

DeVoe Division of Business (Marion) Student Success Measures

Notes:

- Retention rate is defined here as the percentage of first-time freshmen who return for their sophomore year.
- Graduation rate is defined here as the percentage of first-time freshmen who graduated within 150% of normal time (six years).
- It is important to remember that the two figures are measuring two separate groups of students; both looking at retroactive cohorts. Retention rates look at students from one year prior, while grad rates look at students from six years prior.
- For each program, DeVoe-Marion has the expressed goals of:
 - Retention rate \geq 75%
 - Graduation rate \geq 72%

Figure 1) Retention Rates

Overall combined (5-year) retention rate for all majors: **76.9%**

Major	2021	2022	2023	2024	2025	5-Yr Total
Accounting	87.5%	91.7%	*100.0%	84.6%	66.7%	85.2%
Business Administration	77.3%	76.9%	63.0%	83.8%	72.7%	75.2%
Economics	*100.0%	n/a	*100.0%	*100.0%	n/a	*100.0%
Entrepreneurship	*83.3%	*50.0%	*85.7%	*66.7%	50.0%	64.1%
Finance	81.8%	81.8%	61.5%	80.0%	54.5%	72.7%
Management	*75.0%	81.8%	*100.0%	72.7%	93.3%	84.9%
Marketing	83.3%	81.8%	70.6%	91.7%	75.0%	78.6%

*Indicates a starting cohort containing less than 10 students. Interpret with caution.

Figure 2) Graduation Rates

Overall combined (5-year) graduation rate for all DeVoe majors: **63.8%**

Major	2021	2022	2023	2024	2025	5-Yr Total
Accounting	64.3%	68.8%	73.3%	*44.4%	*88.9%	68.3%
Business Administration	80.0%	60.7%	39.4%	65.0%	75.0%	61.3%
Economics	*100.0%	*33.3%	*66.7%	*100.0%	*100%	66.7%
Entrepreneurship	*40.0%	*75.0%	*42.9%	*62.5%	*20.0%	*48.3%
Finance	*83.3%	*87.5%	58.3%	63.6%	63.6%	68.8%
Management	*66.7%	*100.0%	*100.0%	*57.1%	*44.4%	69.0%
Marketing	60.0%	45.5%	63.2%	75.0%	73.7%	64.8%

*Indicates a starting cohort containing less than 10 students. Interpret with caution.