B.C. Baccalaureate Outcomes
2024 Survey of 2022 Baccalaureate Graduates

Detailed Summary of Survey Results
All Institutions
52.0201: Business administration and management, general

	SYSTEM
52.0201	

RESPONSE RATE

Survey Response Rate:	52.0201		SYSTEM	
Baccalaureate Graduates Survey Cohort	1,169	100%	24,572	100%
Survey Respondents and Response Rate	251	21%	6,200	25%

Response Rate
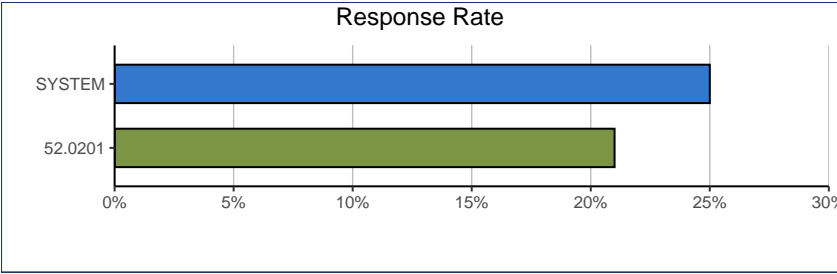
DEMOGRAPHIC INFORMATION

Self–Reporting Subgroups:	52.0201		SYSTEM	
Disabled	24	10%	851	14%
International	50	20%	878	14%
Indigenous	10	5%	264	5%

Gender:*	52.0201		SYSTEM	
Man/Boy	130	52%	2,656	43%
Woman/Girl	120	48%	3,527	57%
Total	250	100%	6,183	100%

*Due to zero or low counts, institution–reported "Non–Binary" demographic data are not included
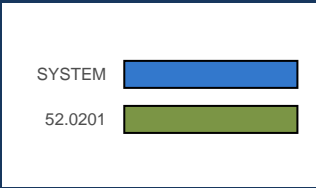
Self–Reporting Subgroups
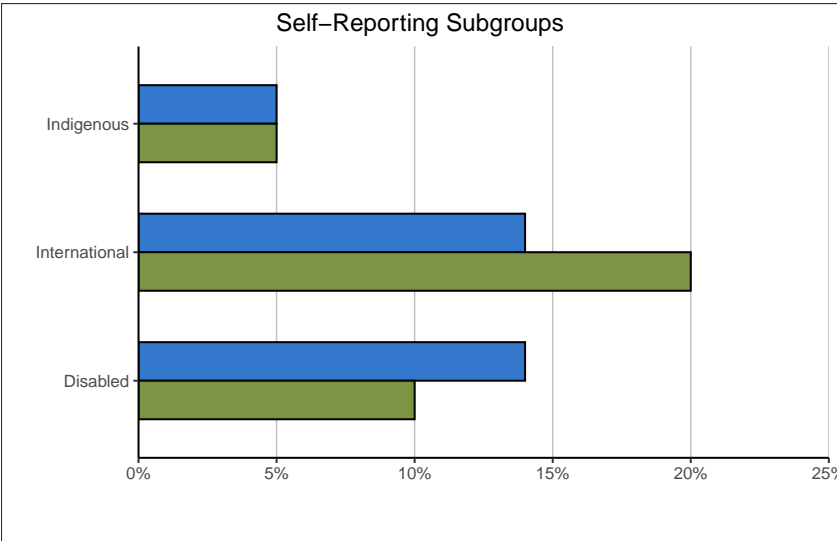
Age (at time of survey):	52.0201		SYSTEM	
< 25	47	19%	1,133	18%
25 to 29	139	56%	3,740	60%
30 to 34	34	14%	617	10%
35 to 39	~	~	271	4%
40 to 49	15	6%	279	5%
50 to 64	~	~	129	2%
> 64	~	~	17	0%
Total	250	100%	6,186	100%
Median Age	26		26	
Average (mean) Age	28		28	

Age Distribution
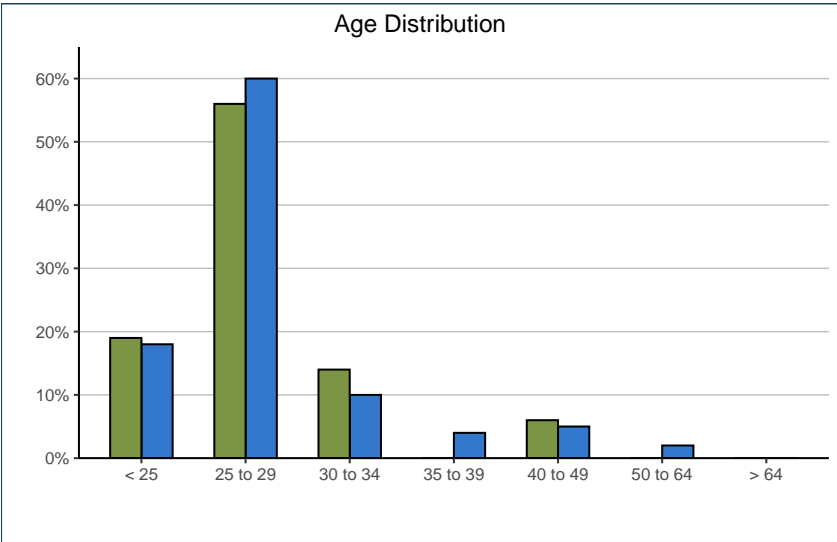
Place of Residence (at time of survey):	52.0201		SYSTEM	
BC – Mainland/Southwest	98	44%	3,405	61%
BC – Vancouver Island/Coast	~	~	809	15%
BC – Northern B.C.	~	~	160	3%
BC – Interior/Kootenays	51	23%	459	8%
BC Subtotal	196	89%	4,833	87%
Canada – Alberta	9	4%	266	5%
Canada – Ontario	9	4%	212	4%
Canada – Other	~	~	139	3%
U.S.A.	~	~	100	2%
Non–BC Subtotal	25	11%	717	13%
Total	221	100%	5,550	100%

Place of Residence

Within BC

BC Student Outcomes

Detailed Summary of Survey Results
All Institutions
52.0201: Business administration and management, general
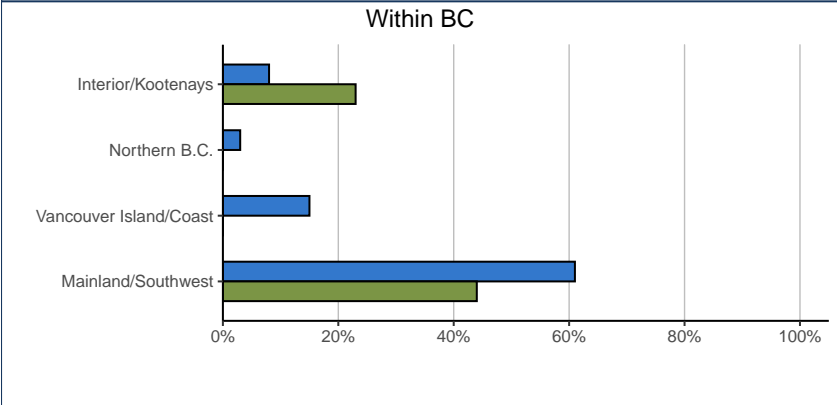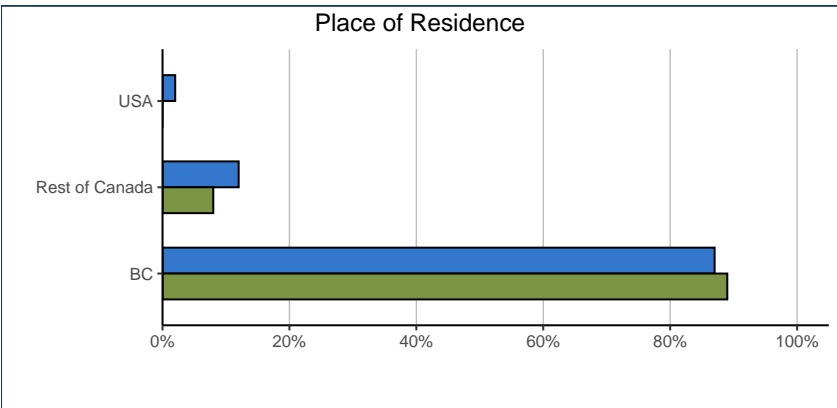
SYSTEM	
52.0201	

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	52.0201		SYSTEM	
Very Satisfied	86	35%	1,771	29%
Satisfied	144	59%	3,775	62%
Dissatisfied	14	6%	469	8%
Very Dissatisfied	1	0%	110	2%
Total	245	100%	6,125	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	52.0201		SYSTEM	
Very Useful	84	38%	1,989	40%
Somewhat Useful	111	50%	2,266	46%
Not Very Useful	22	10%	531	11%
Not at All Useful	3	1%	158	3%
Total	220	100%	4,944	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	52.0201		SYSTEM	
Yes	23	10%	515	9%
No	215	90%	5,527	91%

Would select the same program again:	52.0201		SYSTEM	
Yes	180	78%	4,137	75%
No	50	22%	1,363	25%

Quality of Instruction:	52.0201		SYSTEM	
Very Good	77	31%	1,727	28%
Good	157	63%	3,934	64%
Poor	13	5%	402	7%
Very Poor	2	1%	77	1%
Total	249	100%	6,140	100%

Comprehensiveness of Core Courses:	52.0201		SYSTEM	
Very Good	80	33%	1,667	27%
Good	141	59%	3,645	60%
Poor	18	7%	649	11%
Very Poor	2	1%	115	2%
Total	241	100%	6,076	100%

Course Availability:	52.0201		SYSTEM	
Encountered course availability problems	118	49%	2,918	48%

| Financial Constraints:	52.0201		SYSTEM	
Had to interrupt studies for financial reasons	35	14%	565	9%
Had to take program part–time for financial reasons	50	20%	955	16%

Program Satisfaction

Very Satisfied ▪ Satisfied ▪

Program Quality

* "Very Good" or "Good"

BC Student Outcomes

Detailed Summary of Survey Results
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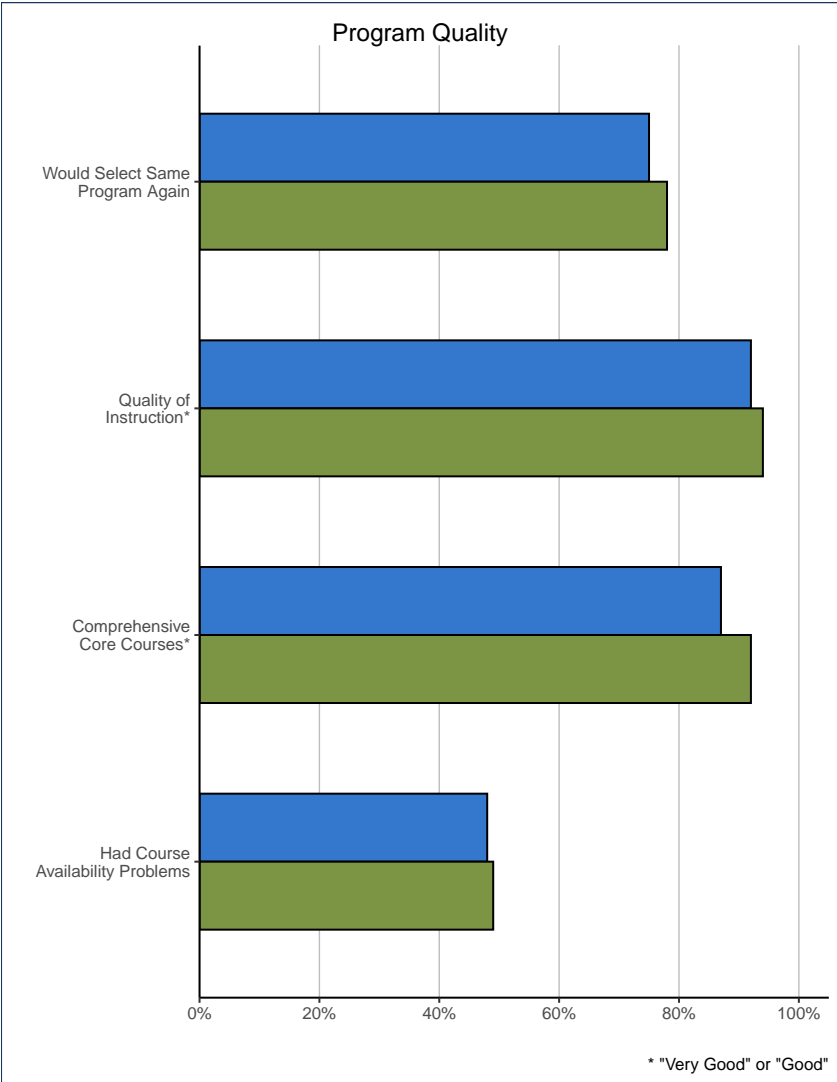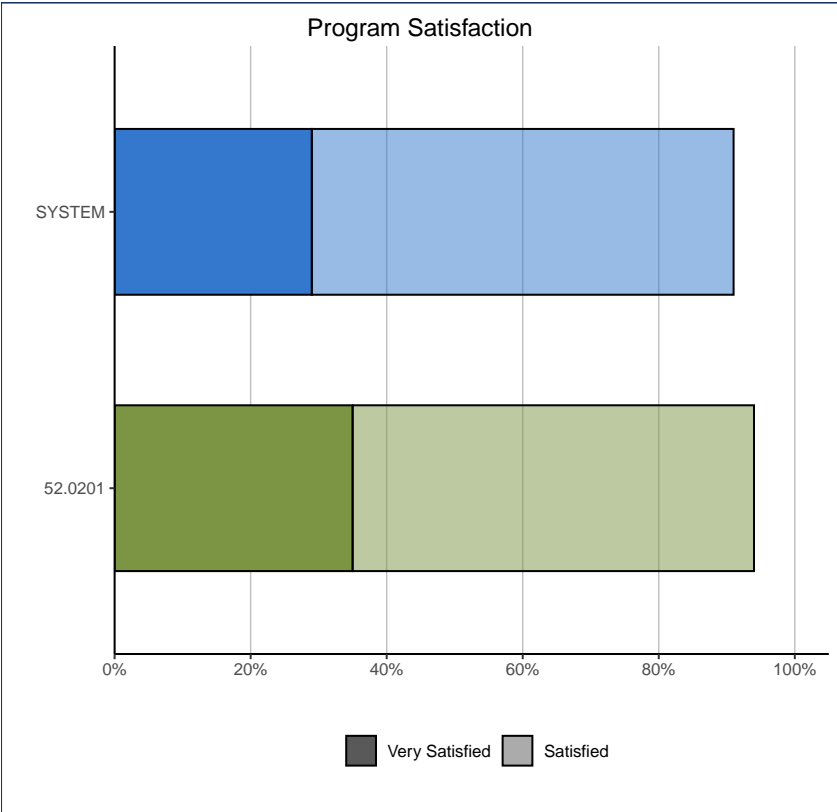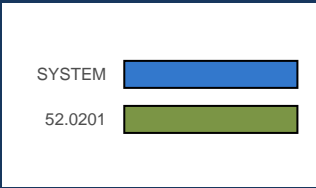
SYSTEM
52.0201

SKILL DEVELOPMENT

Skill Development: How helpful was institution?	52.0201				
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	28%	61%	8%	2%	246
Oral Communication	29%	58%	11%	1%	245
Reading and Comprehension	30%	60%	9%	1%	243
Group Collaboration	41%	47%	11%	2%	247
Critical Anlysis	33%	56%	10%	2%	247
Problem Resolution	24%	59%	15%	2%	246
Use of Mathematics	22%	55%	17%	6%	226
Conducting Research	34%	51%	12%	3%	234
Learning on Your Own	38%	52%	9%	2%	243

Skill Development: How helpful was institution?	SYSTEM				
	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
Written Communication	29%	57%	13%	2%	6,011
Oral Communication	25%	56%	16%	2%	6,039
Reading and Comprehension	32%	55%	12%	1%	6,026
Group Collaboration	30%	50%	17%	4%	6,055
Critical Anlysis	43%	49%	7%	2%	6,142
Problem Resolution	25%	55%	18%	3%	5,966
Use of Mathematics	22%	47%	24%	7%	4,674
Conducting Research	32%	48%	17%	3%	5,806
Learning on Your Own	39%	49%	9%	2%	6,059

Helpful with Skill Development

"Very Helpful" or "Helpful"
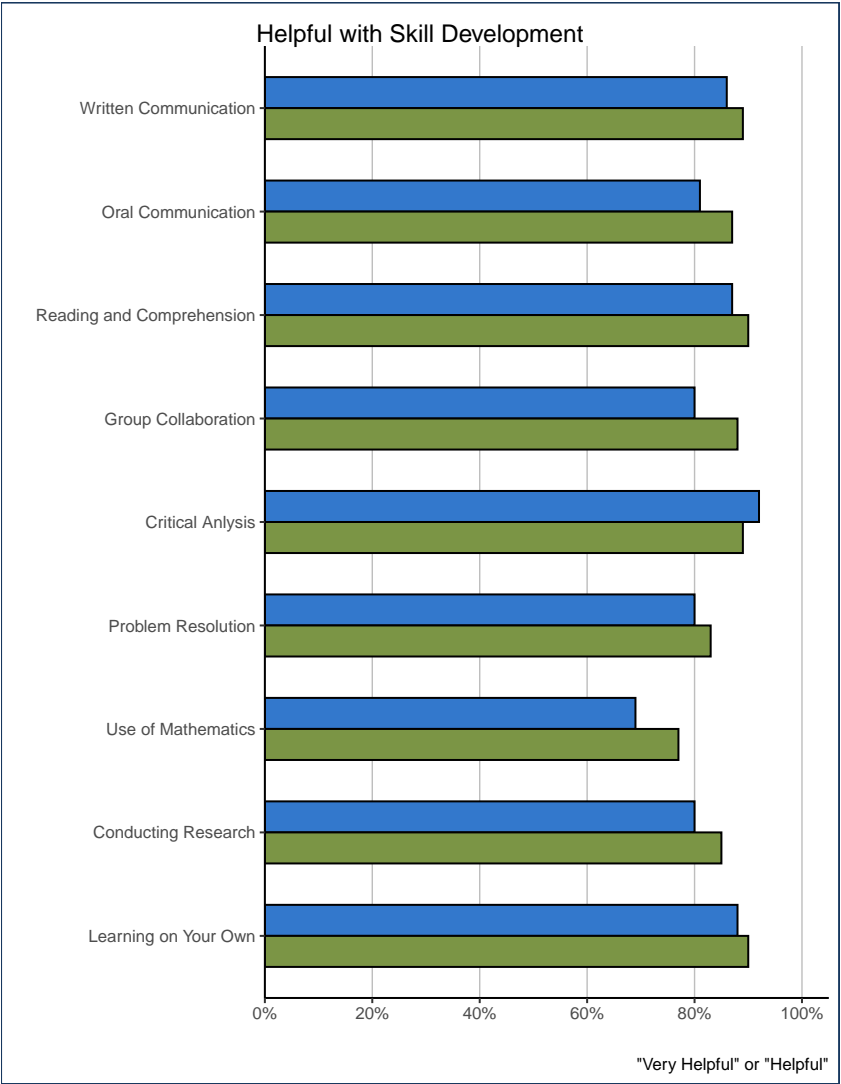
FURTHER EDUCATION

Took further education since 2022 graduation:	52.0201		SYSTEM	
Yes	83	33%	2,708	44%
Not currently enrolled	39	16%	1,069	17%
Currently enrolled full–time	16	6%	1,219	20%
Currently enrolled part–time	27	11%	389	6%
No	168	67%	3,459	56%
Total	251	100%	6,167	100%

Have you taken further education since graduation?

- Yes – Currently enrolled part–time
- Yes – Currently enrolled full–time
- Yes – Not currently enrolled
- No
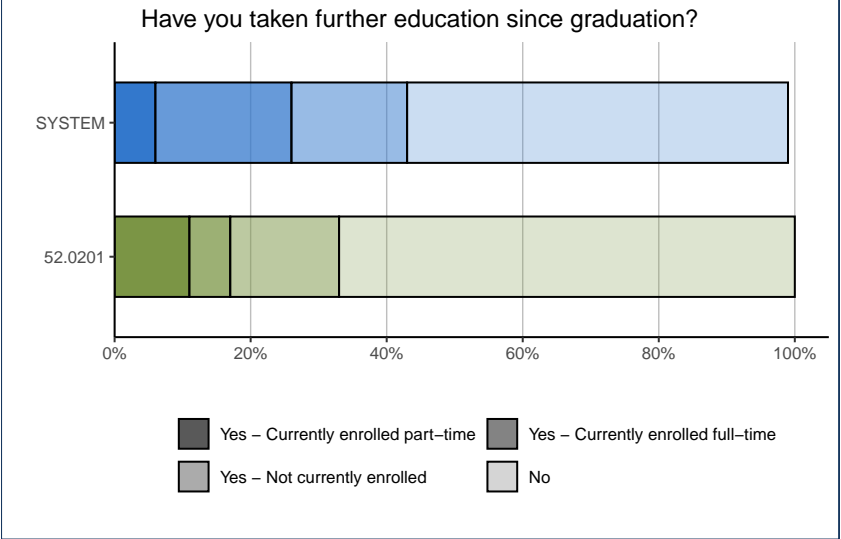
Type of Formal Post–Secondary Education:	52.0201		SYSTEM	
Master's Degree	11	13%	979	37%
Doctoral Degree	0	0%	155	6%
Another Undergraduate Degree	12	14%	543	20%
Certificate or Diploma below Bachelor Level	15	18%	374	14%
Professional Association Certification	35	42%	274	10%
Postgraduate Certificate or Diploma	5	6%	238	9%
Other	5	6%	119	4%
Total	83	100%	2,682	100%

Further Education/Training Type

BC Student Outcomes

Detailed Summary of Survey Results
All Institutions
52.0201: Business administration and management, general
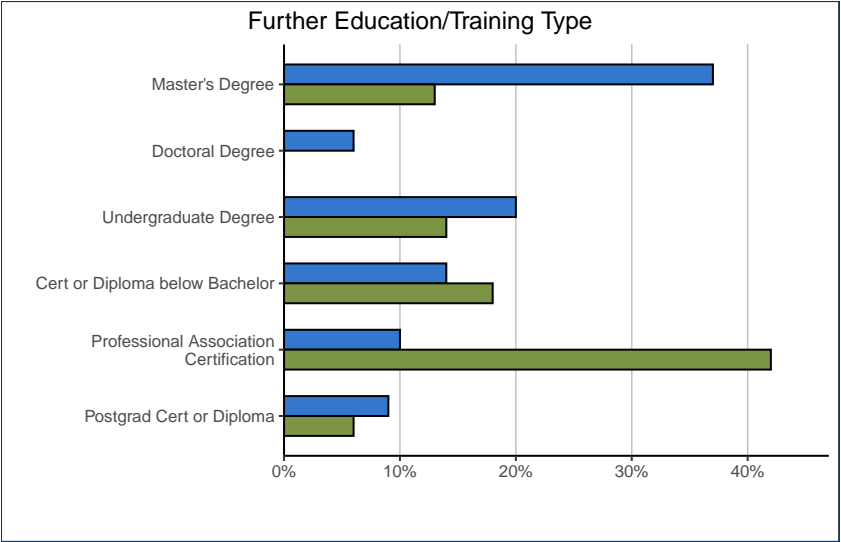
| SYSTEM | |
| 52.0201 | |

EMPLOYMENT

Labour Fource Status:	52.0201		SYSTEM	
In Labour Force (working or seeking work)	241	96%	5,472	90%
Not in Labour Force	10	4%	613	10%
Total	251	100%	6,085	100%

Employment:	52.0201		SYSTEM	
Employment Rate*	223	89%	4,982	80%
Unemployment Rate**	18	7.5%	490	9.0%

*Percent = Total employed divided by total number of respondents
**Percent = Total unemployed divided by total number in labour force
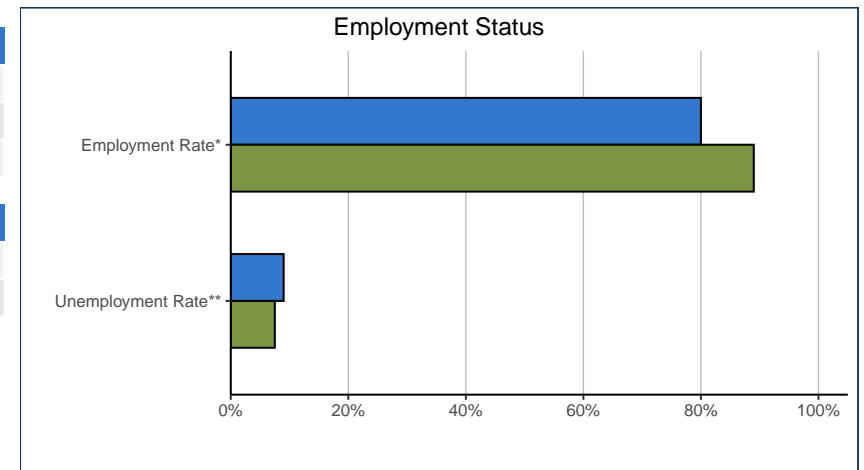
Employment Status

Status of Graduates NOT in Labour Force:	52.0201		SYSTEM	
Attending School FT	3	30%	446	73%
Attending School PT	0	0%	19	3%
Other	7	70%	148	24%
Total NOT in Labour Force	10	100%	613	100%

Primary Employment Type:	52.0201		SYSTEM	
Paid Worker	205	92%	4,678	94%
Self–Employed	18	8%	296	6%
Total	223	100%	4,974	100%

Job Characteristics:	52.0201		SYSTEM	
I hold more than one job*	37	17%	941	19%
My main job is full–time (>= 30 hours per week)**	201	93%	4,109	87%

*Of total employed
**Of those who provided data on hours/week worked

"Under–Employment" Assessment
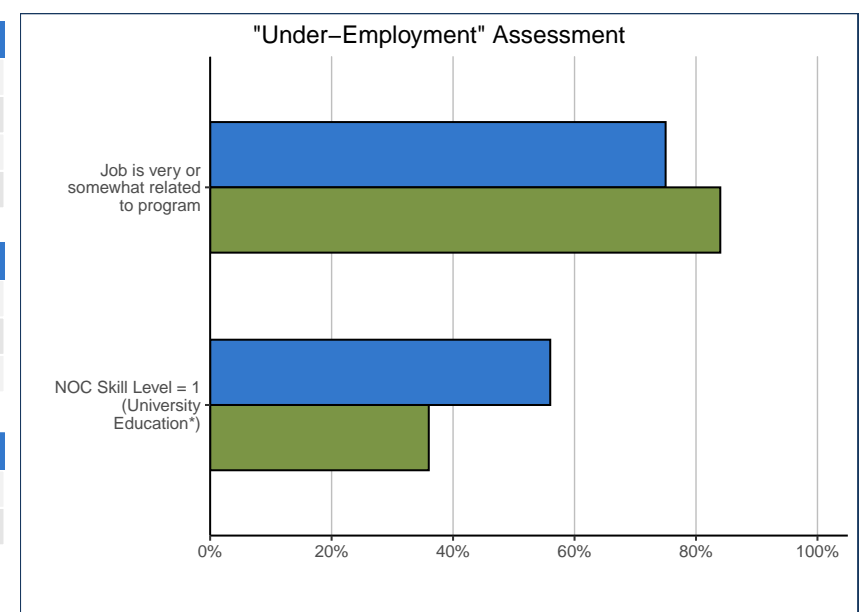
How related is your main job to your program?	52.0201		SYSTEM	
Very Related	95	43%	2,190	44%
Somewhat Related	92	41%	1,532	31%
Not Very Related	15	7%	579	12%
Not at All Related	20	9%	668	13%
Total	222	100%	4,969	100%

"Under–Employment" Assessment:	52.0201		SYSTEM	
Job is very or somewhat related to program	187	84%	3,722	75%
NOC Skill Level = 1 (University Education)*	77	36%	2,648	56%

*Of total valid responses; NOC 2021 (TEER)

Gross Annual Income from Main Job:*	52.0201		SYSTEM	
Less than $20,000	~	~	208	6%
$20,000 to $39,999	~	~	406	11%
$40,000 to $59,999	50	30%	818	22%
$60,000 to $79,999	53	32%	1,081	29%
$80,000 to $99,999	17	10%	627	17%
$100,000 and Above	26	16%	623	17%
Total	164	100%	3,763	100%
Median Annual Income (full–time) ($)	65,000		71,127	
Average Annual Income (full–time) ($)	73,123		78,771	

*Where data provided

Gross Annual FT Income From Main Job ($,000)
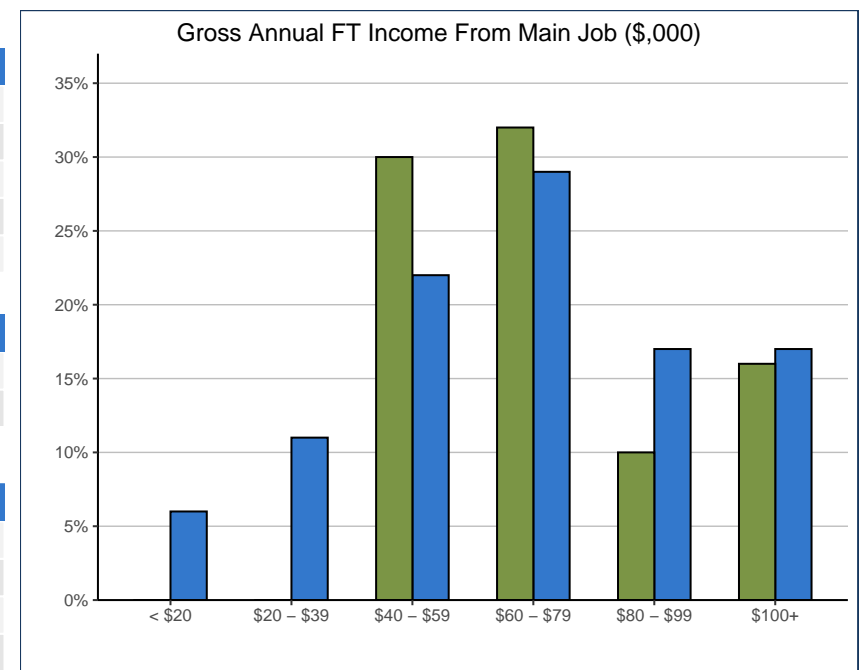
NOC Skill Type of Main Job (NOC 2021):	52.0201		SYSTEM	
Legislative and senior management	6	3%	59	1%
Business, finance & administration	136	64%	982	21%
Natural & applied sciences & related	5	2%	966	21%
Health	2	1%	527	11%
Education, law and social, community & government	12	6%	1,323	28%
Art, culture, recreation & sport	5	2%	239	5%
Sales & service	41	19%	435	9%
Trades, transport & equipment operators & related	7	3%	119	3%
Natural resources, agriculture & related production	0	0%	34	1%
Manufacturing & utilities	0	0%	19	0%
Total	214	100%	4,703	100%

Employed Graduates by NOC Skill Type
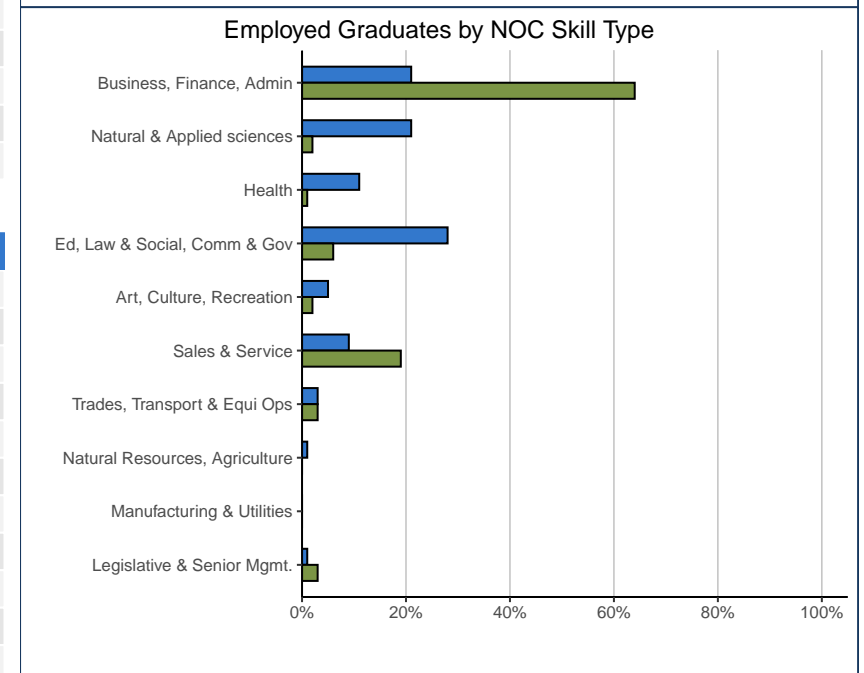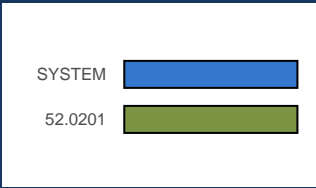
	SYSTEM
	52.0201

EMPLOYMENT, continued

NOC Skill Level of Main Job (NOC 2021 (TEER)):	52.0201		SYSTEM	
0. Management	40	19%	382	8%
1. University education	77	36%	2,648	56%
2. College education/trade apprenticeship (2+ years)	31	14%	748	16%
3. College education/trade apprenticeship (<2 years)	38	18%	476	10%
4. Secondary school + job–specific training	23	11%	322	7%
5. No formal education	5	2%	127	3%
Total	214	100%	4,703	100%

NOC Skill Level of Main Job
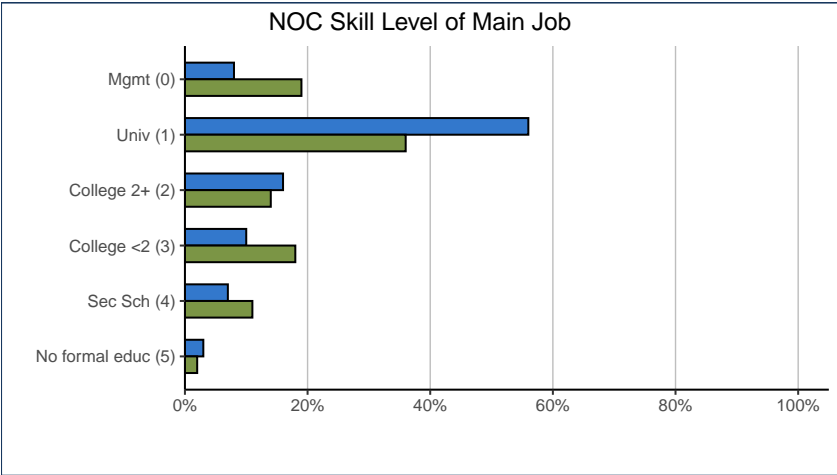
	52.0201				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	71%	23%	5%	1%	222
Oral Communication	69%	26%	5%	0%	223
Reading and Comprehension	70%	24%	5%	1%	223
Group Collaboration	75%	21%	3%	1%	223
Critical Anlysis	74%	21%	5%	0%	222
Problem Resolution	73%	23%	4%	0%	222
Use of Mathematics	37%	37%	19%	7%	217
Conducting Research	41%	40%	12%	7%	217
Learning on Your Own	71%	24%	4%	1%	223

Useful Skills

	SYSTEM				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	71%	22%	5%	2%	4,946
Oral Communication	77%	19%	3%	1%	4,956
Reading and Comprehension	73%	22%	3%	1%	4,946
Group Collaboration	78%	18%	2%	1%	4,952
Critical Anlysis	77%	19%	3%	1%	4,949
Problem Resolution	79%	18%	2%	1%	4,949
Use of Mathematics	30%	35%	22%	14%	4,790
Conducting Research	39%	33%	17%	11%	4,847
Learning on Your Own	69%	26%	3%	1%	4,942

"Very Useful" or "Somewhat Useful"

Top 10 Full–Time Occupations of 52.0201 Graduates*:			52.0201
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
11100	1	Financial auditors and accountants	10%
11200	1	Human resources professionals	7%
13100	3	Administrative officers	4%
10022	0	Advertising, marketing and public relations managers	4%
11202	1	Professional occupations in advertising, marketing and public relations	4%
11102	1	Financial advisors	4%
XXXXX	X	Unclassified occupations	3%
60010	0	Corporate sales managers	3%
12101	2	Human resources and recruitment officers	2%
14200	4	Accounting and related clerks	2%

* Data not displayed where n < 5; NOC 2021
** Percentages cited are of those employed

Top 10 Full–Time Occupations of SYSTEM Graduates*:			SYSTEM
NOC_2021	NOC Skill Level	Description	% Employed FT in this Occ.**
31301	1	Registered nurses and registered psychiatric nurses	5%
21231	1	Software engineers and designers	4%
XXXXX	X	Unclassified occupations	4%
41221	1	Elementary school and kindergarten teachers	3%
11202	1	Professional occupations in advertising, marketing and public relations	2%
11100	1	Financial auditors and accountants	2%
42201	2	Social and community service workers	2%
21232	1	Software developers and programmers	2%
13100	3	Administrative officers	2%
41220	1	Secondary school teachers	2%

* Data not displayed where n < 5; NOC 2021
** Percentages cited are of those employed

BC Student Outcomes

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SYSTEM
52.0201

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	52.0201		SYSTEM	
Personal savings, investments	85	35%	1,927	32%
Employment while studying	124	51%	3,012	50%
Family/Friends	149	61%	3,627	60%
Personal bank loans	18	7%	337	6%
Government student loans	60	25%	2,007	33%
Scholarships/Bursaries/Grants	62	26%	1,988	33%
Other	50	21%	1,362	22%
Total	243		6,073	

* Percentage of respondents who identified this source

Education Funding Sources

Financial Debt Incurred to Finance Bac. Ed.:*	52.0201		SYSTEM	
Incurred any form of financial debt	90	37%	2,595	43%
Incurred government–sponsored student loan debt	68	27%	2,232	36%

* Percentage of respondents who provided data

Financial Debt Amount:*	52.0201		SYSTEM	
< $1,000	0	0%	4	0%
$1,000 to $4,999	3	4%	69	3%
$5,000 to $9,999	14	18%	165	8%
$10,000 to $14,999	8	10%	199	10%
$15,000 to $19,999	6	8%	162	8%
$20,000 to $29,999	15	19%	394	19%
$30,000 to $39,999	12	15%	353	17%
$40,000 or More	22	28%	740	35%
Total	80	100%	2,086	100%
Median Financial Debt ($)	25,000		30,000	

* Includes only cases where financial debt was incurred

Financial Debt Incurred ($,000)

Gov't–Sponsored Student Loan Debt Amount:*	52.0201		SYSTEM	
< $1,000	0	0%	5	0%
$1,000 to $4,999	4	7%	48	3%
$5,000 to $9,999	7	13%	121	8%
$10,000 to $14,999	4	7%	155	10%
$15,000 to $19,999	3	6%	133	9%
$20,000 to $29,999	12	22%	299	19%
$30,000 to $39,999	11	20%	296	19%
$40,000 or More	13	24%	500	32%
Total	54	100%	1,557	100%
Median Gov't–Sponsored Loan Debt ($)	25,000		30,000	

* Includes only cases where government–sponsored debt was incurred

Government–Sponsored Debt Incurred ($,000)

Gov't–Sponsored Loan Debt Outstanding:*	52.0201		SYSTEM	
None – Loan repaid in full	11	19%	361	20%
< $1,000	0	0%	3	0%
$1,000 to $4,999	11	19%	75	4%
$5,000 to $9,999	5	8%	137	8%
$10,000 to $14,999	6	10%	151	9%
$15,000 to $19,999	2	3%	174	10%
$20,000 to $29,999	9	15%	291	16%
$30,000 to $39,999	7	12%	279	16%
$40,000 or More	8	14%	303	17%
Total	59	100%	1,774	100%
Median Gov't–Sponsored Loan Debt Outstanding** ($)	17,500		25,000	

* Includes only cases where government–sponsored debt was incurred, and valid "amount remaining" was provided
** Median amounts shown are based on those who had remaining government student loan debt

Outstanding Government–Sponsored Debt ($,000)