



# Business and Accounting Programs: Enrollment, Retention, Graduates and Attrition rates for 2015-2017



Office of Institutional Research,  
Assessment and Planning

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### ENROLLMENT, RETENTION AND GRADUATES FOR YEARS: 2015-2017

The table below shows the data for # of Enrollment, Retention and # of Graduates for all Business programs from 2015 – 2017:

1. # of Enrollment: 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) - 2015, 2016 and 2017

## ACCOUNTING PROGRAMS

Enrollment and Retention Rates for Accounting Programs A 3-year trend: 2015, 2016, and 2017											
Degree	Program Code	Enrollment			Retention Rates			# of Graduates			Snapshot of Retention Rates
		2015	2016	2017	2015	2016	2017	2015	2016	2017	
AA	AAAC	144	163	143	79.5%	73.3%	81.5%	42	43	51	
BA	BAAC	203	223	229	74.4%	75.5%	76.5%	35	41	47	
M	MSAC	25	35	31	76.9%	71.9%	68.8%	5	6	13	

\*Source: CampusNexus Enrollment Report; Date Range 1/1 - 12/31

## BUSINESS PROGRAMS

Degree/Program	# of Enrollments			Retention			# of Graduates		
	2015 <small>(1/1/2015-12/31/2015)</small>	2016 <small>(1/1/2016-12/31/2016)</small>	2017 <small>(1/1/2017-12/31/2017)</small>	2015 <small>(1/1/2015-12/31/2015)</small>	2016 <small>(1/1/2016-12/31/2016)</small>	2017 <small>(1/1/2017-12/31/2017)</small>	2015 <small>(1/1/2015-12/31/2015)</small>	2016 <small>(1/1/2016-12/31/2016)</small>	2017 <small>(1/1/2017-12/31/2017)</small>
<b>A.A. - Business Administration</b>	99	104	103	83.3%	88.8%	88.9%		15	17
Business Administration-Spanish	3	2	2	100.0%	100.0%	100.0%	1	1	0
<b>Total</b>	<b>102</b>	<b>106</b>	<b>105</b>	<b>83.8%</b>	<b>89.1%</b>	<b>89.1%</b>	<b>1</b>	<b>1</b>	<b>0</b>
<b>B.A. - Business Administration</b>	243	237	310	81.8%	82.0%	78.0%	51	67	16
Business Administration-Finance	83	91	160	73.9%	84.1%	76.8%	19	25	23
Business Administration-HRM	101	114	128	73.5%	81.1%	80.7%	21	15	23
Business Administration-Int'l Business	51	68	140	73.4%	83.2%	80.0%	6	15	27
Business Administration-Management	289	375	481	72.7%	77.2%	73.3%	47	39	77
Business Administration-Marketing	54	40	189	59.8%	80.6%	79.1%	13	15	24
Business Administration-Spanish	16	9	12	69.6%	98.8%	100.0%	0	1	4
Business Administration-Sp. Finance	39	31	34	83.3%	54.5%	92.0%	11	6	12
Business Administration-Sp. Int'l Business	55	43	45	81.5%	78.7%	87.7%	11	16	16
Business Administration-Sp. Mgmt	53	43	34	71.0%	72.8%	72.7%	13	16	14
Business Administration-Sp. Marketing	20	16	17	71.0%	69.0%	83.3%	2	4	3
Business Administration-Transportation and Logistics	17	22	35	77.3%	71.0%	80.4%	0	0	2
<b>Total</b>	<b>1021</b>	<b>1089</b>	<b>1585</b>	<b>76.3%</b>	<b>80.1%</b>	<b>77.6%</b>	<b>194</b>	<b>219</b>	<b>241</b>
<b>MASTERS - Business Administration</b>	202	91	64	75.0%	88.8%	95.9%	116	86	54
Business Administration-Accounting	9	21	21	90.0%	89.3%	76.7%	9	3	3
Business Administration-Mgmt	16	40	54	80.0%	67.2%	74.4%	5	2	5
Business Administration-Spanish	72	21	21	78.7%	87.0%	95.5%	18	25	16
Business Administration-Health Services	26	72	86	84.8%	70.9%	78.5%	0	1	9
Business Administration-Int'l Business	1	17	23	25.0%	90.0%	80.0%	0	0	6
Business Administration-Marketing	5	19	31	83.0%	80.0%	89.5%	0	1	2
Business Administration-Sp. Int'l Business	4	5	3	100.0%	55.6%	100.0%	0	0	1
Business Administration-Sp. Mgmt		18	30		82.6%	73.2%		0	1
Business Administration-Technology Mgmt.	2	1	2	100.0%	100.0%	66.7%	0	0	0
<b>Total</b>	<b>337</b>	<b>305</b>	<b>335</b>	<b>78.3%</b>	<b>79.6%</b>	<b>81.3%</b>	<b>148</b>	<b>118</b>	<b>97</b>
<b>DOCTORAL - Business Administration</b>	53	68	70	69.0%	83.5%	81.8%	2	3	2
Business Administration-Spanish	35	24	28	60.0%	40.7%	56.0%	0	0	0
<b>Total</b>	<b>88</b>	<b>92</b>	<b>98</b>	<b>65.7%</b>	<b>66.0%</b>	<b>72.5%</b>	<b>2</b>	<b>3</b>	<b>2</b>

## Attrition Rates: Rates 2017

Attrition Rate:					
Program Code	Program Description	Attrition Rate	Program Code	Program Description	Attrition Rate
A.A		10.9%	MASTERS		18.7%
KC-AABA	Business Administration	11.1%	KC-MBA	Business Administration	4.1%
KU-AABAS	Business Administration Spanish	0.0%	KC-MBAMAN	Management	25.6%
B.A		22.4%	KC-MBASI	International Business	0.0%
KC-BABA	Business Administration	22.0%	KC-MBASM	Spanish Management	26.8%
KC-BABAFIN	Finance	23.2%	KU-MBAAC	Accounting	23.3%
KC-BABAHRM	Human Resource	19.3%	KU-MBAHSA	Health Services	21.5%
KC-BABAIBT	International Business	20.0%	KU-MBAIB	International Business	20.0%
KC-BABAMAN	Management	26.7%	KU-MBAMK	Marketing	10.5%
KC-BABAMKT	Marketing	20.9%	KU-MBASP	Spanish Business Admin	29.6%
KC-BABAS	Spanish Business Administration	0.0%	KU-MBATM	Technology Management	33.3%
KC-BABASF	Spanish Finance	8.0%	DOCTORAL		27.5%
KC-BABASIB	Spanish International Business	10.3%	DBA	Business Administration	18.2%
KC-BABASM	Spanish Management	27.3%	DBAS	Spanish Business Admin	44.0%
KC-BABASMK	Spanish Marketing	16.7%			
KU-BABATRA	Transportation and Logistics	19.6%			
Source: CampusNexus 2017					