

**2013/2014**  
**Bachelor of Commerce (Honours)**  
**Graduate Employment Survey Results**

The Asper School of Business - Career Development Centre conducted a telephone survey on the graduates of the 2013/2014 Bachelor of Commerce (Honours) program. Out of a class of 394 students, 216 were contacted.

Of these 216 graduates, 24 were not actively seeking full-time employment and were removed from the sample (see question 13). Therefore, the final sample size used to calculate the survey results was 192 graduates.

*All n's do not equal 192 or 100% for the following reasons:*

- *Due to the skip pattern of the survey, not all respondents were required to answer all the questions.*
- *Not all respondents answered all the questions.*
- *Some questions permitted multiple responses.*
- *Percentages were rounded to the nearest whole number.*

**Q. 1 & 2**

This question refers to the respondent's name, address, and phone number. The data collected from this question was used to establish the groups on which this report is based.

**Q. 3**

<b>When did you graduate?</b> n=192		
	<b>Number</b>	<b>Percent</b>
October, 2013	29	15
February, 2014	67	35
May, 2014	96	50

**Q. 4**

<b>Are you currently enrolled in the Co-op program?</b> n=192		
	<b>Number</b>	<b>Percent</b>
Yes	30	16
No	162	84

**Q. 5**

<b>What is your primary major?</b> n=192		
	<b>Number</b>	<b>Percent</b>
Aboriginal Business Studies	0	0
Accounting	69	35
Actuarial Mathematics	15	8
Entrepreneurship/Small Business	5	3
Finance	28	15
Generalist	2	1
HRM/Industrial Relations	27	14
International Business	7	4
Logistics & Supply Chain Management	12	6
Management Information Systems	3	2
Management of Organizations	1	1
Marketing	23	12
Operations Management/Research	0	0

**Q. 6**

<b>Which best describes your employment status after graduation?</b>		
<b>n=192</b>		
	<b>Number</b>	<b>Percent</b>
Full time on a permanent basis	128	67
Full time in a term position	14	7
Part time	16	8
Summer	1	1
Unemployed	33	17

**142 (74%) Asper Grads are employed full-time in either a term or permanent position.**

<b>Full time employment by major</b>			
<b>Total n = 192 Total # Employed =142</b>			
	<b>n=</b>	<b># Employed</b>	<b>Percent</b>
Aboriginal Business Studies	0	0	0
Accounting	69	55	80
Actuarial Mathematics	15	13	87
Entrepreneurship/Small Business	5	4	80
Finance	28	19	68
Generalist	2	1	50
HRM/Industrial Relations	27	19	70
International Business	7	5	71
Logistics & Supply Chain Management	12	8	67
Management Information Systems	3	0	0
Management of Organizations	1	1	100
Marketing	23	17	74
Op. Research/Op. Management	0	0	0

<b>Full time employment by program</b>			
<b>Total n = 192 Total # Employed = 142</b>			
	<b>n=</b>	<b># Employed</b>	<b>Percent</b>
Co-op Program	30	29	97
Regular Program	162	113	68

<b>Full time employment by gender</b>			
<b>Total n = 192 Total # Employed = 142</b>			
	<b>n=</b>	<b># Employed</b>	<b>Percent</b>
Female	80	58	73
Male	112	84	75

**Q. 7**

Respondents were asked to give their company name, job title, and location of employment in terms of the nearest city/town and province, and an industry description.

See:

- Appendix A for list of companies for full time employed respondents and Appendix B for a further breakdown by major.
- Appendix C for a listing of companies by industry type.

<b>Industry breakdown for full time employed respondents n= 142</b>		
	<b>Number</b>	<b>Percent</b>
Accounting, Engineering, and Architecture	45	32
Agriculture, Forestry and Fishing	4	3
Banking, Finance, and Investment	18	12
Computer Science	1	1
Construction	3	2
Government	7	5
Health, Legal, Educational and Social Services	4	3
Hotel, Recreation/Amusement, Leisure, Repair, and Personal Services	3	2
Insurance	19	13
Manufacturing	4	3
Other Services to Business	7	5
Retail Trade	17	12
Transportation, Communication, Electric, Gas, and Sanitary	10	7
Wholesale Trade	0	0

<b>Locations of employers by province for full time employed respondent n= 142</b>		
	<b>Number</b>	<b>Percent</b>
Manitoba	135	96
Ontario	2	1
Alberta	2	1
British Columbia	0	0
Quebec	1	1
Saskatchewan	0	0
USA	2	1
Asia	0	0
Europe	0	0
Central/South America	0	0
Australia	0	0

**Q. 8**

Respondents were given the choice to answer this question by providing their actual annual salary or by choosing the range into which their annual salary fell. When selecting a range, the midpoint of each range was used as the actual number to calculate the overall average starting salary. For example, if a respondent indicated that their salary fell in the range of \$25,000 - \$29,999 the number \$27,500 was entered as that respondent's annual salary.

<b>Annual salary before deductions for full time employed respondents n= 125</b>		
	<b>Number</b>	<b>Percent</b>
Less than \$15,000	0	0
\$15,000 - 19,999	0	0
\$20,000 - 24,999	2	2
\$25,000 - 29,999	1	1
\$30,000 - 34,999	7	6
\$35,000 - 39,999	57	46
\$40,000 - 44,999	20	16
\$45,000 - 49,999	10	8
\$50,000 – 54,999	8	6
\$55,000 – 59,999	10	8
Greater than \$60,000	10	8

**ADDITIONAL INFORMATION FOR Q.7**

**The annual average salary before deductions for full time employed respondents is \$43,131.**

<b>Annual average salary by major:</b>	
	<b>\$</b>
Aboriginal Business Studies	0
Accounting - All	38,083
Accounting - CA Only	37,419
Accounting - CA Excluded	39,000
Actuarial Mathematics	58,038
Entrepreneurship/Small Business	34,500
Finance	46,786
Generalist	N/A*
HRM/Industrial Relations	39,688
International Business	53,125
Logistics & Supply Chain Management	48,214
Management Information Systems	-
Management of Organizations	N/A*
Marketing	45,208
Operations Management/Research	-

\* For confidentiality purposes, annual salary cannot be reported when only one respondent

<b>Annual Average Salary by Program</b>	
	<b>\$</b>
Co-op Program	38,125
Regular Program	44,475

<b>Annual Average Salary by Gender</b>	
	<b>\$</b>
Female	41,804
Male	44,257

**AVERAGE SALARY BY INDUSTRY:**

<b>Average salary by industry</b>	
	<b>\$</b>
Accounting, Engineering, and Architecture	37,433
Agriculture, Forestry and Fishing	45,000
Banking, Finance, and Investment	45,294
Computer Science	-
Construction	49,167
Government	43,500
Health, Legal, Educational and Social Services	45,000
Hotel, Recreation/Amusement, Leisure, Repair, and Personal Services	35,000
Insurance	53,972
Manufacturing	47,500
Other Services to Businesses	52,500
Retail Trade	40,708
Transportation, Communication, Electric, Gas, and Sanitary	44,375
Wholesale Trade	-

**Q. 9**

<b>To what extent do you think your B. Comm. degree has been an asset to you being hired for this position? n = 136</b>		
	<b>Number</b>	<b>Percent</b>
Highly Relevant	105	77
Somewhat Relevant	24	18
Not Relevant	7	5

**Q. 10**

<b>To what extent do you think your job is related to your major? n = 136</b>		
	<b>Number</b>	<b>Percent</b>
Highly Relevant	96	71
Somewhat Relevant	27	20
Not Relevant	13	9

**Q. 11**

<b>How did you learn about this position? n= 135</b>		
	<b>Number</b>	<b>Percent</b>
Career Development Centre/Co-op	63	47
Previously worked there	19	18
Through personal network	25	26
Volunteered there	0	0
Family business	4	3
Another employment centre	2	1
Self employment	2	1
Newspaper advertisement	0	0
Internet	13	10
Other	7	6

**Q. 12**

All respondents that indicated they were not employed (in a full time permanent or a full time term position) were asked to answer this question. Those who answered no to this question were removed from the original respondent sample size of 216. This resulted in a total sample size of 192, which then became the “n” for the entire survey.

<b>Are you actively seeking full time employment?</b>		
<b>n= 74</b>		
	<b>Number</b>	<b>Percent</b>
Yes	50	68
No	24	32

**Q. 13**

<b>If you ARE SEEKING full time employment, why do you think your search has been unsuccessful?</b>		
<b>n= 50</b>		
	<b>Number</b>	<b>Percent*</b>
Not enough work experience	35	70
Just started job search	15	30
Have not given job search a full effort	9	18
No jobs in area of specialization	7	14
Other	5	10
No jobs in desired location	5	10
Require further education	5	10

\* Total will exceed 100% since multiple responses were permitted.

**Q. 14**

<b>If you ARE NOT SEEKING full time employment, why is that?</b>		
<b>n=24</b>		
	<b>Number</b>	<b>Percent*</b>
Travel	4	17
Returning to school	12	50
Other	1	4
Moving out of Winnipeg	4	17
Decided to take some time off	1	4
Working for the summer only	0	0
Family responsibilities	1	4

\* Total will exceed 100% since multiple responses were permitted.

**Q. 15**

<b>Which of the following methods did you use in your job search?</b>		
<b>n=50</b>		
	<b>Number</b>	<b>Percent*</b>
Career Development Centre	31	62
Internet	37	74
Newspaper advertisement	7	14
Through personal network	20	40
Previous employment	6	12
Other	0	0
Another Employment Centre	1	2

\* Total will exceed 100 % since multiple responses were permitted.

**Q. 16**

<b>Have you utilized the Career Development Centre</b> <b>N=175</b>		
	<b>Number</b>	<b>Percent</b>
Yes	138	79
No	37	21

**Q. 17**

<b>If yes, when did you start utilizing the services at the Career Development Centre</b> <b>N=135</b>		
	<b>Number</b>	<b>Percent</b>
1 <sup>st</sup> year	32	24
2 <sup>nd</sup> year	49	36
Final year	54	40

**Q. 18**

<b>Sex of respondents:</b> <b>n=192</b>		
	<b>Number</b>	<b>Percent</b>
Male	112	58
Female	80	42

**Q. 19** The average age of respondents to the survey is 24.

<b>Age of respondents:</b> <b>n= 160</b>		
	<b>Number</b>	<b>Percent</b>
<=20	0	N/A
21	8	5
22	35	22
23	48	30
24	31	19
25	9	5
26	13	8
27	5	3
>=28	11	7

## APPENDIX A

### 2013/2014 Bachelor of Commerce (Honours) Graduate Survey

#### Q.6 - Alphabetical Listing of Companies which hired Respondents for Full time Employment

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4L Communications (MTS Connect)	Manitoba Hydro (3)
A&S Homes	Manitoba Hydro International
Access Credit Union	Manitoba Lotteries
Acuity HR	Manitoba Public Insurance
Alberta Health Service	Member of Parliament
Allianz Life	Mercer
Arctic Glacier	MNP LLP (8)
Artis REIT (2)	Molson Coors Canada
BA Robinson	Mountain Equipment Co-op
BDO Canada	MTS
Beal Consultants	NATO Council of Canada
Bison Transport (2)	New York Life
Bokhaut Chartered Accountants	North West Company (3)
Cambridge Mercantile	Otis Elevator
Canada Revenue Agency	Pateman Stucco and Stone
Canadian Pacific Railway	Pepsico Foods Canada
Cardinal Capital Management	Phillip Morris
Cargill (2)	Pollard Financial
CIBC	Posi Platform Inc.
CN Rail	PricewaterhouseCoopers (10)
Cornelia Bean Ltd.	Princess Auto
Craig & Ross	Province of MB Department of Finance
DASCH	Quest Musique
Deloitte (10)	RBC Royal Bank
Department of National Defence	Richardson International (2)
Dufresne Group	RM of McDonald
Ernst and Young (3)	Scarrow & Donald
Federated Insurance	Scotiabank (2)
Frostiak & Leslie	Sperling Industries (2)
Grant Thornton LLP (2)	Strauss Event & Association Management
Great West Life (11)	Target Canada
Great Western Brewing Co.	TD Canada Trust
Hakim Optical	TD Commercial Banking
Hippo Facility Management	Terracon Development
HMA Chartered Accountants	This and That Jewelry and Accessories
Investors Group (2)	Towers Watson
Japan Tobacco International	Transport Canada
John Hancock	Travelers Financial
KPMG (4)	University of Manitoba (2)
LD Control	Wawanesa (2)
Levy's Leathers	Western Financial
Loblaw Companies	Wiband Communications
Manitoba Civil Service Superannuation Board	Wirtz Beverage Group

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\* Numbers in brackets denote the number of respondents hired by that one company.

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**APPENDIX B****2013/2014 Bachelor of Commerce (Honours) Graduate Survey****Q.6 - Alphabetical Listing of Companies and Position Titles for Full time Employed Respondents  
BY PATTERN AREA****PATTERN AREA: ACCOUNTING**

<b>COMPANY</b>	<b>JOB TITLE</b>
A&S Homes	Accounting Clerk
BDO Canada	Staff Accountant
Bison Transport	Accounting Technician
Bokhau Chartered Accountants	Staff Accountant
Canadian Pacific Railway	Transportation Service Representative
CIBC	Financial Service Representative
Craig & Ross Chartered Accountants	Staff Accountant
DASCH	Account Director
Deloitte (10)	Staff Accountant
Ernst and Young (3)	Staff Accountant
Frostiak & Leslie	Staff Accountant
Grant Thornton LLP (2)	Staff Accountant
Great West Life (4)	Staff Accountant
HMA Chartered Accountants	Staff Accountant
KPMG (4)	Staff Accountant
MNP LLP (8)	Staff Accountant
PricewaterhouseCoopers (9)	Staff Accountant
Scarrow & Donald Chartered Accountants	Staff Accountant
Sperling Industries	
Wawanesa	Assistant Actuarial Analyst

**PATTERN AREA: ACTUARIAL MATHEMATICS**

<b>COMPANY</b>	<b>JOB TITLE</b>
Allianz Life	Actuarial Assistant
Great West Life	Actuarial Analyst
Great West Life	Actuarial Assistant
Great West Life (3)	Actuarial Associate
John Hancock	Actuarial Analyst
Mercer	Actuarial Analyst
New York Life	Actuarial Assistant
PricewaterhouseCoopers	Staff Accountant
Princess Auto	Replenishment Analyst
Towers Watson	Actuarial Analyst
Wawanesa	Actuarial Assistant

**PATTERN AREA: ENTREPRENEURSHIP/SMALL BUSINESS**

<b>COMPANY</b>	<b>JOB TITLE</b>
Cornelia Bean Ltd.	Manager
Great Western Brewing Co.	Sales Representative
North West Company	Merchandise Performance Analyst
Posi Platform Inc.	Co-Founder

**APPENDIX B****2013/2014 Bachelor of Commerce (Honours) Graduate Survey****Q.6 - Alphabetical Listing of Companies and Position Titles for Full time Employed Respondents  
BY PATTERN AREA****PATTERN AREA: FINANCE**

<b>COMPANY</b>	<b>JOB TITLE</b>
Artis REIT	Investor Relations Analyst
Beal Consultants	Associate Consultant
Cardinal Capital Management	Research Assistant
Cargill (2)	Associate Accountant
CN Rail	Revenue Accountant
Great West Life	Management Analyst
Great West Life	Portfolio Management Training Program
Loblaw Companies	Financial Analyst
Manitoba Civil Service Superannuation Board	Investment Analyst
Manitoba Hydro International	Business Development Officer
Mountain Equipment Co-op	Floor Supervisor
Pollard Financial	Broker
Scotiabank	Personal Banking Advisor
TD Canada Trust	Financial Service Representative
TD Commercial Banking	Associate
Terracon Development	Junior Development Manager
Western Financial	Sales Representative
Wiband Communications	Business Analyst

**PATTERN AREA: GENERALIST**

<b>COMPANY</b>	<b>JOB TITLE</b>
Province of Manitoba Department of Finance	Trust Account Manager

**PATTERN AREA: HRM/INDUSTRIAL RELATIONS**

<b>COMPANY</b>	<b>JOB TITLE</b>
Acuity HR	Recruitment and HR Coordinator
Arctic Glacier	Administrative Assistant
Bison Transport	Benefit and Disability Coordinator
Canada Revenue Agency	Data Entry Clerk
Department of National Defence	Health Care Administrator
Hakim Optical	Optical Assistant
Hippo Facility Management	Sales Associate
Investors Group	Management Development Student
Manitoba Lotteries	Card Dealer
Manitoba Public Insurance	Associate Business Analyst
Molson Coors Canada	Sales Representative
North West Company	Recruitment Coordinator
North West Company	Graduate Career Development Program
RBC Royal Bank	Banking Advisor
Sperling Industries	Program HR Coordinator
Strauss Event and Association Management	Project Manager
Transport Canada	HR Assistant
University of Manitoba	HR Specialist
University of Manitoba	Program Coordinator

## APPENDIX B

### 2013/2014 Bachelor of Commerce (Honours) Graduate Survey

#### Q.6 - Alphabetical Listing of Companies and Position Titles for Full time Employed Respondents BY PATTERN AREA

##### **PATTERN AREA: INTERNATIONAL BUSINESS**

<b>COMPANY</b>	<b>JOB TITLE</b>
Artis REIT	Administrative Assistant
Investors Group	Consultant
NATO Council of Canada	Program Editor
Pateman Stucco and Stone	Owner
Scotiabank	Senior Personal Banking Officer

##### **PATTERN AREA: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

<b>COMPANY</b>	<b>JOB TITLE</b>
Access Credit Union	Agriculture and Commercial Account Manager
Alberta Health Service	Purchaser
Dufresne Group	Logistics Coordinator
Levy's Leathers	Sale/Data Analyst
Manitoba Hydro	Marketing Analyst
Richardson International (2)	Transportation Coordinator
This and That Jewelry and Accessories	Store Manager

##### **PATTERN AREA: MANAGEMENT OF ORGANIZATIONS**

<b>COMPANY</b>	<b>JOB TITLE</b>
Otis Elevator	Account Representative

##### **PATTERN AREA: MARKETING**

<b>COMPANY</b>	<b>JOB TITLE</b>
4L Communications (MTS Connect)	Sales Representative
BA Robinson	Marketing Coordinator
Cambridge Mercantile	Associate
Federated Insurance	Risk Services Coordinator
Japan Tobacco International	Trade Marketer
LD Control	Business Analyst
Manitoba Hydro	Marketing Analyst
Manitoba Hydro	Research Analyst (Marketing and Sales)
Member of Parliament	Constituency Assistant
MTS	Advertising Planner Intern
Pepsico Foods Canada	Sales Representative
Phillip Morris	Business Development Representative
Quest Musique	Online Sales Associate
Target Canada	Executive Team Leader
Travelers Financial	Account Executive
Wirtz Beverage Group	Territory Associate

## APPENDIX C

### 2013/2014 Bachelor of Commerce (Honours) Graduate Survey Q.6 - Alphabetical Listing of Companies for Full time Employed Respondents BY INDUSTRY TYPE

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#### ACCOUNTING, ENGINEERING, AND ARCHITECTURE

BDO Canada  
Bokhaut Chartered Accountants  
Craig & Ross Chartered Accountants  
Deloitte (10)  
Ernst and Young (3)  
Frostiak & Leslie  
Grant Thornton LLP (2)  
Great West Life  
HMA Chartered Accountants  
KPMG (4)  
MNP LLP (8)  
PricewaterhouseCoopers (10)  
Sparrow & Donald Chartered Accountants

#### AGRICULTURE, FORESTRY, AND FISHING

Cargill (2)  
Richardson  
Richardson International

#### BANKING, FINANCE, AND INVESTMENT

Access Credit Union  
Artis REIT (2)  
Cambridge Mercantile  
Cardinal Capital Management  
CIBC  
Investors Group (2)  
Manitoba Civil Service Superannuation Board  
Pollard Financial  
RBC Royal Bank  
Scotiabank (2)  
TD Canada Trust  
TD Commercial Banking  
Terracon Development  
Travelers Financial  
Western Financial

#### COMPUTER

Hippo Facility Management

#### CONSTRUCTION

A&S Homes  
Pateman Stucco and Stone  
Sperling Industries

#### GOVERNMENT

Canada Revenue Agency  
Department of National Defence  
Member of Parliament  
NATO Council of Canada  
Province of MB Department of Finance  
RM of McDonald

Transport Canada

#### HEALTH, LEGAL, EDUCATIONAL AND SOCIAL SERVICES

Alberta Health Service  
University of Manitoba (2)

#### HOTEL, RECREATION/LEISURE, REPAIR, PERSONAL SERVICES

Manitoba Lotteries  
Mountain Equipment Co-op  
Strauss Event and Association Management

#### INSURANCE

Allianz Life  
Federated Insurance  
Great West Life (10)  
John Hancock  
Manitoba Public Insurance  
Mercer  
New York Life  
Towers Watson  
Wawanesa (2)

#### MANUFACTURING

Arctic Glacier  
LD Control  
Levy's Leathers

#### OTHER SERVICES TO BUSINESS

Acuity HR  
Beal Consultants  
DASCH  
Otis Elevator  
Phillip Morris  
Posi Platform Inc.  
Wiband Communications

#### RETAIL TRADE

BA Robinson  
Cornelia Bean Ltd.  
Dufresne Group  
Great Western Brewing Co.  
Hakim Optical  
Japan Tobacco International  
Loblaws Companies  
Molson Coors Canada  
North West Company (3)  
Pepsico Foods Canada  
Princess Auto  
Quest Musique  
Target Canada

**APPENDIX C**  
**2013/2014 Bachelor of Commerce (Honours) Graduate Survey**  
**Q.6 - Alphabetical Listing of Companies for Full time Employed Respondents**  
**BY INDUSTRY TYPE**

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This and That Jewelry and Accessories  
Wirtz Beverage Group

**TRANSPORTATION, ELECTRONIC,  
COMMUNICATION, AND PUBLIC  
UTILITIES**

4L Communications (MTS Connect)  
Bison Transport (2)  
Canadian Pacific Railway  
CN Rail  
Manitoba Hydro (3)  
Manitoba Hydro International  
MTS

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\* Numbers in brackets denote the number of respondents hired by that one company in a specific role.