

Public Disclosure of Student Achievement

Institution Name: Southwestern Adventist University

Business Unit(s) included in this report: Business Department Overall, Accounting, Finance, International Business, Management, Marketing, Operations Management, and the B.S. in Business.

Academic Period Covered: 2019 - 2020

Date Submitted: Jan 22, 2021

PROGRAM	INDICATOR	RESULT
Business Department Overall	Retention rate	78.6%
Accounting (BBA)	Retention rate	75%
Finance (BBA)	Retention rate	44.4%
International Business (BBA)	Retention rate	50%
Management (BBA)	Retention rate	28.6%
Marketing (BBA)	Retention rate	57.9%
Operations Management (BBA)	Retention rate	80%
Professional Accounting (BBA)	Retention rate	N/A
Human Resources Management (BBA)	Retention rate	N/A
Esports & Gaming Administration (BBA)	Retention rate	N/A
Digital Marketing (BBA)	Retention rate	N/A
Management, Senior Living Administration Emphasis (BBA)	Retention rate	N/A
Bachelor of Science in Business (BS)	Retention rate	55.5%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	This is retention of students from 2019/2020 school year to the 2020/2021 school year. It is the % of students who returned minus those who graduated in 2019-2020 school year. For those with dual concentrations, we counted them once for each of

	their concentration areas. If they did not return for one area or switched areas, we did not count them.
Note:	5 programs are marked N/A. This year was the first year to offer these 5 programs so there is not retention information available for them.