

Organizational Performance Results																										
Retention Rates of Students by Business Major																										
Undergraduate Major	Fall 2016					Fall 2017					Fall 2018					Fall 2019					Fall 2020					Did Not Return
	Incomin g	Total Returned	Different Major	Same Major	Did Not Return	Incomin g	Total Returned	Different Major	Same Major	Did Not Return	Incomin g	Total Returned	Different Major	Same Major	Did Not Return	Incomin g	Total Returned	Different Major	Same Major	Did Not Return	Incomin g	Total Returned	Different Major	Same Major		
Accounting	24	17	2	15	7	21	17	3	14	4	18	10	2	8	8	20	15	4	11	5	14	10	1	9	4	
		70.83%	8.33%	62.50%	29.17%		80.95%	14.29%	66.67%	19.05%		55.56%	11.11%	44.44%	44.44%		75.00%	20.00%	55.00%	25.00%		71.43%	7.14%	64.29%	28.57%	
Business Administration	85	58	7	51	27	96	68	8	60	28	92	57	4	53	35	72	48	6	42	24	87	60	10	50	27	
		68.24%	8.24%	60.00%	31.76%		70.83%	8.33%	62.50%	29.17%		61.96%	4.35%	57.61%	38.04%		66.67%	8.33%	58.33%	33.33%		68.97%	11.49%	57.47%	31.03%	
Finance	17	13	5	8	4	21	15	3	12	6	21	16	1	15	5	19	11	1	10	8	30	18	1	17	12	
		76.47%	29.41%	47.06%	23.53%		71.43%	14.29%	57.14%	28.57%		76.19%	4.76%	71.43%	23.81%		57.89%	5.26%	52.63%	42.11%		60.00%	3.33%	56.67%	40.00%	
Management	48	31	6	25	17	52	27	3	24	25	39	22	5	17	17	54	33	5	28	21	38	20	1	19	18	
		64.58%	12.50%	52.08%	35.42%		51.92%	5.77%	46.15%	48.08%		56.41%	12.82%	43.59%	43.59%		61.11%	9.26%	51.85%	38.89%		52.63%	2.63%	50.00%	47.37%	
Marketing	47	36	7	29	11	51	37	3	34	14	45	32	7	25	13	37	31	1	30	6	43	30	2	28	13	
		76.60%	14.89%	61.70%	23.40%		72.55%	5.88%	66.67%	27.45%		71.11%	15.56%	55.56%	28.89%		83.78%	2.70%	81.08%	16.22%		69.77%	4.65%	65.12%	30.23%	
Sports Management	32	17	2	15	15	42	30	6	24	12	42	23	7	16	19	39	29	4	25	10	52	36	6	30	16	
		53.13%	6.25%	46.88%	46.88%		71.43%	14.29%	57.14%	28.57%		54.76%	16.67%	38.10%	45.24%		74.36%	10.26%	64.10%	25.64%		69.23%	11.54%	57.69%	30.77%	
Total	253	172	29	143	81	283	194	26	168	89	257	160	26	134	97	241	167	21	146	74	264	174	21	153	90	
		67.98%	11.46%	56.52%	32.02%		68.55%	9.19%	59.36%	31.45%		62.26%	10.12%	52.14%	37.74%		69.29%	8.71%	60.58%	30.71%		65.91%	7.95%	57.95%	34.09%	