



Office of Institutional Research and Assessment College of Business – FALL 2018 Snapshots

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ENROLLMENT BY GENDER

Gender	Und. Grad.	Master's	PhD	Total	%
Male	359	40	N/A	399	49.0%
Female	365	50	N/A	415	51.0%
Total	724	90	N/A	814	100.0%

Average Age	22	29	N/A	22	-
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ENROLLMENT BY RACE

Race	Und. Grad.	Master's	PhD	Total	%
Black	679	85	N/A	764	93.9%
Other	45	5	N/A	50	6.1%
Total	724	90	N/A	814	100.0%

ENROLLMENT BY CLASSIFICATION

Classification	Und. Grad.	Grad.	Total	%
Freshman	240	N/A	240	29.5%
Sophomore	161	N/A	161	19.8%
Junior	102	N/A	102	12.5%
Senior	200	N/A	200	24.6%
Other Undergraduate	19	N/A	19	2.3%
Preparatory	2	N/A	2	0.2%
Graduates	N/A	90	90	11.1%
Other Graduates	N/A	N/A	-	-
Total	724	90	814	100.0%

ENROLLMENT BY DEGREE STATUS

Status	Und. Grad.	Master's	PhD	Total	%
Full-time	654	55	N/A	709	87.1%
Part-time	70	35	N/A	105	12.9%
Total	724	90	N/A	814	100.0%

Undergraduate Majors

- ❖ Accounting (520301)
- ❖ Business Management (520201)
- ❖ Finance (520801)
- ❖ Marketing (520401)

Graduate Programs

- ❖ Business Administration (MBA) (520201)

1ST TO 2ND YEAR RETENTION BY MAJOR

Major	Fall 2017 Cohort	Retained Fall 2018							
		Total Retained	%	Same Major	%	Major Changed	%	No Show	%
Accounting	26	14	53.8	12	46.2	2	7.7	12	46.2
Business Administration	107	64	59.8	53	49.5	11	10.3	43	40.2
Finance	18	13	72.2	11	61.1	2	11.1	5	27.8
Marketing	19	12	63.2	10	52.6	2	10.5	7	36.8
Total	170	103	60.6	86	50.6	17	10.0	67	39.4

COMPLETERS 2017-2018 BY LEVEL

Undergraduate	Master's	PhD	Total
119	48	N/A	167

FIRST-TIME FRESHMAN

Fall 2018
175

ENROLLMENT BY LEVEL

Undergraduate	Graduate	Total
724	90	814

FACULTY AND STAFF BY GENDER

Gender	Rank	Professor	Assoc. Prof.	Assist. Prof.	Instructor/Lecturer/Adjunct	Staff/Other
Male		13	1	1	10	2
Female		0	1	1	6	6