGEMENT – 5%

MANAGEMENT INFORMATION SYSTEMS – 3%

MARKETING – 15%

MANAGEMENT OF ORGANIZATIONS – 1.5%

94% OF ASPER BCOMM(HONS) GRADUATES WERE EMPLOYED FULL-TIME AFTER GRADUATING

19% WERE ASPER CO-OP STUDENTS

100% OF ASPER CO-OP STUDENTS ARE EMPLOYED FULL TIME

93% OF NON-CO-OP ASPER STUDENTS ARE EMPLOYED FULL TIME

92% OF OUR GRADUATES ARE EMPLOYED IN MANITOBA
Our students are graduating with skills, knowledge and attitude that set them apart in the eyes of employers.

### Full-Time Employment by Major

<table>
<thead>
<tr>
<th>Major</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>91%</td>
</tr>
<tr>
<td>Actuarial Mathematics</td>
<td>96%</td>
</tr>
<tr>
<td>Entrepreneurship/Small Business</td>
<td>100%</td>
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<tr>
<td>Finance</td>
<td>89%</td>
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<tr>
<td>Generalist</td>
<td>100%</td>
</tr>
<tr>
<td>HRM/Industrial Relations</td>
<td>94%</td>
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<tr>
<td>International Business</td>
<td>100%</td>
</tr>
<tr>
<td>Logistics &amp; Supply Chain Management</td>
<td>100%</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>86%</td>
</tr>
<tr>
<td>Management of Organizations</td>
<td>100%</td>
</tr>
<tr>
<td>Marketing</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Employment by Industry

- Accounting, Engineering, and Architecture - 29%
- Agriculture, Forestry and Fishing - 7%
- Banking, Finance, and Investment - 8%
- Information Technology - 2.5%
- Construction - 2.5%
- Government - 4%
- Health, Legal, Educational, and Social Services - 2%
- Hotel, Recreation, Amusement, Leisure, Repair, and Personal Services - 3%
- Insurance - 9%
- Manufacturing - 2%
- Other Services to Business - 9%
- Retail Trade - 12%
- Transportation, Communication, Electric, Gas, and Sanitary - 9%
- Wholesale Trade - 1%
### Average Salary by Major

<table>
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<tr>
<th>Major</th>
<th>Average Salary</th>
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<tr>
<td>Accounting</td>
<td>$40,066</td>
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<tr>
<td>Actuarial Mathematics</td>
<td>$58,991</td>
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<tr>
<td>Entrepreneurship/Small Business</td>
<td>$49,214</td>
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<tr>
<td>Finance</td>
<td>$49,522</td>
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<tr>
<td>Generalist</td>
<td>$55,000</td>
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<td>$43,469</td>
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<td>$47,687</td>
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<td>$45,067</td>
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<td>Management Information Systems</td>
<td>$47,833</td>
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<td>Management of Organizations</td>
<td>$41,750</td>
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<td>Marketing</td>
<td>$44,488</td>
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</table>

#### Sources:

- The average salary of all Asper graduates, $44,795.
- The average salary for Asper Co-op program graduates, $45,762.
- **50%** of employed graduates learned about their current position from the Asper Career Development Centre and/or Co-op program.
- **81%** of employed graduates used the Asper Career Development Centre in their job search.

**Source:** Asper School of Business Career Development Centre conducted a survey of the October 2015, February and May 2016 BComm (Hons) graduates. Out of 413 students, 290 were contacted and 271 responded.
MASTER OF BUSINESS ADMINISTRATION

OF ASPER MBA GRADUATES

93% WERE EMPLOYED WITHIN THREE MONTHS OF GRADUATION

25% WERE INTERNATIONAL STUDENTS

TOP THREE REASONS FOR ENROLLING IN THE ASPER MBA

1. Develop management skills and knowledge
2. Improve career options
3. Opportunity to personally improve

44% OF FULL-TIME MBA GRADS PARTICIPATED IN THE EXECUTIVE MENTOR PROGRAM

- 5% – 25 YEARS OLD OR YOUNGER
- 41% – 26-30 YEARS OLD
- 41% – 31-40 YEARS OLD
- 11% – 41-50 YEARS OLD
- 2% – 51 YEARS OLD OR OLDER
**ENROLLMENT**

- **57%** Enrolled in full-time studies
- **43%** Enrolled in part-time studies
- **27%** Employer-sponsored (examples include full or partial tuition reimbursement)

**PROFESSIONAL WORK EXPERIENCE BEFORE ENTERING THE PROGRAM**

- **57%** - 5+ years
- **27%** - 3-5 years
- **16%** - 2 years

**MBA SPECIALIZATIONS**

- **Finance** - 43%
- **General Management** - 14%
- **Health Administration** - 5%
- **Leadership & Organizations** - 13%
- **Management of Public Enterprise** - 2%
- **Marketing** - 14%
- **Supply Chain Management** - 7%
- **Sustainability** - 2%
AFTER GRADUATING

32% ACQUIRED A MORE SENIOR POSITION
80% REMAINED IN WINNIPEG
93% REMAINED IN CANADA

BASE SALARY

<table>
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<th>AT PROGRAM ENTRY</th>
<th>UPON GRADUATION</th>
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<tr>
<td>ALL STUDENTS</td>
<td>$59,362</td>
<td>$82,271</td>
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<td>$44,838</td>
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<td>PART-TIME STUDENTS</td>
<td>$76,306</td>
<td>$98,282</td>
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</table>

Our goal is to help Asper MBA students launch a career that empowers them to make a difference – in business, in the community, and in the lives of those around them.

Source: The Asper School of Business Career Development Centre conducted a survey of the graduates of the October 2015, February and May 2016 Asper MBA program. Of the 52 students who were contacted, 44 graduates (85%) responded to the survey.
**RECRUITING COMPANIES**

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<td>Coca-Cola Canada</td>
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FOR MORE INFORMATION PLEASE CONTACT:

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Asper School of Business
University of Manitoba
254 Drake Centre
Winnipeg, Manitoba R3T 5V4

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