



Public Disclosure of Student Achievement

Institution Name: Concordia University – Wisconsin & Ann Arbor

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

Academic Period Covered: 2021 - 2022

Date Submitted: 2/14/23

PROGRAM	INDICATOR	RESULT
Bachelor of Science in:		
Bus- Hosp & Event Business	Retention Rate	80.00%
Business Public Relations	Retention Rate	100.00%
Business-Accounting	Retention Rate	93.75%
Business-Communication	Retention Rate	0.00%
Health Care Administration	Retention Rate	50.00%
HR and Strategic Leadership	Retention Rate	50.00%
Business-Management	Retention Rate	85.71%
Business-Marketing	Retention Rate	84.21%
Business-Sport and Entert Mgmt	Retention Rate	71.88%
Business-General Business	Retention Rate	59.65%
Business-Finance	Retention Rate	61.90%
Business-Actuarial Science	Retention Rate	40.00%
Justice and Public Policy	Retention Rate	50.00%
Business-Entrepreneurship	Retention Rate	75.00%
Bachelor of Science in:		
Accounting	4-Year Graduation Rate	64.30%
Actuarial Science	4-Year Graduation Rate	72.70%
Business Communication	4-Year Graduation Rate	50.00%
Business-Double Major	4-Year Graduation Rate	45.50%
Business Public Relations	4-Year Graduation Rate	0.00%
Economics	4-Year Graduation Rate	12.50%
International Business	4-Year Graduation Rate	60.00%
Finance	4-Year Graduation Rate	50.0 0%
General Business	4-Year Graduation Rate	50.00%
Justice and Public Policy	4-Year Graduation Rate	48.70%
Hospitality & Event Business	4-Year Graduation Rate	62.50%
Management	4-Year Graduation Rate	42.90%
Marketing	4-Year Graduation Rate	44.70%

Communication-Public Relations	4-Year Graduation Rate	33.30%
Sports and Entertainment MGMT	4-Year Graduation Rate	40.40%

MBA Program Semester/Year		
2015	Graduation Rate	70.50%
2016	Graduation Rate	70.10%
2017	Graduation Rate	68.30%
2018	Graduation Rate	73.20%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	The percentage of first-time freshmen entering Concordia University in the fall of 2021 enrolled in the same program at the beginning of fall 2022.
Graduation Rate	The percentage of combined first-time, full-time freshmen entering Concordia University in 2015, 2016, 2017, and 2018 who graduate within 4 years from the start of their studies.