

# 2016 BSMgmt Profile



## Hire the BYU Advantage International 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 including pre-management core students. Of the students in the program, more than 25 percent are married, and the overall group has an average GPA of 3.62.

**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, 70 percent 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 Miller New Venture Challenge has been the launchpad for successful business such as 1-800 Contacts and Property Solutions. The school's undergraduate entrepreneurship program ranks fourth best overall in *Entrepreneur* magazine.

### CLASS PROFILES

ENTERING STUDENTS	2011	2012	2013	2014	2015
NUMBER ENROLLED	475	188	215	256	294
AVERAGE GPA	3.64	3.62	3.65	3.68	3.62
MEN	77%	71%	81%	80%	79%
WOMEN	23%	29%	19%	20%	21%
MARRIED	35%	29%	27%	20%	26%
INTERNATIONAL	11%	8%	3%	4%	5%
BILINGUAL	62%	64%	65%	70%	70%

### BSMGMT RANKINGS

RANK	CATEGORY	RANKING INSTITUTION
4 <sup>th</sup>	Undergrad Entrepreneurship	<i>Entrepreneur</i> , 2014
6 <sup>th</sup>	Global Supply Chain	<i>Gartner</i> , 2014
19 <sup>th</sup>	International Business	<i>U.S. News &amp; World Report</i> , 2015
13 <sup>th</sup>	Undergrad Programs	<i>Businessweek</i> , 2014
34 <sup>th</sup>	Business Management	<i>U.S. News &amp; World Report</i> , 2015

# BSMgmt Recruiters

- Adobe
- Amazon.com
- Bain & Co
- Bank of America/Merrill Lynch
- BCG
- The Boeing Company
- Capital One Financial
- Citigroup
- CSX Transportation
- Deloitte Consulting
- Dow Chemical Company
- eBay
- Ecolab
- Epic
- Facebook
- Ford Motor Company
- Goldman Sachs
- Google
- Hewlett Packard
- Honda Motor Company
- Honeywell International
- Intel Corporation
- Intuit
- Kraft Foods Group
- Lucid Software
- Marriott International
- McKinsey & Company
- Mercer
- Microsoft Corporation
- Nestle Purina PetCare Company
- Nordstrom
- Pepsico/FritoLay
- Precoa
- Procter & Gamble
- PwC
- Qualtrics
- Shell Oil
- Southwest Airlines
- Target Corporation
- The 3M Company
- Toyota Motor Corporation
- Union Pacific
- Walmart
- Whirlpool

## BSMgmt ACHIEVEMENTS

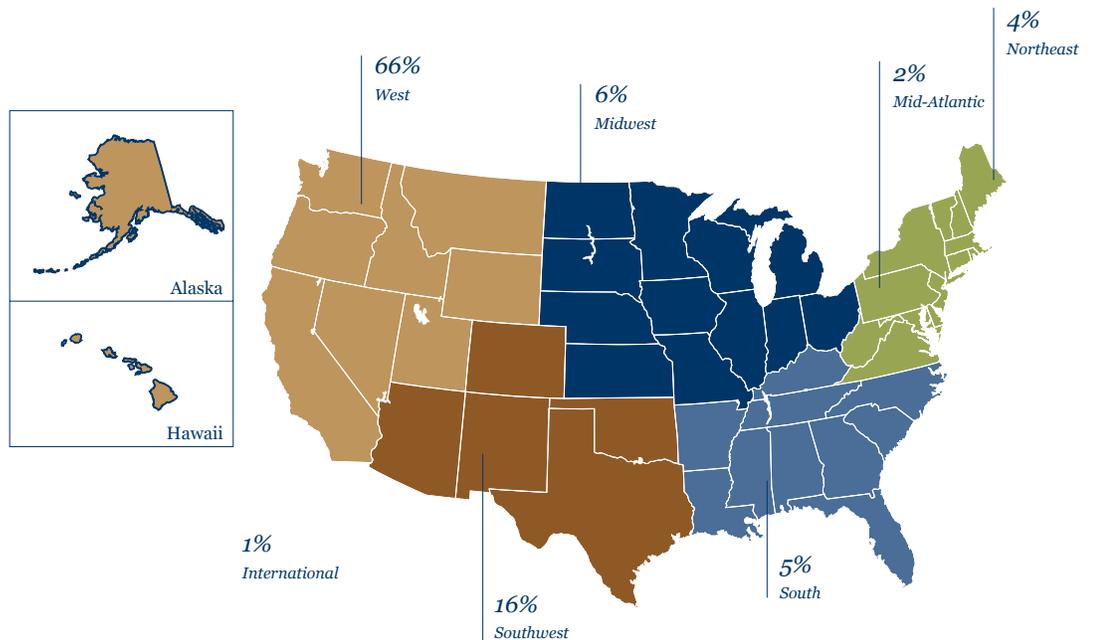
BYU's undergraduate business program ranked No. 13 in *Bloomberg Businessweek's* Best Undergraduate Business Schools 2014 rankings. The Marriott School also ranked No. 3 in employer satisfaction and No. 17 in student satisfaction. BYU was the only school from Utah in the top fifty and the highest rated school in the west.

Marriott School strategy students recently won first place in the Capital One Case Competition. Teams assessed the auto loan market and created systems to help customers take out peer-to-peer auto loans. BYU students beat out five finalist teams, including competition from Stanford and Notre Dame.

After receiving funding through ABC's *Shark Tank* and selling out on QVC, Spencer Quinn, a BYU student and cofounder of FiberFix, took the top spot at the Utah Student 25—the premier recognition program for student entrepreneurs in Utah. BYU student-run companies accounted for fifteen of the twenty-five awards. BYU entrants had received mentoring through the Marriott School's Rollins Center for Entrepreneurship and Technology. "Our focus on the importance of early customer validation, pivots, and presentation preparation helps our students launch successful companies," says Jeff Howlett, director of venture mentoring services at the Rollins Center.



### 2014 PLACEMENT



### AVERAGE STARTING SALARY BY TRACK

TRACK	SALARY
Entrepreneur	\$51,288
General Business	\$54,327
Global Supply Chain	\$54,748
Marketing	\$51,641
OBHR	\$46,921
Strategy	\$56,483