Public Disclosure of Student Achievement

Institution Name: University of the Southwest

Business Unit(s) included in this report: College of Business Administration

Academic Period Covered: 2024-2025

Date Report Posted: 09/30/2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration–Accounting	Retention Rate	80%	90%
Bachelor of Business Administration–E-Commerce	Retention Rate	80%	100%
Bachelor of Business Administration–Energy Management	Retention Rate	80%	67%
Bachelor of Business Administration–Finance	Retention Rate	80%	86%
Bachelor of Business Administration–Global Business Management	Retention Rate	80%	77%
Bachelor of Business Administration–Healthcare Management	Retention Rate	80%	100%
Bachelor of Business Administration–Hospitality Management	Retention Rate	80%	100%
Bachelor of Business Administration–Management	Retention Rate	80%	90%
Bachelor of Business Administration–Marketing	Retention Rate	80%	85%
Bachelor of Business Administration-Non-profit Management	Retention Rate	80%	NA
Bachelor of Business Administration–Sport Management	Retention Rate	80%	79%
Master of Business Administration	Retention Rate	80%	100%

Master of Business Administration-Accounting	Retention Rate	80%	75%
Master of Business Administration–Data Analytics and Business Intelligence	Retention Rate	80%	33%
Master of Business Administration–Finance	Retention Rate	80%	63%
Master of Business Administration–Healthcare Administration	Retention Rate	80%	83%
Master of Business Administration–Human Resource Management	Retention Rate	80%	14%
Master of Business Administration–International Business	Retention Rate	80%	NA
Master of Business Administration-Law Enforcement and Corrections	Retention Rate	80%	NA
Master of Business Administration–Marketing	Retention Rate	80%	80%
Master of Business Administration–Project Management	Retention Rate	80%	100%
Master of Business Administration–Public Administration	Retention Rate	80%	NA
Master of Business Administration–Self-Design	Retention Rate	80%	50%
Master of Business Administration–Sport Management and Recreation	Retention Rate	80%	76%
Master of Business Administration–Strategic Management	Retention Rate	80%	79%
Doctor of Business Administration–Data Analytics	Retention Rate	80%	65%
Doctor of Business Administration–Strategy and Innovation	Retention Rate	80%	73%
Doctor of Business Administration–Leadership and Organizational Development	Retention Rate	80%	67%
Doctor of Business Administration–Healthcare Administration	Retention Rate	80%	59%
Doctor of Business Administration–Self-Design	Retention Rate	80%	100%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	All students = Unduplicated 12-Month Headcount (students enrolled during a 12-month period from July 1 to June 30) Retained students = All students – students who withdrew Retention Rate = Retained students ÷ All students