



Public Disclosure of Student Achievement

Institution Name: Concordia University - Wisconsin

Business Unit(s) included in this report: School of Business

Academic Period Covered: 2020 - 2021

Date Submitted: 12/15/21

PROGRAM	INDICATOR	RESULT
Bachelor of Science in:		
Accounting	Retention Rate	85.71%
Actuarial Science	Retention Rate	100.00%
Bus Analytics and Org Perform	Retention Rate	100.00%
Business Communication	Retention Rate	85.71%
Economics	Retention Rate	33.33%
Entrepreneurship	Retention Rate	75.00%
Finance	Retention Rate	66.67%
General Business	Retention Rate	70.37%
Health Care Administration	Retention Rate	60.00%
Hospitality & Event Business	Retention Rate	50.00%
HR and Strategic Leadership	Retention Rate	100.00%
Management	Retention Rate	80.00%
Marketing	Retention Rate	90.00%
Public Relations	Retention Rate	100.00%
Sports and Entertainment MGMT	Retention Rate	73.33%
Bachelor of Science in:		
Accounting	4-Year Graduation Rate	60.0%
Actuarial Science	4-Year Graduation Rate	87.50%
Business Communication	4-Year Graduation Rate	66.70%
Economics	4-Year Graduation Rate	11.10%
International Business	4-Year Graduation Rate	66.70%
Finance	4-Year Graduation Rate	55.60%
General Business	4-Year Graduation Rate	60.50%
Hospitality & Event Business	4-Year Graduation Rate	66.70%
Management	4-Year Graduation Rate	50.00%
Marketing	4-Year Graduation Rate	38.70%
Public Relations	4-Year Graduation Rate	50.00%
Sports and Entertainment MGMT	4-Year Graduation Rate	46.50%

MBA Program Semester/Year		
Spring 2020	Graduation Rate	32.00%
Fall 2019	Graduation Rate	39.10%
Spring 2019	Graduation Rate	70.20%
Fall 2018	Graduation Rate	69.40%
Spring 2018	Graduation Rate	79.40%
Fall 2017	Graduation Rate	77.20%
Spring 2017	Graduation Rate	82.00%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	The percentage of first-time freshmen entering Concordia University in the fall of 2020, who were enrolled in the same program at the beginning of fall 2021.
Graduation Rate	The percentage of combined first-time, full-time freshmen entering Concordia University in fall 2015, fall 2016 and fall 2017 who graduate within 4 years from the start of their studies.