

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.

Figure 1) Retention Rates

Major	2017	2018	2019	3-Yr Average
Accounting	75.0%	80.0%	77.8%	77.5%
Business Administration	78.6%	51.5%	85.0%	69.1%
Entrepreneurship	*75.0%	*57.1%	*75.0%	68.4%
Finance	87.5%	66.7%	81.8%	77.4%
Management	*100.0%	*100.0%	*57.1%	82.4%
Marketing	72.7%	68.4%	75.0%	71.4%

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

Overall combined (3-year) retention rate for all majors: **73.0%**

Figure 2) Graduation Rates

Major	2017	2018	2019	3-Yr Average
Accounting	*77.8%	71.4%	*66.7%	71.9%
Business Administration	55.6%	61.5%	66.7%	61.3%
Entrepreneurship	*75.0%	*60.0%	*100.0%	78.6%
Finance	*57.1%	*87.5%	*66.7%	72.2%
Management	*14.3%	*75.0%	*66.7%	47.1%
Marketing	*75.0%	81.8%	57.1%	69.7%

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

Overall combined (3-year) graduation rate for all DeVoe majors: **65.5%**