



Public Disclosure of Student Achievement

Institution Name: Southwestern Adventist University

Business Unit(s) included in this report: Business Department Overall, Accounting, Data Analytics Digital Marketing, Esports & Gaming Administration, Finance, Financial Planning, International Business, Human Resources Management, Management, Management with Senior Living Administration Emphasis, Marketing, Marketing with Emphasis in Professional Sales, Operations and Supply Chain Management, Professional Accounting, Project Management, Bachelor of Science in Business.

Academic Period Covered: 2021-2022

Date Submitted:

PROGRAM	INDICATOR	RESULT
Business Department Overall	Retention Rate	73.7%
Accounting (BBA)	Retention Rate	73.7%
Data Analytics (BBA)	Retention Rate	N/A
Digital Marketing (BBA)	Retention Rate	0%
Esports & Gaming Administration (BBA)	Retention Rate	N/A
Finance (BBA)	Retention Rate	40%
Financial Planning (BBA)	Retention Rate	N/A
International Business (BBA)	Retention Rate	100%
Human Resources Management (BBA)	Retention Rate	N/A
Management (BBA)	Retention Rate	66.7%
Management, Senior Living Administration Emphasis (BBA)	Retention Rate	100%
Marketing (BBA)	Retention Rate	50%
Marketing, Emphasis in Professional Sales	Retention Rate	N/A
Operations and Supply Chain Management (BBA)	Retention Rate	33.4%
Professional Accounting (BBA)	Retention Rate	N/A
Project Management (BBA)	Retention Rate	N/A
Bachelor of Science in Business (BS)	Retention Rate	66.7%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	This is retention of students from 2020/2021 school year to the 2021/2022 school year. It is the % of students who returned minus those who graduated in 2020-2021 school year. For those with dual concentrations, we counted them once their primary concentration area.
Note:	Some programs are marked N/A. 1 program is new this year so there is no retention information available for it. The rest of the programs marked N/A are in their 2 nd or 3 rd year and still do not have any students in them yet.
Note:	Business students will often switch from one concentration area to another, and then sometimes back again in a future year. 7 of the returned students (16.7%) in the 21-22 school year switched from one business concentration to another business concentration causing some of the retention numbers in each major to look low. Overall retention was fair at 73.7%.