



GEORGIAN COURT UNIVERSITY

SCHOOL OF BUSINESS & DIGITAL MEDIA

Freshman Business Majors: Retention and Graduation Rates School of Business and Digital Media

Year	Cohort	1-Sem Retention	1-Yr Retention	2-Yr Retention	3-Yr Retention	4-Yr Graduation	5-Yr Graduation	6-Yr Graduation
2010	23	19 83%	17 74%	13 57%	12 52%	10 43%	12 52%	12 52%
2011	13	13 100%	10 77%	7 54%	5 38%	5 38%	5 38%	5 38%
2012	5	4 80%	4 80%	3 60%	4 80%	1 20%	3 60%	3 60%
2013	28	26 93%	23 82%	21 75%	20 71%	16 57%	19 68%	19 68%
2014	28	28 100%	27 96%	22 79%	18 64%	15 54%	16 57%	
2015	18	15 83%	13 72%	11 61%	10 56%	8 44%		
2016	26	24 92%	18 69%	13 50%	14 54%			
2017	30	28 93%	23 77%	20 67%				
2018	27	25 93%	24 89%					
2019	26							
4-Yr Average		90%	77%	64%	61%	44%	56%	55%

Note: Table includes first-time full-time freshmen with Business majors (Accounting, Finance, Marketing, etc.). Table does not include majors in Digital Media.

**Transfer Business Majors: Retention and Graduation Rates
School of Business and Digital Media**

Year	Cohort	1-Sem Retention	1-Yr Retention	2-Yr Graduation	3-Yr Graduation	4-Yr Graduation	5-Yr Graduation	6-Yr Graduation
2010	14	12 86%	11 79%	3 21%	10 71%	10 71%	10 71%	10 71%
2011	13	10 77%	11 85%	2 15%	4 31%	8 62%	8 62%	8 62%
2012	11	10 91%	9 82%	5 45%	9 82%	9 82%	9 82%	9 82%
2013	25	22 88%	17 68%	10 40%	15 60%	16 64%	16 64%	16 64%
2014	20	17 85%	17 85%	7 35%	13 65%	14 70%	15 75%	
2015	19	16 84%	14 74%	8 42%	11 58%	13 68%		
2016	14	13 93%	12 86%	8 57%	10 71%			
2017	39	36 92%	31 79%	17 44%				
2018	32	30 94%	24 75%					
2019	20							
4-Yr Average		91%	78%	44%	64%	71%	71%	70%

Note: Table includes full- and part-time transfers with Business majors (Accounting, Finance, Marketing, etc.). Table does not include majors in Digital Media.

MBA Retention and Graduation Rates School of Business and Digital Media

Term	Cohort	1 Semester			1 Year			2 Years			3 Years			4 Years			5 Years			6 Years		
		Enr	Grad	Stop	Enr	Grad	Stop	Enr	Grad	Stop	Enr	Grad	Stop	Enr	Grad	Stop	Enr	Grad	Stop	Enr	Grad	Stop
2010 FALL	38	35	0	3	4	31	3	3	32	3	1	34	3	0	35	3	0	35	3	0	35	3
		92%	0%	8%	11%	82%	8%	8%	84%	8%	3%	89%	8%	0%	92%	8%	0%	92%	8%	0%	92%	8%
2011 FALL	37	35	1	1	6	27	4	5	28	4	0	32	5	0	32	5	0	32	5	0	32	5
		95%	3%	3%	16%	73%	11%	14%	76%	11%	0%	86%	14%	0%	86%	14%	0%	86%	14%	0%	86%	14%
2012 FALL	35	29	0	6	14	15	6	6	25	4	1	31	3	0	32	3	0	32	3	1	32	2
		83%	0%	17%	40%	43%	17%	17%	71%	11%	3%	89%	9%	0%	91%	9%	0%	91%	9%	3%	91%	6%
2013 FALL	23	19	0	4	14	4	5	5	12	6	1	16	6	1	16	6	0	17	6	0	17	6
		83%	0%	17%	61%	17%	22%	22%	52%	26%	4%	70%	26%	4%	70%	26%	0%	74%	26%	0%	74%	26%
2014 FALL	17	15	0	2	10	5	2	4	11	2	1	15	1	0	15	2	0	15	2			
		88%	0%	12%	59%	29%	12%	24%	65%	12%	6%	88%	6%	0%	88%	12%	0%	88%	12%			
2015 FALL	30	27	0	3	17	7	6	5	20	5	0	23	7	0	23	7						
		90%	0%	10%	57%	23%	20%	17%	67%	17%	0%	77%	23%	0%	77%	23%						
2016 FALL	11	8	0	3	6	2	3	2	7	2	0	9	2									
		73%	0%	27%	55%	18%	27%	18%	64%	18%	0%	82%	18%									
2017 FALL	12	12	0	0	8	4	0	1	10	1												
		100%	0%	0%	67%	33%	0%	8%	83%	8%												
2018 FALL	14	12	0	2	10	2	2															
		86%	0%	14%	71%	14%	14%															
2019 FALL	13																					

Note: Table includes all new MBA students by fall cohort.