

# 2011 BSMgmt Profile

## Hire the BYU Advantage Global Experience

"One thing that differentiates the Marriott School is the experience of the student body.... Since business is conducted in a global framework, hiring people who have had real life experience in a variety of countries with a variety of languages allows for a more effective, deeper relationship with the clients."

LINDA DAINES  
Managing Director, Goldman Sachs



## THE BYU ADVANTAGE

Are you looking for management students that stand out for their maturity, international experience, character, collaboration, and innovative thinking? If so, we're here to help you hire the BYU Advantage. Recruiters from many of the most successful companies keep coming back for these core strengths that set our graduates apart.

**1) Depth and Maturity:** BYU's undergraduate management department has the highest enrollment of any BYU department, with more than 2,000 students, including pre-management core students. Of the roughly 900 students in the program, 40% are married, 76% have served LDS missions, and the overall group has an average GPA of 3.61.

**2) International Experience & Language Ability:** The majority of BYU management students have lived abroad for more than a year, with many of those spending two years as LDS missionaries learning foreign cultures and languages. Overall, 67% of management students speak a second language. Many management students also spend semesters abroad during their coursework through the Marriott School's Global Management Center programs.

**3) Character:** The shared values of BYU and its sponsoring institution help instill strong character in our students. We build on these values with a required study of business ethics from some of the leading experts in the field. The Marriott School also shows its commitment to business ethics by hosting a business ethics conference for faculty, providing a series of cases with video discussions, and sponsoring an ethics case competition team.

**4) Collaboration:** The undergraduate business program stresses collaboration over competition, underscoring the value of successful teams in solving business problems and seizing opportunities. Credit Suisse Investment Bank CEO Eric Varvel adds, "From my experience, communication and analytical skills are the strongest differentiators between BYU students and those at other universities."

**5) Innovation:** Entrepreneurship is a core element of a BYU management education. The annual Business Plan Competition has been the launch pad for successful business such as 1-800 Contacts and Property Solutions. BYU ranks No. 1 in the country in number of startup companies spun out per every \$1 million of research and the school's undergraduate entrepreneurship program ranks fourth best overall.

## CLASS PROFILES

Graduation Year	2007	2008	2009	2010
Number Enrolled	881	871	839	884
Average GPA	3.65	3.66	3.66	3.61
Men	82%	79%	81%	80%
Women	18%	21%	19%	20%
Married	32%	28%	29%	39%
International	9%	10%	11%	11%
Bilingual	67%	67%	67%	67%

## BSMgmt RANKINGS

RANK	CATEGORY	RANKING INSTITUTION
4th	Undergrad Entrepreneurship	<i>Entrepreneur</i> , 2010
7th	Ethics Emphasis	<i>BusinessWeek</i> , 2010
11th	Undergrad Business	<i>BusinessWeek</i> , 2011
15th	Strategy	<i>BusinessWeek</i> , 2010
17th	International Business	<i>U.S.News &amp; World Report</i> , 2010
21st	Business Management	<i>U.S.News &amp; World Report</i> , 2010

## BSMgmt RECRUITERS

Accenture  
 Adobe  
 Avery Dennison  
 AXA Advisors  
 Bain & Co.  
 Bank of America/ Merrill Lynch  
 Black & Decker  
 Boeing Company  
 The Buckner Company  
 CitiGroup  
 Deloitte  
 DHL  
 Ernst & Young LLP  
 Fidelity Investments  
 Ford Motor Company  
 General Mills  
 Goldman Sachs & Co.  
 Google  
 The Hershey Company  
 Honeywell  
 HSBC  
 IBM  
 Intel  
 John Deere  
 J.P. Morgan  
 Kellogg's  
 Kohl's  
 KPMG  
 Lockheed Martin  
 Marriott  
 McKinsey & Company, Inc.  
 Melaleuca  
 Mercer  
 Piper Jaffray  
 PwC  
 Qualtrics  
 Royal Bank of Canada  
 Target Corporation  
 Teach For America  
 UBS  
 Union Pacific  
 United Airlines  
 USAA  
 Wal-Mart International  
 Wells Fargo  
 Zions Bank

## BSMgmt ACHIEVEMENTS

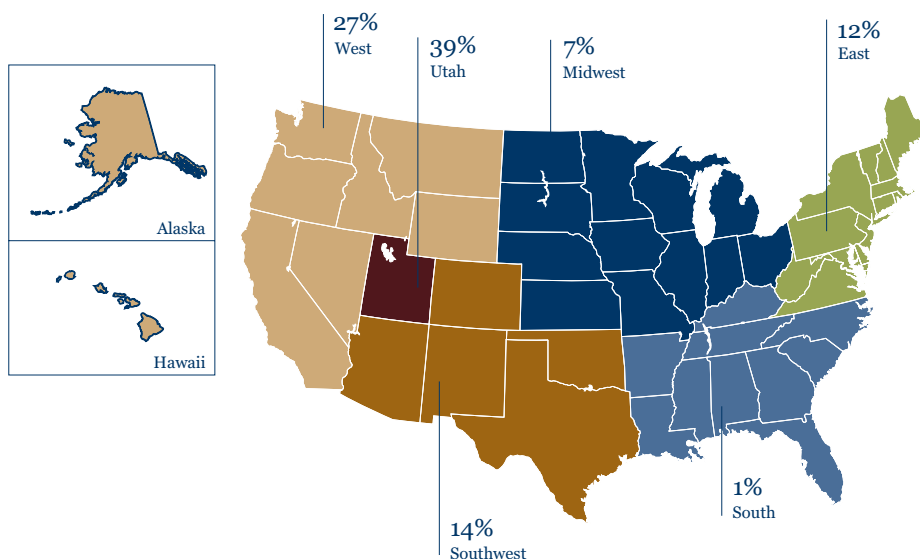
The U.S. Department of Education awarded Brigham Young University a four-year \$1.55 million grant to continue as a Center for International Business Education and Research school. The grant provides funding for BYU to work with students, faculty, the community and 32 other CIBER schools across the country to improve international business acumen. BYU has been a CIBER school since 1990, when the university first applied for the grant.



A team of Brigham Young University undergraduate students came home this summer with the \$15,000 and a first-place title from the inaugural Duff & Phelps National Case Study Competition in New York. This new competition focused on the complex finance skills used in business valuations. Forty-six teams first submitted written case-studies to enter the competition. BYU and teams from USC and George Mason were chosen as finalists to receive an all-expense paid trip to compete for the title at Duff & Phelps' New York headquarters. The event culminated in a final round of oral presentations to a panel of judges comprised of nationally recognized valuation experts, academics and Duff & Phelps professionals.

Organizational behavior and strategy faculty at Brigham Young University were ranked fourth in the nation for their 2009 publications in the top academic journals of their field, according to a list published by the University of Texas at Dallas. The faculty group has been in the top 25 in previous years and was ranked 23rd overall for 2000 to 2009.

### 2010 PLACEMENT



### STARTING SALARY BY TRACK

TRACK	SALARY
Accounting	\$50,836
Entrepreneur	\$41,333
Finance	\$49,394
General Management	\$41,682
Information Systems	\$52,500
Marketing	\$45,000
OB/HR	\$45,071
Operations Management	\$52,300
Strategy	\$49,205

### STARTING SALARY BY INDUSTRY

FUNCTIONAL AREA	SALARY
Consulting	\$57,767
Information Systems	\$52,500
Finance/Accounting	\$51,439
Human Resources	\$48,583
Operations/Production	\$47,167
General Management	\$44,221
Marketing/Sales	\$40,700
Other Job Functions	\$39,692