

Lukenda School of Business
New First Time Student Retention
First Year to Second Year

	Fall 19 - Fall 20			Fall 20 - Fall 21			Fall 21 - Fall 22		
	Enrolled	Retained	Rate	Enrolled	Retained	Rate	Enrolled	Retained	Rate
B.S. Accounting	7	5	71%	4	3	75%	10	8	80%
B.S. Finance and Economics	5	3	60%	1	1	100%	1	1	100%
B.S. Business Administration	2	2	100%	6	2	33%	9	8	89%
B.S. Business Admin - Entrepreneurship	1	1	100%	3	-	0%	5	1	20%
B.S. Business Admin - International Business	1	-	0%	4	1	25%	1	-	0%
B.S. Business Administration - Management	3	3	100%	6	4	67%	6	5	83%
B.S. Business Administration - Marketing	7	4	57%	5	1	20%	8	6	75%
B.S. Cannabis Business	6	1	17%	8	2	25%	10	4	40%

	Fall 22 - Fall 23			Fall 23 - Fall 24			Fall 24 - Fall 25		
	Enrolled	Retained	Rate	Enrolled	Retained	Rate	Enrolled	Retained	Rate
B.S. Accounting	2	-	0%	3	1	33%	4	3	75%
B.S. Finance and Economics	5	5	100%	3	3	100%	4	3	75%
B.S. Business Administration	6	2	33%	6	3	50%	11	8	73%
B.S. Business Admin - Entrepreneurship	1	-	0%	3	2	67%	5	3	60%
B.S. Business Admin - International Business	-	-		3	1	33%	2	1	50%
B.S. Business Administration - Management	3	1	33%	6	4	67%	6	5	83%
B.S. Business Administration - Marketing	6	4	67%	6	4	67%	4	2	50%
B.S. Cannabis Business	2	1	50%	3	1	33%	2	1	50%