



Business Programs: Enrollment, Retention, Graduates and Attrition rates for 2013-2015



Office of Institutional Research,
Assessment and Planning

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ENROLLMENT, RETENTION AND GRADUATES FOR YEARS: 2013-2015

The table below shows the data for # of Enrollment, Retention and # of Graduates for all Business programs from 2013 – 2015:

1. **# of Enrollment:** 2013, 2014 and 2015. Each year was defined as dates from January 1 through December 31. Using CampusNexus, reports were created in the IPEDS Enrollment.
2. **Retention:** Same year criteria along with the dates defined as January 1 through December 31.
3. **# of Graduates:** Students graduated per year (same dates as above) - 2013, 2014 and 2015

Degree/Program	# of Enrollments			Retention			# of Graduates		
	2013 (1/1/2013- 12/31/2013)	2014 (1/1/2014- 12/31/2014)	2015 (1/1/2015- 12/31/2015)	2013 (1/1/2013- 12/31/2013)	2014 (1/1/2014- 12/31/2014)	2015 (1/1/2015- 12/31/2015)	2013 (1/1/2013- 12/31/2013)	2014 (1/1/2014- 12/31/2014)	2015 (1/1/2015- 12/31/2015)
A.A. - Business Administration	133	107	99	86.6%	88.4%	83.3%	41	46	
Business Administration-Spanish		1	3		100.0%	100.0%	0	1	1
Total	133	108	102	86.6%	88.6%	83.8%	41	47	1
B.A. - Business Administration	211	265	243	78.5%	75.7%	81.8%	40	31	51
Business Administration-Finance	52	68	83	68.6%	78.6%	73.9%	7	9	19
Business Administration-HRM	103	100	101	85.2%	79.1%	73.5%	18	29	21
Business Administration-Int'l Business	38	45	51	64.0%	79.1%	73.4%	10	8	6
Business Administration-Management	231	242	289	68.4%	74.0%	72.7%	36	47	47
Business Administration-Marketing	47	69	54	60.7%	70.8%	59.8%	7	6	13
Business Administration-Spanish	3	17	16	75.0%	85.0%	69.6%	0	0	0
Business Administration-Sp. Finance	40	39	39	71.9%	69.5%	83.3%	6	2	11
Business Administration-Sp. Int'l Business	62	58	55	70.0%	71.4%	81.5%	15	12	11
Business Administration-Sp. Mgmt	81	68	53	89.1%	68.9%	71.0%	17	14	13
Business Administration-Sp. Marketing	22	22	20	60.0%	63.4%	71.0%	8	4	2
Business Administration-Transportation and Logistics		4	17	0.0%	100.0%	77.3%		0	0
Total	890	997	1021	75.7%	74.8%	76.3%	164	162	194
MASTERS - Business Administration	234	269	202	77.1%	78.4%	75.0%	116	115	116
Business Administration-Accounting	15	9	9	66.7%	86.7%	90.0%	5	5	9
Business Administration-Mgmt	58	65	16	100.0%	92.3%	80.0%	17	60	5
Business Administration-Spanish	62	58	72	76.0%	69.2%	78.7%	11	23	18
Business Administration-Health Services			26			84.8%			0
Business Administration-Int'l Business			1			25.0%			0
Business Administration-Marketing			5			83.0%			0
Business Administration-Sp. Int'l Business			4			100.0%			0
Business Administration-Sp. Mgmt			2			100.0%			0
Total	369	401	337	78.8%	78.2%	78.3%	149	203	148
DOCTORAL - Business Administration	40	49	53	59.7%	74.0%	69.0%	0	1	2
Business Administration-Spanish		25	35		78.3%	60.0%		0	0
Total	40	74	88	59.7%	78.2%	65.7%	0	1	2

Attrition Rates: Rates as of October 15, 2015

Attrition Rate:					
Program Code	Program Description	Attrition Rate	Program Code	Program Description	Attrition Rate
	A.A	16.2%		MASTERS	14.3%
KC-AABA	Business Administration	16.7%	KC-MBA-O	Business Administration	25.0%
KU-AABAS	Business Administration Spanish	0.0%	KC-MBAMAN	Management	0.0%
	B.A	26.4%	KC-MBASI-O	International Business	27.1%
KC-BABA	Business Administration	24.9%	KC-MBASM-O	Spanish Management	15.2%
KC-BABAFIN	Finance	25.5%	KU-MBAAC-O	Accounting	18.2%
KC-BABAHRM	Human Resource	26.5%	KU-MBAHSA	Health Services	0.0%
KC-BABAIBT	International Business	26.9%	KU-MBAIB-O	International Business	75.0%
KC-BABAMAN	Management	27.3%	KU-MBAMG-O	Management	15.8%
KC-BABAMKT	Marketing	40.2%	KU-MBAMK-O	Marketing	16.7%
KC-BABAS	Spanish Business Administration	30.4%	KU-MBASP-O	Spanish Business Admin	0.0%
KC-BABASF	Spanish Finance	16.7%		DOCTORAL	34.3%
KC-BABASIB	Spanish International Business	18.5%	DBA-O	Business Administration	41.4%
KC-BABASM	Spanish Management	29.0%	DBAS-O	Spanish Business Admin	40.0%
KC-BABASMK	Spanish Marketing	29.0%			
KU-BABATRA	Transportation and Logistics	22.7%			
<i>Source: CampusNexus</i>					