Public Disclosure of Student Achievement

Institution Name: Southwestern Adventist University

Business Unit(s) included in this report: Business Department Overall, Accounting, Data Analytics 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: 2024-2025

Date Report Posted:

PROGRAM	MEASURE	TARGET	RESULT
Business Department Overall	Retention Rate	70%	73.7%
Accounting (BBA)	Retention Rate	70%	61.5%*
Digital Marketing (BBA)	Retention Rate	70%	71.4%
Finance (BBA)	Retention Rate	70%	68.8%*
Financial Planning (BBA)	Retention Rate	70%	N/A*
International Business (BBA)	Retention Rate	70%	0%*
Human Resources Management (BBA)	Retention Rate	70%	100%
Management (BBA)	Retention Rate	70%	100%
Marketing (BBA)	Retention Rate	70%	64.7%*
Operations and Supply Chain Management (BBA)	Retention Rate	70%	100%
Professional Accounting (BBA)	Retention Rate	70%	N/A*
Project Management (BBA)	Retention Rate	70%	100%
Bachelor of Science in Business (BS)	Retention Rate	70%	57.1%*

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	This is retention of students from 2023/2024 school year to the 2024/2025 school year. It is the % of students who returned minus those who graduated in 2023-2024 school

	year. For those with dual concentrations, we counted them once in their primary concentration area.
*Note:	Some programs are marked N/A. These programs did not have students in them during the reporting period.
*Note:	Business students will often switch from one concentration area to another, and then sometimes back again in a future year. 3 of the returned students (5.3%) in the 24-25 school year switched from one business concentration to another business concentration causing some of the retention numbers in each major to look low. Overall retention was good at 73.7%.