

Business at Minerva: Graduate Outcomes

Contact Information
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The Business College at Minerva trains students to transform ideas into profitable ventures, scale local successes into global enterprises, and lead with innovation. Students develop a deep understanding of corporate and market dynamics while mastering the strategies and mechanics that drive successful organizations. Every concept is tested in the real world through coursework designed to move between theory and practice.

Across seven graduating classes from M19 to M25, Minerva has tracked outcomes for more than 300 Business graduates.

94.8%

of Business graduates* are **employed full-time or completing internships** within six months of graduation.

*Data collected from 97 BZ college graduates from 2019 to 2025

75.3%

employed full-time

18.6%

completing internships

1%

enrolled in advanced degree programs

Concentration	% of Graduates	Top Industry
Brand Management	27.8%	Marketing, Sales, and Growth
Strategic Finance	24.7%	Finance and Consulting
New Business Ventures	12.4%	Finance and Consulting
Scalable Growth	11.3%	Technology and Software
Managing Operational Complexity	10.3%	Finance and Consulting
Enterprise Management	8.2%	Finance and Consulting

Concentrations after Minerva

In their second year, Business students select a concentration, a focused area of study that sharpens their expertise in a specific domain of business practice.

The six concentrations each build on the same rigorous business foundation while pointing toward distinct career pathways.

The Entrepreneurial Edge

8%

of Business graduates are **startup founders or operators**

Business graduates are founding and operating startups across fintech, logistics, content, and social impact. This trend is even more pronounced among double majors. Business pairings produce the highest rate of entrepreneurial outcomes of any major combination at Minerva, suggesting that an interdisciplinary foundation strengthens startup success.



Working in Finance and Consulting

Business graduates contribute their analytical and strategic acumen at some of the world's top firms. **With nearly 1 in 3 graduates entering this sector, Finance & Consulting is the single largest industry destination for Business majors.**

BAIN & COMPANY  J.P.Morgan Jefferies Morgan Stanley



McKinsey
& Company



Bloomberg



CITADEL

VISA

Working in Marketing, Sales, and Growth

Business graduates are well-equipped to drive growth across markets, brands, and channels. **Nearly 1 in 4 Business graduates enters this sector.**



Evercommerce



Siegel+Gale



Working in Education, Non-Profit, and Public Sector

Minerva's Business curriculum is built around the idea that business skills are most powerful when applied to problems that matter. **16% of Business graduates channel their training into education, non-profit, and public sector roles.**

SUCCESS
ACADEMY
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SCHOOLS

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African Leadership Academy
Developing the next generation of African leaders