

SPECIAL ISSUE OF THE IBIT REPORT

The Association for Information Systems and Temple University

INFORMATION SYSTEMS JOB INDEX

2024

LEARN ABOUT THE IS ENTRY LEVEL JOB MARKET



IBIT INSTITUTE FOR BUSINESS AND
INFORMATION TECHNOLOGY



INFORMATION SYSTEMS JOB INDEX 2024

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THE IBIT REPORT

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ABOUT THE IS JOB INDEX



IBIT INSTITUTE FOR BUSINESS AND
INFORMATION TECHNOLOGY

The **Information Systems Information Systems Job Index** is the only national longitudinal assessment of jobs, placement, demographics, search, acceptance, geographical patterns, and knowledge of information systems (IS), management information systems (MIS), and computer information systems (CIS) graduates. Inaugurated in 2013 and published every 2 years, each report is based on several thousand labor market entrants from more than 30 universities across the United States.

LEARN MORE AT ISJOBINDEX.COM

SPONSOR

Thanks to **Kyndryl**
for making the 2024
report possible.

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ACKNOWLEDGMENTS

Thanks to **Matt Nelson,**
Melissa Heeke,
and **Aretha Wright**
from **AIS** for their support.

FOREWORD



With the emergence of new technologies like generative AI – frequently asked questions are: how will this technology impact my job? Will my job still exist next year? In five years? Today more than ever, choosing a career path in Information Systems – or more broadly the ever-evolving world of technology – is no small feat. It’s a field that is constantly progressing and where one new development can drastically change our everyday lives.

However, as technology becomes more advanced and pervasive in society, it adds additional complexity to already intricate digital ecosystems. For any technology – whether AI related or something else – to be integrated and adopted at scale, deliver a return on investment and drive business impact through increased productivity and providing more customized insights, specific skills are needed. While the concern for employees, or those entering the job market, may be job security, the concern for companies is, do we have the necessary skills to successfully integrate and adopt this technology within our business?

As the previous Chief Information Officer and current Global Practice Leader for Applications, Data and AI at Kyndryl, an IT infrastructure services company, our sole focus is supporting customers on their digital transformation journeys. And as a services company, we are a people company, which means identifying, harnessing and utilizing our expertise and technical skills to support customers is the only way to achieve success.

I’ve always prioritized investing in relationships, like the one with Temple University’s Fox School of Business, to support our next generation in developing the skills they need to be successful and support the businesses of today in the future of tomorrow. Given the demand for technical skills is higher than ever – and will likely only grow – I’m thrilled to introduce the sixth biennial iteration of the Information Systems Job Index. It is a rich, data-based resource that can inform the next generation in their job search and career, create open new doors and spur new ideas.

Michael Bradshaw

SVP & Global Practice Leader, Kyndryl

ABOUT THE AUTHORS



Laurel Miller

Laurel Miller is Associate Professor in the Department of Management Information Systems (MIS), and Director, Institute for Business and Information Technology (IBIT) at the Fox School of Business, Temple University. As Director of IBIT, Laurel manages industry engagement including a corporate partnership program, advisory board, IT awards, executive-in-residence, symposiums, scholarships and a mentoring program. Laurel co-founded IBIT and has raised more than \$6 million in funding. Laurel is co-creator of a software platform, which recently received a patent, and is co-founder of a Temple University spinoff-PRO Community, LLC on student and employee development. In 2023, Laurel won the Musser Award for Excellence in Faculty Service. She earned her Bachelor of Science and Master of Science in Education degrees from Temple University.



Michael Dinger

Michael Dinger is an Associate Professor of Information Systems and Business Analytics in the Hankamer School of Business at Baylor University. He received a Ph.D. in Management Information Systems from Clemson University. His research interests include IT workforce management, social media, and virtual communities. His work appears in *Information Systems Research*, *Journal of the Association for Information Systems*, *Journal of Management Information Systems*, *MIS Quarterly*, and other outlets. He currently serves as an Associate Editor for *Communications of the AIS*.



Nicholas Bortz

Nicholas Bortz is a senior at the Fox School of Business, Temple University, pursuing a Bachelor of Business Administration with a major in Management Information Systems. He is highly engaged in student organizations and has taken on leadership roles within the PRO community. In addition to his role as an IS Job Index Research Assistant, Nicholas is actively involved in the MIS community, serving as an information technology assistant for several courses. Through multiple internships, he has gained valuable experience and knowledge in the IS field.



Munir Mandviwalla

Munir Mandviwalla is Professor of Management Information Systems, Milton F. Stauffer Senior Research Fellow, and Executive Director of the Institute for Business and Information Technology at the Fox School of Business, Temple University. Mandviwalla applies design to improve business and society on topics such as digital transformation, broadband, social media, and IT workforce. His research has been published in top journals including *MIS Quarterly*, *Information Systems Research*, *ACM Transactions*, *Public Administration Review*, and others. He leads the Institute for Business and Information Technology, which engages with industry on knowledge and human capital development. Mandviwalla has received awards from AIS, IBM, Microsoft, Claremont Graduate University, and Temple University. He holds a BSc from Boston University, and an MBA and PhD both from Claremont Graduate University.

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STUDENT HIGHLIGHTS

- ➔ **Page 18:** **Consulting** and **Analytics** are the most popular jobs among Bachelor IS graduates.
- ➔ **Page 20:** An internship **almost doubles** the likelihood of getting a job offer.



PARENT HIGHLIGHTS

- ➔ **Page 12:** Salaries for IS graduates are **significantly higher than typical business majors** for both Bachelor's and most Master's degrees.
- ➔ **Page 19:** Bachelor's IS **placement is steady** at over 60% at graduation.



FACULTY HIGHLIGHTS

- ➔ **Page 22:** There is **very little change** across the years in the knowledge of IS graduates.
- ➔ **Page 15:** IS Master's **female representation still shows a continual upward trend.**



EMPLOYER HIGHLIGHTS

- ➔ **Page 23:** Fairness is the **most important reason** that Bachelor's graduates accept a job offer.
- ➔ **Page 15:** IS Bachelor's **female representation is double** compared to some other STEM fields.

2024 IS SNAPSHOT

About the IS Industry

Information Systems (IS) professionals apply and develop Information Technology (IT) in organizations, and comprise a significant portion of the IT labor market.

WHO ARE THESE PROFESSIONALS AND WHAT DO THEY DO?

- + Data Analysts
- + Digital Transformation & AI Consultants
- + Application Developers
- + Chief Information Officers (CIO) & Chief Technology Officers (CTO)



IS professionals are experts in **developing, applying, modifying,** and **strategizing technology** to digitally transform organizations. IS professionals work with other business professionals including computer scientists and engineers to create platforms that **integrate digital technologies** to design solutions that solve organizational problems.

THE 2024 IS JOB MARKET IS STEADY



JOB PLACEMENT RATE*

	At Graduation	6-Months after Graduation
BACHELOR'S:	62%	62%
MASTER'S:	29%	74%



CONFIDENCE IN JOB MARKET

BACHELOR'S: **25%**
MASTER'S: **23%**



AVERAGE SALARY

BACHELOR'S: **\$77,758**
MASTER'S: **\$96,164**

*At graduation placement is calculated for spring graduates, while 6-month placement is calculated for earlier graduates. 2024 placement is 62.3% at graduation and 61.8% after six months representing the two different samples.

BACHELOR'S IN IS

A Bachelor's in IS ranked as the **highest average salary** among all business majors. *(NACE Salary Survey, Winter, 2024)*



MASTER'S IN IS

Master's degrees in IS rank among the **top 10 degrees** in demand by employers. *(NACE Salary Survey, Winter, 2024)*

ABOUT THE IS JOB MARKET

There are over an estimated **5.1 million jobs** in the U.S. relevant to IS.¹

There are approximately **2,000 IS programs** in the U.S., which are often offered in **Business Schools**, as well as in standalone Information Schools or integrated with Computer Science.

IS programs are classified as **STEM** and are typically called:

- + Management Information Systems (MIS)
- + Information Systems (IS)
- + Computer Information Systems (CIS)



The recruitment, mindset, education, demographics, career paths, skills, and jobs of IS professionals are different and yet remain poorly understood. The IS labor market remains largely hidden because it is mixed with computer scientists and computer engineers.

1. Bureau of Labor Statistics, Occupational Employment and Wage Statistics, May 2023.

IS Students are Happy About Their Future Jobs



SATISFACTION & ENTHUSIASM ABOUT JOB OFFER

BACHELOR'S: **76%**
MASTER'S: **55%**



OFFER FROM APPEALING ORGANIZATION

BACHELOR'S: **81%**
MASTER'S: **68%**



JOB IS A GOOD FIT

BACHELOR'S: **70%**
MASTER'S: **66%**

Participating Colleges & Universities BY REGION

Thanks to the **35 universities** across the nation that agreed to formally participate in the 2024 IS Job Index.

 **KOGOD SCHOOL of BUSINESS**
AMERICAN UNIVERSITY • WASHINGTON, DC

IOWA STATE UNIVERSITY

 **UNIVERSITY OF HOUSTON**

 **Arizona State University**

 **KENNESAW STATE UNIVERSITY**
COLES COLLEGE OF BUSINESS
Department of Information Systems and Security


 **UNIVERSITY OF LOUISVILLE**
COLLEGE OF BUSINESS

 **Baylor University**
HANKAMER SCHOOL OF BUSINESS
Department of Information Systems and Business Analytics

 **SPEARS**
SCHOOL OF BUSINESS

 **CARLSON SCHOOL OF MANAGEMENT**
UNIVERSITY OF MINNESOTA

 **BENTLEY UNIVERSITY**

 **RIDER UNIVERSITY**
Norm Brodsky College of Business

 **UNLV**
LEE BUSINESS SCHOOL

Carnegie Mellon University
Heinz College
INFORMATION SYSTEMS • PUBLIC POLICY • MANAGEMENT

 **Rowan University**
ROHRER COLLEGE OF BUSINESS

 **UNIVERSITY OF OKLAHOMA**
PRICE COLLEGE OF BUSINESS
Management Information Systems



COLORADO STATE UNIVERSITY

 **SJSU** SAN JOSÉ STATE UNIVERSITY

 **UNIVERSITY of SOUTH FLORIDA**
Muma College of Business
Department of Information Systems
Decision Sciences

 **FIU Business**
FLORIDA INTERNATIONAL UNIVERSITY

LEAVEY SCHOOL OF BUSINESS
SANTA CLARA UNIVERSITY

 **GARY W. ROLLINS COLLEGE OF BUSINESS**
THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA

FORDHAM | Gabelli School of Business

 **Temple University**
Fox School of Business

 **The University of Texas at Austin**
McCombs School of Business

 **GEORGE MASON UNIVERSITY** | School of Business

 **THE UNIVERSITY OF ARIZONA**
Eller MIS

 **UT DALLAS**
Information Systems
Hazen Jindal School of Management

 **Georgia State University** | J. MACK ROBINSON COLLEGE OF BUSINESS

 **UNIVERSITY OF ARKANSAS** | Sam M. Walton College of Business

 **WASHINGTON STATE UNIVERSITY**
Carson College of Business

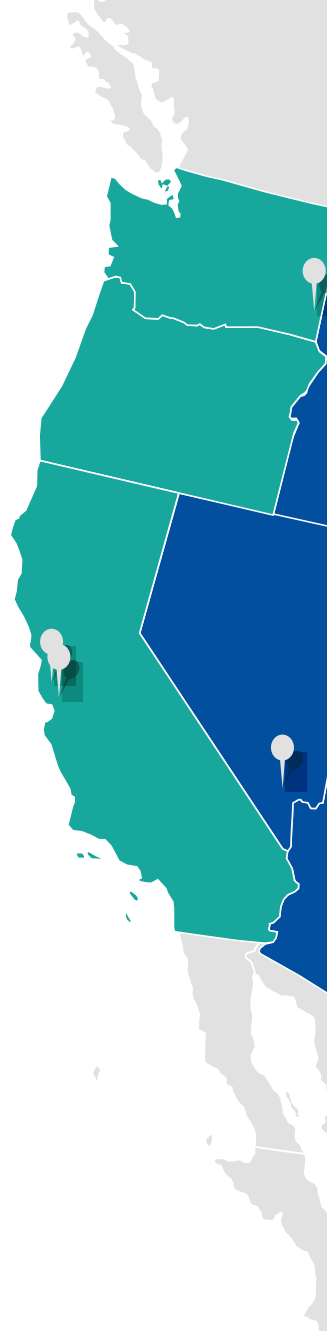
 **DEPARTMENT OF ACCOUNTING**
Illinois State University

UNIVERSITY of DAYTON

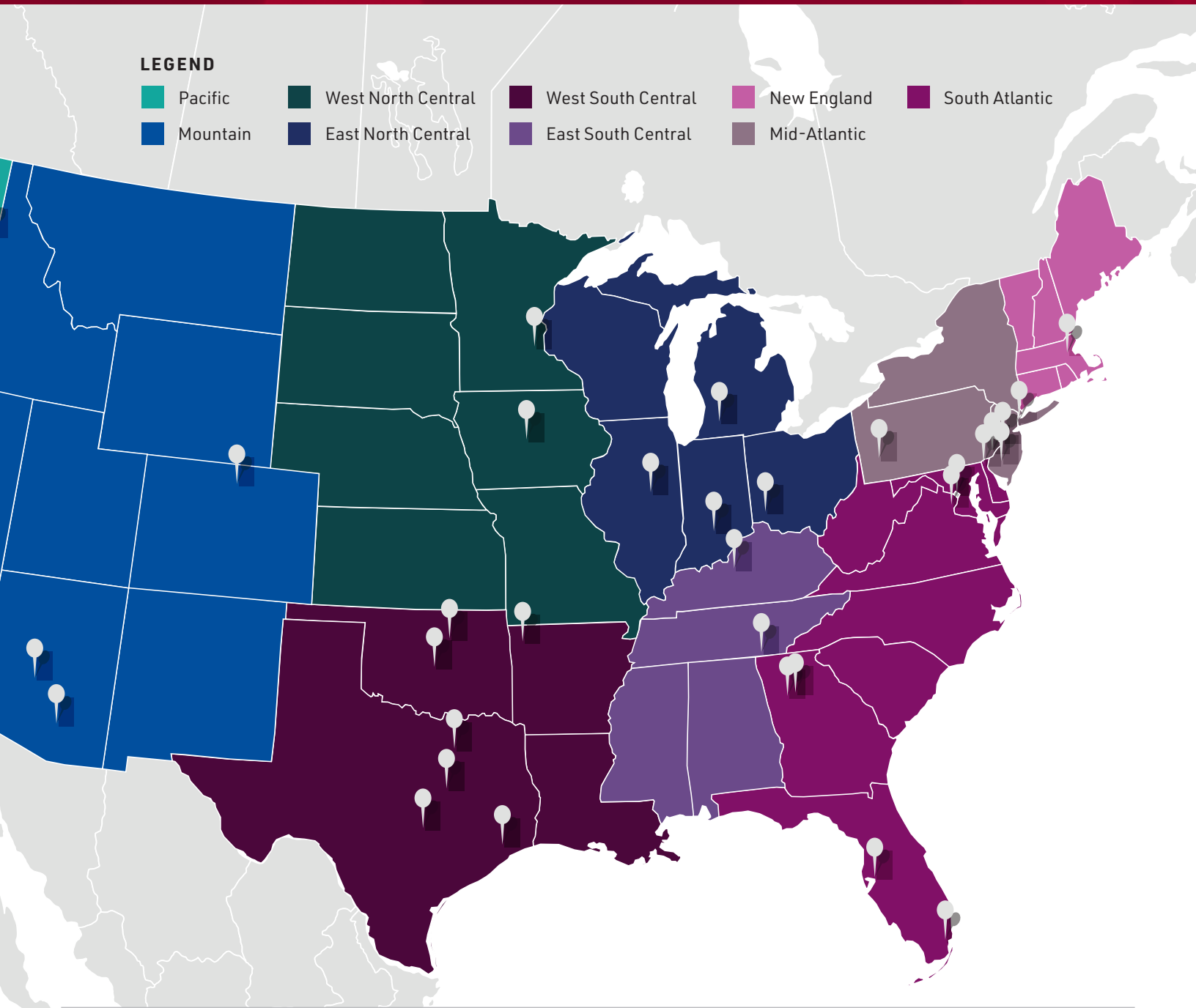
 **WESTERN MICHIGAN UNIVERSITY**
HAWORTH College of Business

 **KELLEY SCHOOL OF BUSINESS**
INDIANA UNIVERSITY

 **UNIVERSITY OF DELAWARE**
LERNER BUSINESS & ECONOMICS



1371 recent graduates from **35 universities** across the nation



Special thanks to the following individuals at the participating universities: Gwanhoo Lee, American University; Pei-yu Chen, Arizona State University; Jonathan Trower, Baylor University; Monica Garfield, Bentley University; Ron Delfine, Carnegie Mellon University; Leo Vijayasarathy, Colorado State University; Karlene Cousins, Florida International University; Cynthia Bush and Mark Silver, Fordham University; Pallab Sanyal, George Mason University; Bala Ramesh, Georgia State University; Joe Johnston, Illinois State University; Jingjing Zhang, Indiana University; Kevin Scheibe, Iowa State University; Khawaja Saeed, Kennesaw State University; Ramesh Sharda and Rick Wilson, Oklahoma State University; Emre Yetgin, Rider University; Michael Milovich, Rowan University; Leslie Albert, San Jose State University; Haibing Lu, Santa Clara University; Mart Doyle, Temple University; Sue Brown, University of Arizona; Shaila Miranda, University of Arkansas; Jay Prasad, University of Dayton; John D'Arcy, University of Delaware; Mark Grimes and Norman Johnson, University of Houston; Andrew Wright, University of Louisville; Gautam Ray, University of Minnesota-Twin Cities; Gregory Moody, University of Nevada, Las Vegas; Alexandra Durcikova and Radhika Santhanam, University of Oklahoma; Kaushik Dutta, University of South Florida; Hemant Jain, University of Tennessee at Chattanooga; Russ Finney, University of Texas at Austin; Syam Menon, University of Texas at Dallas; Robert Crossler, Washington State University; Carrie Song, Western Michigan University.

Profile of IS Job Market Entrants

FAST FACTS



A quick look at the
2024 IS Job Market Entrants

BACHELOR'S
Age 23

MASTER'S
Age 27

75% of Bachelor's and 50% of Master's had one or more internships prior to graduation.



IS graduates are still primarily male. Female representation in undergraduate IS degrees is down from 2022, but graduate participation is higher.

Bachelor's
44%
Master's
49%



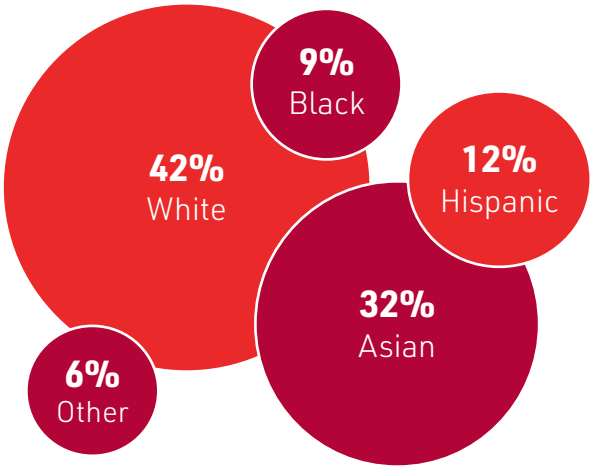
Bachelor's
55%
Master's
51%

Read more about female representation **on page 15.**



Based on **1371 recent graduates** from **35** universities across the nation

IS Bachelor's graduates are mostly **White** and increasingly **Asian**. Percentage of **Black** graduates are up since 2022.



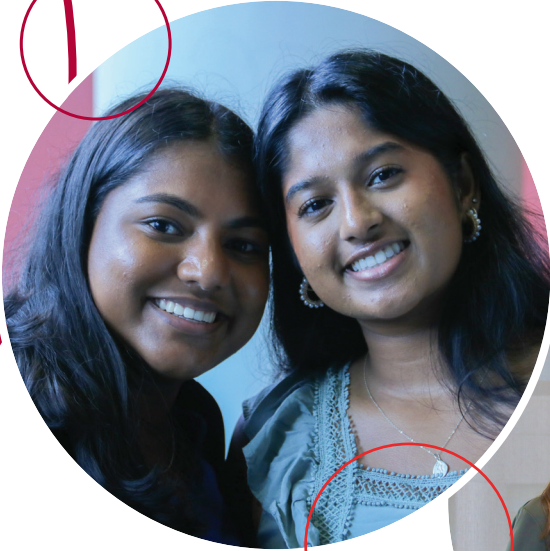
Read more about how IS student's ethnicities compare to other fields and about Master's students on **page 16**.



Employed Full Time or Received Job Offer **by Graduation**

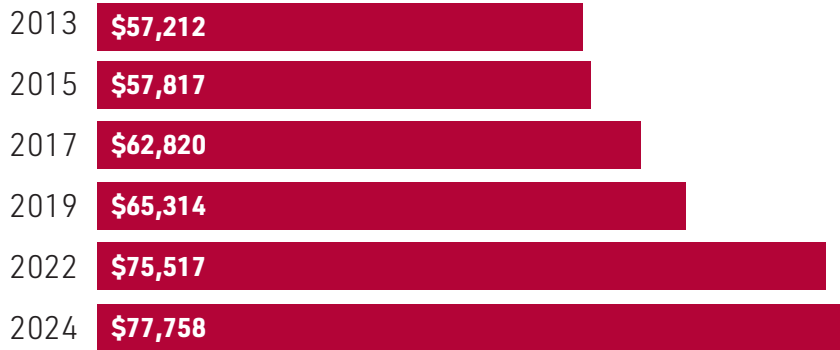


Read more about what impacts offers **on page 20**.



Salaries & Offers OVERVIEW

BACHELOR'S AVERAGE OFFER



20% higher than the average offer to all business school Bachelor's graduates

(NACE Salary Survey, Winter 2024)

MASTER'S AVERAGE OFFER



23% higher than the average offer to all business school Master's graduates

(NACE Salary Survey, Winter 2024, Note: Includes MBA)

2024

BACHELOR'S

INFORMATION SYSTEMS



ACCOUNTING



FINANCE



MARKETING



Source: NACE Salary Survey, Winter 2024

2024

MASTER'S

INFORMATION SYSTEMS



ACCOUNTING



FINANCE



MARKETING



KEY TAKEAWAYS

- › Salaries for IS graduates are significantly higher than typical business majors for both Bachelor's and most Master's degrees.
- › The average salary has marginally increased for both Bachelor's and Master's students since 2022: a **3.0% increase** for Bachelor's students and a **1.4% increase** for Master's students.
- › Though growth has slowed since 2022, IS salaries continue to **outpace business school salaries.**

Average **Business School** Offer

BACHELOR'S **\$62,777**

MASTER'S **\$75,691**

Kyndryl

CASE STUDY

ABOUT KYNDRYL

Kyndryl is the world's largest IT infrastructure services provider, comprised of approximately 80,000 employees who serve thousands of enterprise customers in more than 60 countries. The company designs, builds, manages and modernizes the complex, mission-critical information systems that the world depends on every day.

Kyndryl is committed to making the complex simple—increasing the health of the vital systems at the heart of the digital economy and collaborating with its alliance ecosystem to co-create solutions and support customers on their digital transformation journeys. At the heart of progress, Kyndryl powers the systems that run the world. Thanks to the company's critical work, planes can take off and land, credit card transactions are successfully completed and healthcare workers can care for their patients.

Michael Bradshaw joined Kyndryl as its inaugural Chief Information Officer in 2021. After successfully leading the company's IT modernization and transformation,

he transitioned to become Kyndryl's Global Applications, Data and AI Practice Leader. In this role, Michael applies his firsthand experience and expertise to support customers on their digital transformation journeys and oversees a team of experts all around the world who can enable data and AI at scale.

Kyndryl's Global Applications, Data and AI Practice provides customers with end-to-end services to advise, modernize, migrate, secure and manage critical business applications and their data. Comprised of data and AI experts, the Practice also enables business insights at scale with the right data foundation, data modernization and data platform.

Salaries & Offers BY REGION

	BACHELOR'S					MASTER'S									
	MOVEMENT PATTERNS		2024 SALARY					MOVEMENT PATTERNS		2024 SALARY					
	From ↓	To ↑	2022	2019	2017	2015	2013	From ↓	To ↑	2022	2019	2017	2015	2013	
NEW ENGLAND	100%	100%	\$82,875	6%	17%	26%	32%	40%	100%	\$135,000	31%	41%	71%	60%	93%
MID-ATLANTIC	19%	31%	\$81,793	8%	29%	23%	29%	50%	59%	\$105,412	6%	14%	43%	36%	89%
SOUTH ATLANTIC	17%	42%	\$76,947	7%	13%	22%	31%	32%	22%	\$88,000	7%	18%	32%	53%	68%
EAST NORTH CENTRAL	26%	31%	\$74,097	8%	16%	13%	42%	39%	50%	\$73,750	-24%	-1%	3%	22%	17%
EAST SOUTH CENTRAL		40%	\$79,351	6%	30%	52%	40%	45%		\$84,100	-9%	27%	27%	18%	20%
WEST NORTH CENTRAL	15%	13%	\$67,500	0%	10%	17%	17%	23%		\$70,000	0%	0%	8%	10%	40%
WEST SOUTH CENTRAL	29%	9%	\$76,362	2%	19%	26%	30%	34%	26%	\$92,986	-2%	27%	29%	33%	43%
MOUNTAIN	57%	40%	\$72,491	2%	11%	18%	51%	32%	38%	\$103,444	21%	31%	45%	45%	59%
PACIFIC	25%	38%	\$82,073	-14%	25%	17%	37%	48%		\$118,200	2%	10%	30%	105%	

Notes: Blank cells indicate that there is insufficient data to interpret. 'Move from' is location of university, 'move to' is location of accepted job.

LEGEND

New England: ME, NH, VT, MA, RI, CT

Mid-Atlantic: NY, PA, NJ

South Atlantic: DE, MD, DC, VA, WV, NC, SC, GA, FL

East North Central: WI, MI, IL, IN, OH

East South Central: KY, TN, MS, AL

West North Central: MO, ND, SD, NE, KS, MN, IA

West South Central: OK, TX, AR, LA

Mountain: ID, MT, WY, NV, UT, CO, AZ, NM

Pacific: AK, WA, OR, CA, HI

KEY TAKEAWAYS

- **36%** of Master's and **26%** of Bachelor's IS students move to a job outside the region in which they got their degree.

BACHELOR'S

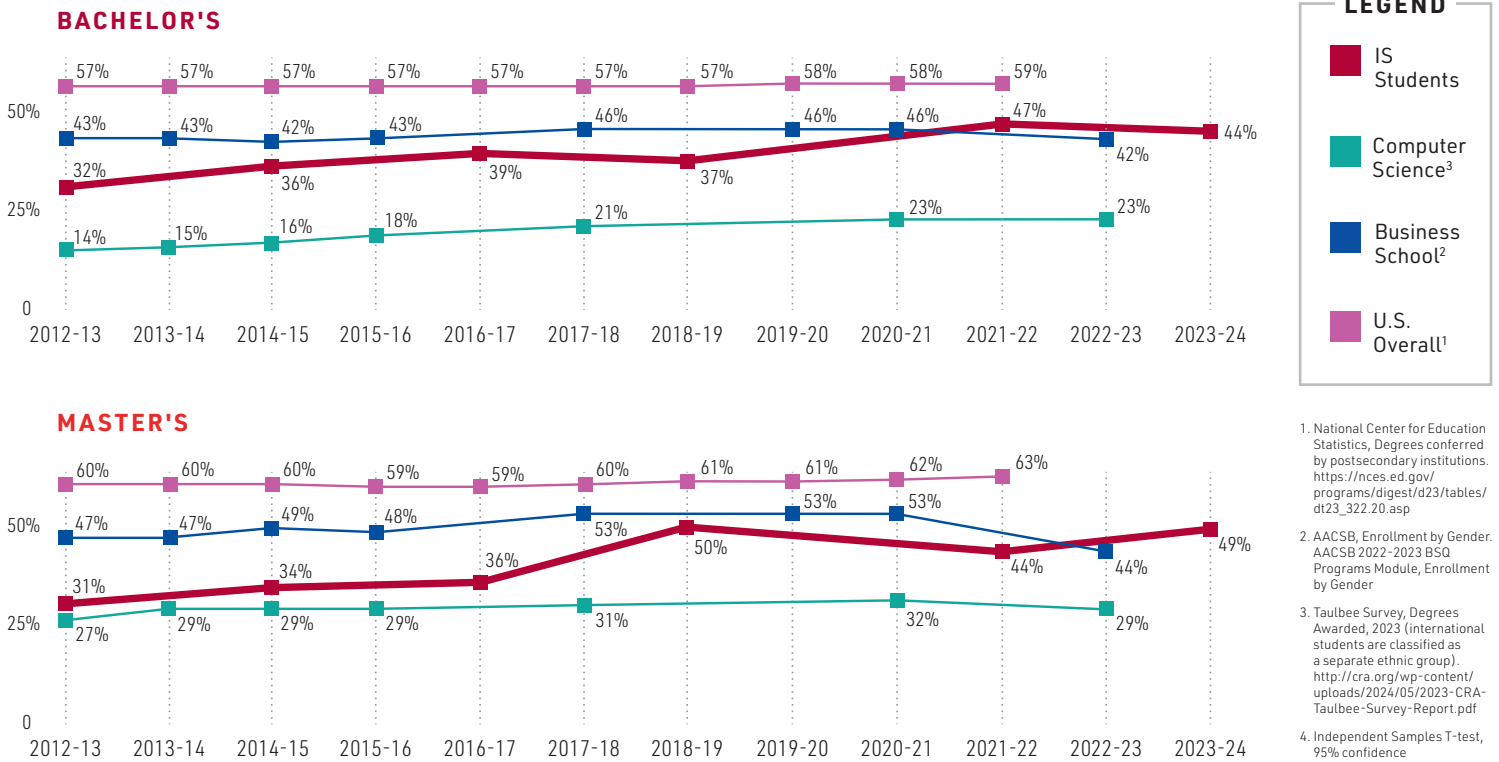
- **New England** outpaces Pacific for the highest Bachelor's salaries.
- **The Mid-Atlantic and East North Central** regions had the largest increase in salaries.
- **Roughly 40%** of the Bachelor hires in the **South Atlantic, East South Central, Mountain** and **Pacific** moved there from outside the division.
- **Under 10%** of Bachelor's hires in **West South Central** are from outside the region.
- **2024** shows evidence of labor market turbulence, with big increases in regions outside Silicon Valley, and salaries decreasing in others.
- Only **15%** of Bachelors who went to school there move out of **West North Central**, making them the Bachelor's graduates least likely to relocate.
- Bachelors who graduate from a school in the **New England** and **Mountain** divisions are highly mobile since most leave those divisions for jobs elsewhere in the country.

MASTER'S

- **New England** and the **Pacific** offer the highest salaries for Masters graduates.
- **New England** and **Mountain** regions showed the highest percentage growth in salaries, with both growing over **20%** since 2022.
- Masters who graduate from a school in the **Mid-Atlantic** and **East North Central** are highly mobile since about half or more leave those areas for jobs elsewhere in the country.

Representation BY GENDER & INTERNATIONAL STUDENTS

Female representation in the IS Bachelors (43.8%) does still outpace female participation at the undergraduate level in Business Schools (42.4%).



INTERNATIONAL STUDENTS VS. DOMESTIC STUDENTS



9% BACHELOR'S DEGREE International Students

70% MASTER'S DEGREE International Students

KEY TAKEAWAYS

- Female and Male IS graduates **did not indicate significantly different levels of confidence** in their IS job search or in the overall IS job market.⁴

BACHELOR'S

- IS Bachelor's female representation has fallen slightly from a peak of **47%** in 2021-22, but still shows a continual upward trend since 2012-13.
- IS Bachelor's female representation continues to be almost double that of computer science, but falls short of the overall US undergraduate participation rate (**58.5%**).

MASTER'S

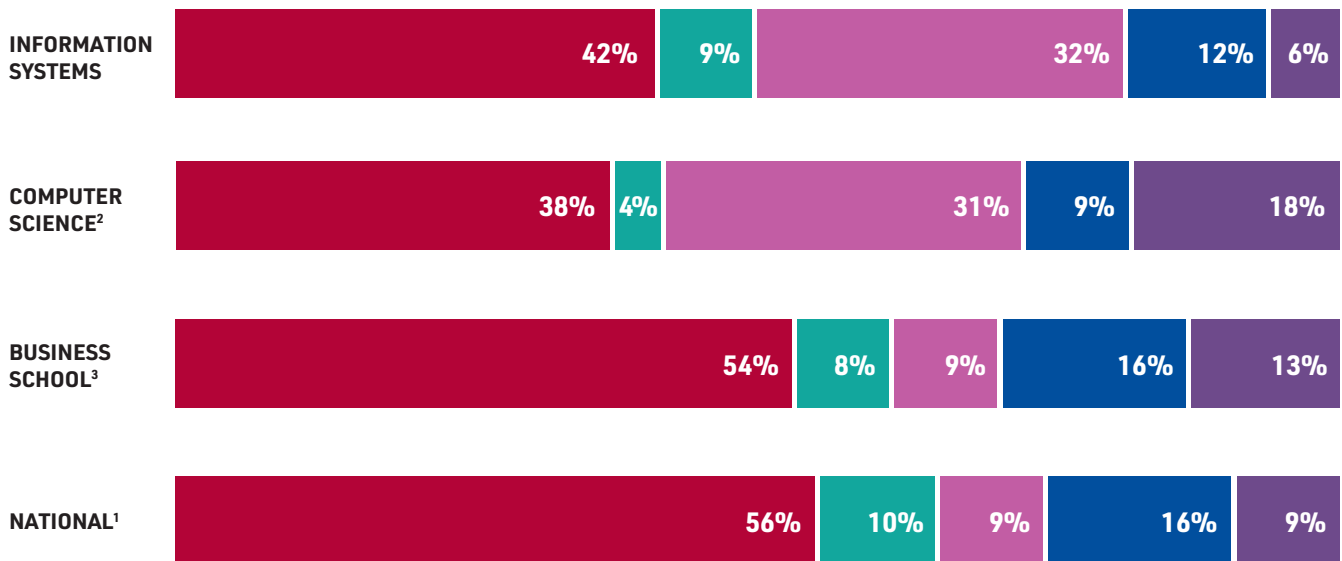
- For the first time, **Masters-level** female participation is higher than that of graduate level participation in US Business Schools (**43.8%**).
- IS Master's female graduates increased over 2021-22, falling just short of the recorded peak of **50.4%** in 2018-19.

INTERNATIONAL

- International female IS graduates are represented more equally at about **57.5%** of Bachelor's enrollment and **47.6%** of Master's enrollment, among international students.
- International IS Bachelor's placement is **50%** at graduation and **80%** six months after, while **Masters placement is 13%** upon graduation and **75%** six months after graduation.

Representation BY ETHNICITY

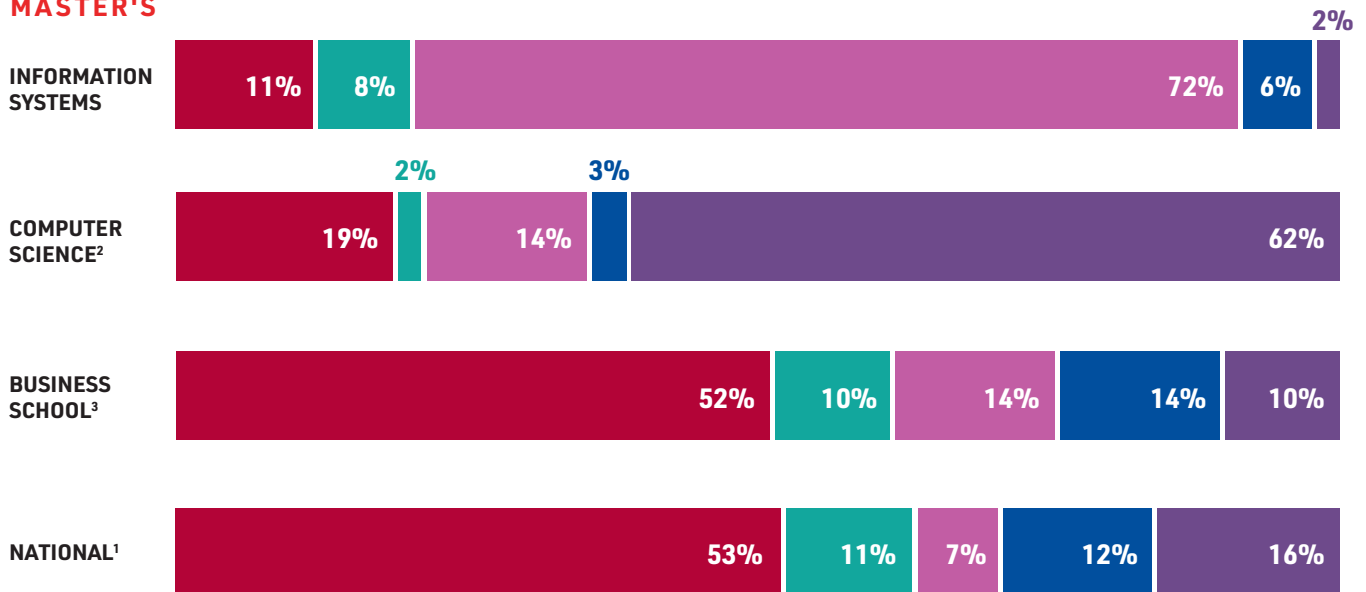
BACHELOR'S



LEGEND



MASTER'S



1. National Center for Education Statistics, Degrees conferred by postsecondary institutions. https://nces.ed.gov/programs/digest/d23/tables/dt23_322.20.asp

2. Taulbee Survey, Degrees Awarded, 2023 (international students are classified as a separate ethnic group). <http://cra.org/wp-content/uploads/2024/05/2023-CRA-Taulbee-Survey-Report.pdf>

3. AACSB, Enrollment by Ethnicity. AACSB 2022-23 BSQ Programs Module, Enrollment by Race/Ethnicity (US Only)

KEY TAKEAWAYS

- › At the **Bachelors** level, the representation of **African Americans** is roughly **double** that of computer science, and at the **Masters** the gap increases to around **4 times** that of computer science.
- › There are about **6 times more Asian IS Masters graduates** than the next largest ethnic group.

Salaries & Offers BY INDUSTRY

SALARY BY SIZE OF ORGANIZATION

Bachelor's Students

	% of Graduates
VERY LARGE (10,001 or more Employees)	74%
\$80,154	
LARGE (5,001-10,000 Employees)	8%
\$75,753	
MID-SIZED (1,001-5,000 Employees)	8%
\$66,833	
SMALL (101-1,000 Employees)	6%
\$65,679	
VERY SMALL (1-100 Employees)	4%
\$78,667	

SALARY BY SIZE OF ORGANIZATION

Master's Students

	% of Graduates
VERY LARGE (10,001 or more Employees)	55%
\$102,743	
LARGE (5,001-10,000 Employees)	8%
\$75,400	
MID-SIZED (1,001-5,000 Employees)	10%
\$76,229	
SMALL (101-1,000 Employees)	20%
\$93,529	
VERY SMALL (1-100 Employees)	7%
\$92,167	

BACHELOR'S | Average Salary Breakdown by Industry

INDUSTRY	% of Graduates
INFORMATION TECHNOLOGY	13%
\$83,994	
FINANCIAL SERVICES / BANKING / ACCOUNTING	21%
\$79,989	
GOVERNMENT: FEDERAL (INCLUDING MILITARY)	3%
\$79,214	
BUSINESS SERVICES / CONSULTING	29%
\$78,837	
PETROLEUM / ENERGY	3%
\$77,143	
BIOTECHNOLOGY / PHARMACEUTICAL / HEALTHCARE / MEDICAL SERVICES	7%
\$77,094	
MANUFACTURING (INCLUDING AUTOMOBILE, APPLIANCES, GOODS, FABRICATION, DEVICES)	3%
\$75,414	
SERVICE INDUSTRIES (FOOD, SOCIAL, LEISURE)	2%
\$74,400	
CONSUMER PRODUCTS / WHOLESALE / RETAILER / DISTRIBUTOR	7%
\$72,625	
TRANSPORTATION / UTILITIES (ENERGY, WATER, ETC.)	2%
\$69,560	
CONSTRUCTION / ARCHITECTURE / ENGINEERING	3%
\$64,586	
EDUCATION	2%
\$57,356	

MASTER'S | Average Salary Breakdown by Industry

INDUSTRY	% of Graduates
GOVERNMENT: FEDERAL (INCLUDING MILITARY)	6%
\$103,100	
FINANCIAL SERVICES / BANKING / ACCOUNTING	20%
\$102,618	
INFORMATION TECHNOLOGY	28%
\$100,148	
BUSINESS SERVICES / CONSULTING	12%
\$91,900	
BIOTECHNOLOGY / PHARMACEUTICAL / HEALTHCARE / MEDICAL SERVICES	7%
\$80,417	

KEY TAKEAWAYS

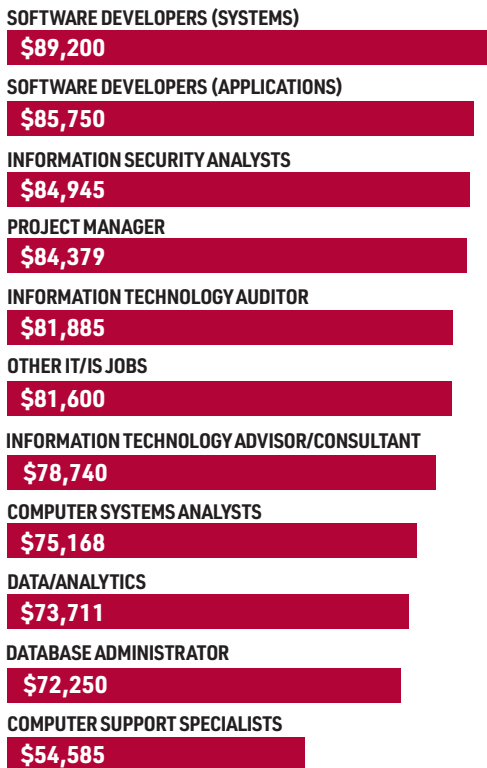
- **82%** of Bachelor's and **63%** of Master's IS graduates **accept jobs** in very large or large firms.
- **29%** of IS Bachelor's and **12%** of Master's graduates accept jobs in the **Business Services / Consulting field**.
- The **Finance** industry ranked **#2** in salary for both Bachelors and Masters jobs, and job placements in Finance accounted for about **20%** at each level.

Salaries & Offers BY JOB TYPE

About the Data: Job types with less than 5 responses omitted below.

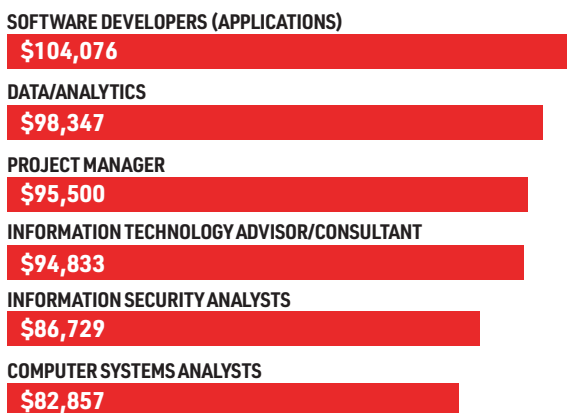
BACHELOR'S | Salary Breakdown by Job Type

JOB CATEGORY

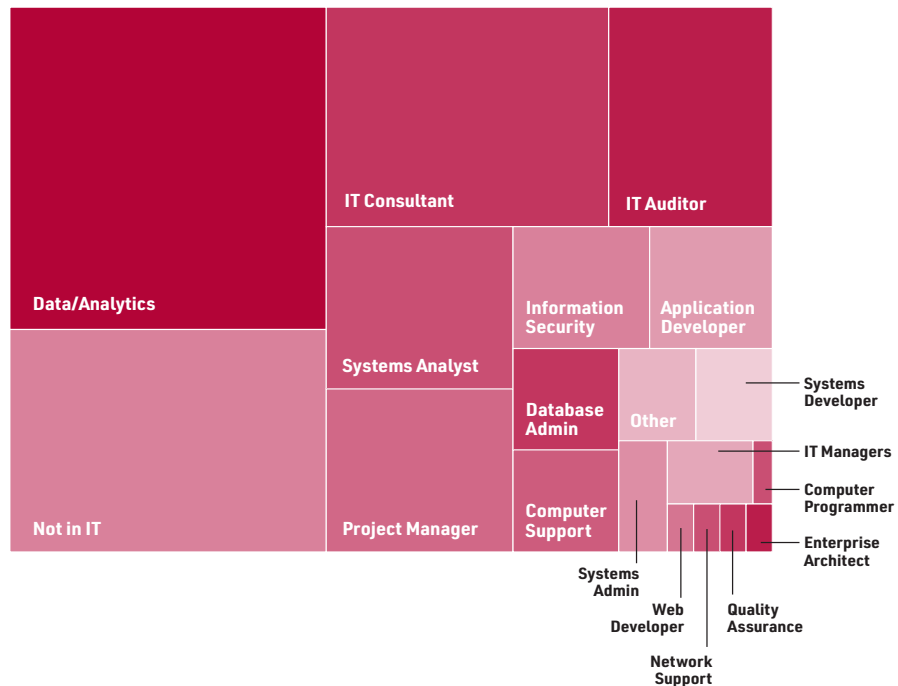


MASTER'S | Salary Breakdown by Job Type

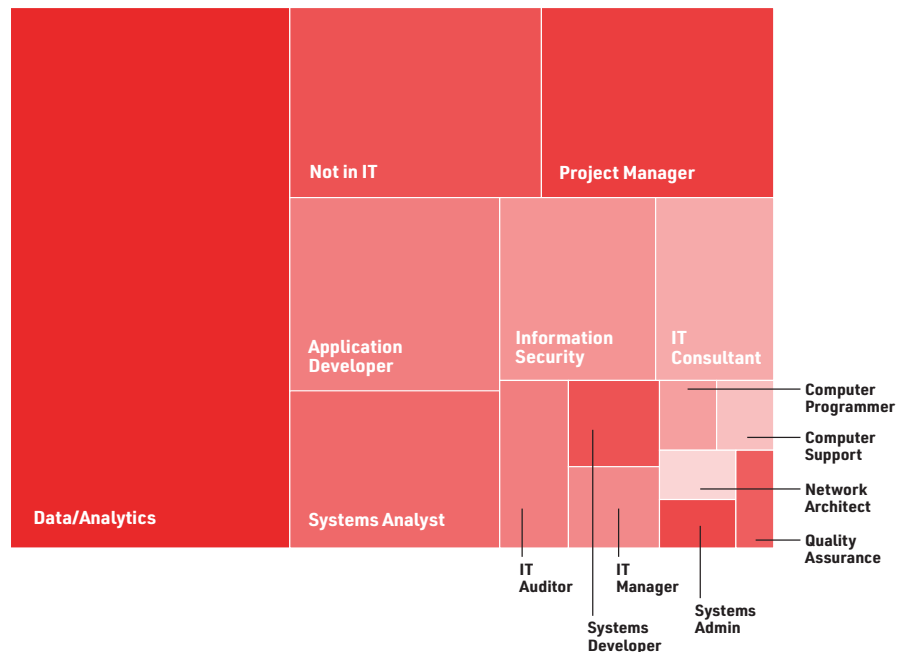
JOB CATEGORY



BACHELOR'S



MASTER'S



KEY TAKEAWAYS

➤ **Software Development** jobs are towards the top of salaries for both Bachelor's and Master's IS graduates.

➤ Bachelor's salaries for **Software Application Developers** have grown over **50%** since 2013, and over **60%** for Master's.

BACHELOR'S

➤ On average, Bachelor's salaries grew **about 18%** since 2019.

➤ **14.9%** of the Bachelor's are employed as **IT consultants**.

➤ **Data/Analytics** is also the top job type for **Bachelor's**, up to **24.5%** in 2024 from **19.6%** in 2022.

MASTER'S

➤ **36.6%** of the jobs are in **Data / Analytics**, up from **29%** of the jobs in 2022.

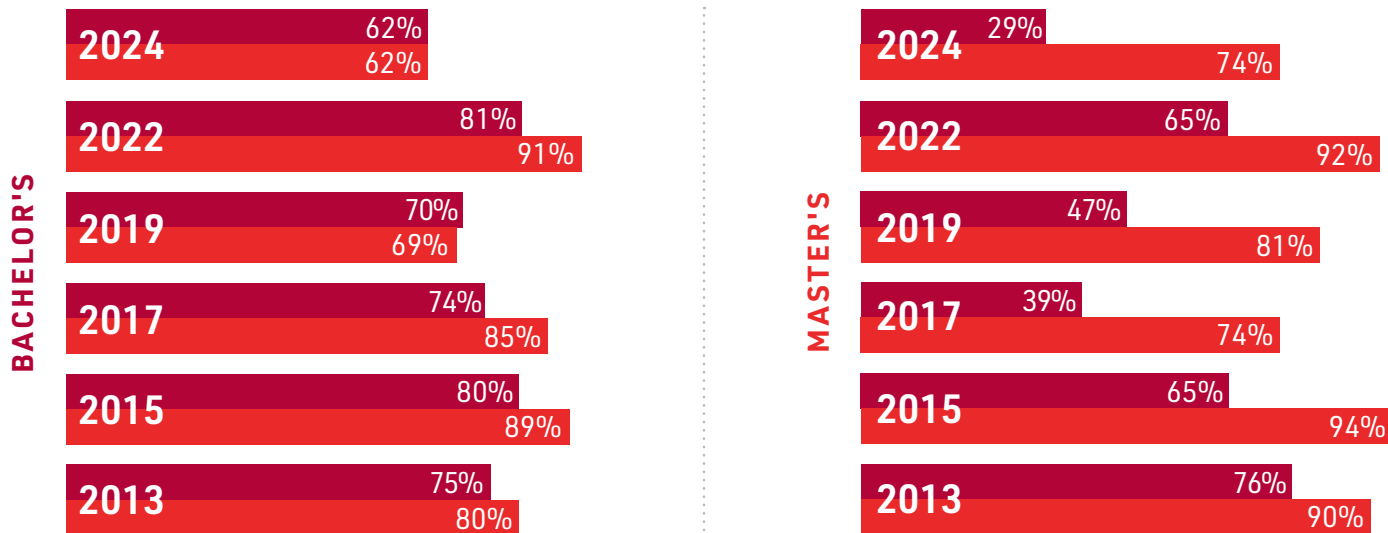
➤ **8%** received **Systems Analyst** offers compared to **27%** in 2013.

Job Placement

JOB PLACEMENT[^]

■ AT GRADUATION

■ 6 MONTHS AFTER GRADUATION



[^] Placement is based on student's reporting their job status at the time the survey was administered. The survey was distributed to the graduating or recently graduated students of each participating university during April - May 2024. Offers received after a particular student completed the survey are not reflected in the above analysis. At graduation placement is calculated for spring graduates, while 6-month placement is calculated for earlier graduates. 2024 placement is 62.3% at graduation and 61.8% after six months representing the two different samples.

1. AACSB, BSQ Employment Module, 2022-23. *Acceptance of Job Offers for Those Seeking Employment - Undergraduate.*

2. NACE - First Destinations for the College Class of 2022 (within six months of graduation). <https://www.nacweb.org/docs/default-source/default-document-library/2023/publication/free-report/first-destinations-for-the-class-of-2022.pdf> - page 21.








KEY TAKEAWAYS

- › Placement in IS continues to do well relative to overall college employment outcomes, especially in a turbulent market.
- › Bachelor's IS placement of 62% upon graduation is higher than the Business School rate of 54.7%¹ and the national six month rate of 59.1%².
- › Master's IS placement is lower at graduation than in previous years but significantly improves by the six month mark.
- › Confidence in the job market reflects tough market conditions, at only 25% for Bachelors and 23% for Masters level job seekers. However, IS students did have slightly more confidence in their ability to find work, with 42% of Bachelors and 38% of Masters job seekers reporting moderate to high confidence in their ability to find a job.

Offers & Internships

WHAT IMPACTS OFFERS?

						
		EXPERIENCE	APPLICATIONS	INTERVIEWS	JOB SEARCH AND PREPARATION	INTERNSHIPS
BACHELOR'S	JOB OFFER RECEIVED					
		NO	2.6	51.1	3.1	32.9
	YES	2.2	34.0	5.0	31.1	1.8
MASTER'S	JOB OFFER RECEIVED					
	NO	3.8	117.2	2.1	118.5	0.6
	YES	4.6	91.2	5.5	110.3	1.0

0 5 10 (Average Years) 0 50 100 150 (Average Number) 0 5 10 (Average Number) 0 50 100 150 (Average Hours) 0 1 2 (Average Total Number)

HOW DO INTERNSHIPS AFFECT OFFERS?

BACHELOR'S	Internships	Receive Offers		MASTER'S	Internships	Receive Offers	
		NO	YES			NO	YES
	0	42%	23%		0	56%	34%
1	37%	34%	1	34%	49%		
2	14%	26%	2	8%	10%		
>2	7%	17%	>2	2%	7%		

1. Logistic regression including gender, race, origin, university, applications, internships, search hours, and knowledge. Internships, Applications, and University significant at <0.05 with RSQE = .260 for Bachelors and Race, Internships, University significant at <0.05 with RSQE .236 for Masters.

KEY TAKEAWAYS

- Bachelor's and Master's IS students are **significantly more likely** to get an offer after participating in at least one internship.¹
- Surprisingly, experience has **virtually no impact** on offers for Bachelor's or Master's.
- In a tougher labor market, it appears Bachelor's and Master's graduates are having to invest **more effort in applications** and **job search hours** in continued search for a position.
- Given the significant role of internships in finding work, it appears **internships are a critical role** in setting IS graduates up for success in finding a position.

BACHELOR'S

- **77%** of Bachelor's IS graduates have **1 or more internships**.
- **77%** of the offers went to students with **1 or more internships**.

MASTER'S

- **52%** of Master's IS graduates have **1 or more internships**.
- **66%** of the offers went to students with **1 or more internships**.

Knowledge Level & Salary

BACHELOR'S

AWARENESS/LITERACY

\$71,727

\$75,325

CONCEPT/USE

\$74,964

\$73,967

DETAILED ADVANCED KNOWLEDGE

\$82,387

\$75,705

LEGEND



Information Systems



Business and Foundations

SKILL LEVEL DESCRIPTIONS

AWARENESS

Define, list characteristics, name components, list advantage/disadvantages

LITERACY

Can compare and contrast, explain, execute, define capabilities, describe interrelations, describe framework

CONCEPT / USE

Can use, communicate the idea of, form abstraction, extrapolate, list concepts, comprehension and ability to use the knowledge

DETAILED UNDERSTANDING / APPLICATION ABILITY

Detailed understanding, search for and apply correct solution, design and implement, apply the principles, can select the right thing and use

ADVANCED

Develop, originate, construct, evaluate, judge relative value

Source: Topi et al. "IS 2010 Curriculum Guidelines..." CAIS, 2010

MASTER'S

AWARENESS/LITERACY

\$66,900

\$67,029

CONCEPT/USE

\$90,012

\$82,272

DETAILED ADVANCED KNOWLEDGE

\$107,689

\$98,858

IT DOES PAY TO STUDY

Both IS Bachelor's and Master's graduates received **significantly higher salary offers** as their IS knowledge increases.¹

KNOWLEDGE DEFINITIONS

IS KNOWLEDGE

- > Improving Organizational Processes
- > Exploiting Opportunities Created by Technology Innovations
- > Understanding and Addressing Information Requirements
- > Designing and Managing Enterprise Architecture
- > Identifying and Evaluating Solution and Sourcing Alternatives
- > Software Development
- > Securing Data and Infrastructure
- > Understanding, Managing, and Controlling IT Risks

BUSINESS AND FOUNDATIONAL KNOWLEDGE

- > Leadership and Collaboration
- > Communication
- > Negotiation
- > Analytical and Critical Thinking including Creativity and Ethical Analysis
- > Mathematical Foundations
- > General Models of Business
- > Business Functions
- > Evaluation of Business Performance

Source: Adapted from Topi et al. (2010) "IS 2010: Curriculum Guidelines..." CAIS, Vol. 26, Article 18, 2010

1. Linear regression, p<.01

Knowledge Self-Ratings TOP & BOTTOM 3

BACHELOR'S

	2013	2015	2017	2019	2022	2024	
TOP 3	1	Communication					
	2	Analytical and Critical Thinking		Leadership and Collaboration			
	3	Leadership and Collaboration		Analytical and Critical Thinking			
BOTTOM 3	1	Securing Data and Infrastructure					
	2	Designing and Managing Enterprise Architecture	Software Development	Designing and Managing Enterprise Architecture		Software Development	
	3	Identifying and Evaluating Solution and Sourcing Alternatives	Designing and Managing Enterprise Architecture	Software Development		Designing and Managing Enterprise Architecture	

MASTER'S

	2013	2015	2017	2019	2022	2024
TOP 3	1	Communication				
	2	Analytical and Critical Thinking				
	3	Understanding and Addressing Information Requirements	Leadership and Collaboration		Understanding and Addressing Information Requirements	
BOTTOM 3	1	Securing Data and Infrastructure				Software Development
	2	Understanding Managing and Controlling IT Risks	Designing and Managing Enterprise Architecture		Understanding Managing and Controlling IT Risks	Designing and Managing Enterprise Architecture
	3	Identifying and Evaluating Solution and Sourcing Alternatives	Software Development		Designing and Managing Enterprise Architecture	Securing Data and Infrastructure

KEY TAKEAWAYS

- **IS Bachelor's and Master's** are consistently confident about their **communication, leadership, collaboration, analytical, and critical thinking skills**.
- Employers rate **communication, teamwork** and **critical** as the most important competencies of career readiness.¹
- **IS Bachelor's** are consistently unsure about their **software development and cybersecurity skills**.
- **IS Master's** graduates indicate the least confidence in their **software development skills** since 2015.

Job Acceptance

WHY DO BACHELOR'S ACCEPT OFFERS?

MOST IMPORTANT REASONS

Process Fairness
Job Fit
Organization



LEAST IMPORTANT REASONS

Recruiter
Job Itself
Compensation

WHY DO MASTER'S ACCEPT OFFERS?

MOST IMPORTANT REASONS

Job Fit
Process Fairness
Values Fit



LEAST IMPORTANT REASONS

Recruiter
Compensation
Job Itself

DEFINITIONS

JOB ATTRIBUTES: Challenging, interesting, enjoy, freedom

JOB FIT: Looking for, match, skills, requirements

COMPENSATION: Salary, bonuses, benefits

ORGANIZATION: Size, location, coworkers, supervisor, facilities, environment

VALUES FIT: Culture, work/life, values

REPUTATION: Reputation, distinctive, prestigious

RECRUITER: Answer questions, knowledgeable, informative, valuable

PROCESS FAIRNESS: Timeliness, fairness, respect, helpfulness

KEY TAKEAWAYS

- Both Bachelor's and Master's graduates rated **process fairness** as a top reason for job offers they accepted, indicating that treating candidates well during the hiring process can play a critical role in encouraging them to accept an offer.
- **Job fit** was rated as the most important reason for Master's IS graduates and second highest for Bachelor's. IS job seekers clearly value jobs that match well with their abilities and skills.
- **Compensation** was rated as a bottom two factor for accepting an offer for both Bachelor's and Master's graduates. This might indicate that compensation is not a main factor in determining which job a graduate accepts, or it might reflect a willingness to accept less compensation in a difficult labor market.

The Association for Information Systems and Temple University

INFORMATION SYSTEMS JOB INDEX 2024

THE IBIT REPORT

The IBIT Report is a publication of the Institute for Business and Information Technology at Temple University. IBIT reports provide actionable knowledge to industry based on rigorous academic research.

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