

**The Pennsylvania State University
Smeal College of Business
Career & Corporate Connections
Recruiting Report - 2010-2011**

External Report

Recruiting Report

- The following report is an overview of the 2010-2011 recruiting season for Penn State's Smeal College of Business. This data includes internships during Fall 2010, Spring 2011, and Summer 2011. It also encompasses co-ops, which are 2 semester experiences (Spring/Summer 2011 and Summer/Fall 2011). The data is compiled through many channels including the Penn State Data Warehouse, student and company feedback forms, as well as the National Association of Colleges and Employers (NACE).
- All information is based only on undergraduate students at Penn State's University Park campus who are enrolled in the Smeal College of Business.
- All information is accurate as of January 17, 2012. This is the final report for the 2010-2011 recruiting season.

Summary of Key Data

(compared to 2009-2010 data)

- Internship/co-op placements up by 18%
- 25% increase in company on-campus recruiting activity
- 25% increase in on campus interview postings

Placements	2010-2011	change	2009-2010	Interview Stats	2010-2011	change	2009-2010
Total	1303	18%	1109	Companies Recruiting On-Campus	176	25%	141
Fall 2010	47	-20%	59	Internships/Co-ops Posted	844	10%	765
Spring 2011	103	27%	81	Total Interviews Conducted	2818	6%	2658
Spring/Summer 2011	92	-7%	99				
Summer 2011	993	26%	786				
Summer/Fall 2011	68	-19%	84				
Accounting	266	39%	192				
Actuarial Science	55	25%	44				
Business Administration*	148	n/a	n/a				
Economics	22	0%	23				
Finance	270	-13%	312				
Management	53	-17%	64				
Management Information Systems	28	27%	22				
Marketing	209	4%	201				
Supply Chain & Information Systems	252	15%	222				

*In 2010-2011, we improved the way recruiting stats were tracked to ensure accuracy. Because of this, changes cannot be calculated for Business Administration placements between these 2 years.

Data Totals

During the 2010-2011 academic year:

- **5164** students were enrolled in the Smeal College of Business at University Park.

(in addition to these students, Career & Corporate Connections also serves students in the following majors: Math – Actuarial Option, Statistics – Actuarial Option, Energy Business & Finance, Agribusiness Management, and Division of Undergraduate Studies. This comes to roughly **290** additional students).

- **2714** students had active Smeal Symplicity accounts.
- There were a total of **1303** internship/co-op placements reported. (*18% increase from 2009-2010*)

Placements by Major

- Breakdown of students who completed internships/co-ops by major
 - Accounting 266
 - Actuarial Science 55
 - Pre-major 148
 - Economics 22
 - Finance 270
 - Management 53
 - Management Information Systems 28
 - Marketing 209
 - Supply Chain & Information Systems 252

NOTE: Students seek internships/co-ops Freshman through Senior year, with the majority of internships/co-ops posted for Junior year candidates. Internships/co-ops are self-reported and may be collected during the semester following their internship/co-op, making it difficult to track placements by year in school.

Placements by Semester

■ Total	1303
■ Fall 2010	47
■ Spring 2011	103
■ Spring/Summer 2011	92
■ Summer 2011	993
■ Summer/Fall 2011	68

Company Information 2010-2011

- There were 243 active companies in the Smeal Symplicity system (active means they utilized the system during the 2010-2011 recruiting season).
- There were 176 companies that interviewed on-campus (OCI) with a total of 364 job postings.
*some companies came to campus multiple times and were counted EACH time.
- There were 480 job postings from companies who did not recruit on campus (Non-OCI) , giving us a total of 844 jobs posted in 2010-2011.

Salary Information

2010-2011

- The average weekly salary for internship/co-op students is \$706.
- 77% of the students were paid for their internship/co-op.*

*Some students did not report if they were paid or not for their internship/co-op. Therefore it is difficult to determine a true measure of this percentage.

Average Salaries per Major

- These statistics are based on average weekly salaries.
 - Accounting \$796
 - Actuarial Science** \$797
 - Business Administration \$606
 - Economics \$600
 - Finance \$768
 - Management \$565
 - Management Information Systems \$730
 - Marketing \$569
 - Supply Chain & Information Systems \$686

*If a student does not report a salary, they are not included in the average.

**This salary data is only calculated on base salary. Some companies also include housing assistance and other benefits (e.g. Actuarial Science majors frequently receive housing assistance along with base salary).

Placement by State

Top 10

- Pennsylvania – 572
- New Jersey – 186
- New York – 172
- Virginia – 54
- International – 51
- Connecticut – 27
- Delaware – 25 & Maryland – 25
- Massachusetts – 20
- District of Columbia – 19
- California – 18

Top Companies by Placements

2010-2011

■ Top 10 companies by placement

1. Johnson & Johnson
2. PricewaterhouseCoopers
3. Ernst & Young
4. PNC
5. KPMG
6. Deloitte
7. Bank of America / Merrill Lynch & Kohl's
8. Hershey & Legacy Logistics
9. General Electric
10. Northwestern Mutual & Altria

*Information gathered from student and company placement forms