Public Disclosure of Student Achievement

Institution Name: Southwestern Adventist University

Business Unit(s) included in this report: Business Department Overall, Accounting, Digital Marketing, Esports & Gaming Administration, Finance, Financial Planning, International Business, Human Resources Management, Management, Management with Senior Living Administration Emphasis, Marketing, Marketing with Emphasis in Professional Sales, Operations and Supply Chain Management, Professional Accounting, Project Management, Bachelor of Science in Business.
Academic Period Covered: 2020-2021
Date Submitted: Jan 21, 2022

PROGRAM	INDICATOR	RESULT
Business Department Overall	Retention Rate	68.7%
Accounting (BBA)	Retention Rate	73.7%
Digital Marketing (BBA)	Retention Rate	0%
Esports & Gaming Administration (BBA)	Retention Rate	NA
Finance (BBA)	Retention Rate	71.4%
Financial Planning (BBA)	Retention Rate	NA
International Business (BBA)	Retention Rate	75%
Human Resources Management (BBA)	Retention Rate	NA
Management (BBA)	Retention Rate	66.7%
Management, Senior Living Administration Emphasis (BBA)	Retention Rate	100%
Marketing (BBA)	Retention Rate	64.3%
Marketing, Emphasis in Professional Sales	Retention Rate	NA
Operations and Supply Chain Management (BBA)	Retention Rate	75%
Professional Accounting (BBA)	Retention Rate	NA
Project Management (BBA)	Retention Rate	NA
Bachelor of Science in Business (BS)	Retention Rate	62.5%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	This is retention of students from 2020/2021 school year to the 2021/2022 school year. It is the % of students who returned minus those who graduated in 2020-2021 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:	6 programs are marked N/A. This year was the first year to offer 3 of these programs so there is not retention information available for them. The other three are in there 2nd year and there is no students in those programs yet.