



Public Disclosure of Student Achievement

Institution Name: National University

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

Academic Period Covered: Associates, Bachelors, and Masters Retention Rate (FY23)

Date Report Posted: January 2025

PROGRAM	MEASURE	TARGET	RESULT
Associate of Science:			
Associate of Science in Business	One-Year Retention Rate (FY23)	62%	60.9%
Bachelor of Arts:			
Bachelor of Business Administration (BBA)	One-Year Retention Rate (FY23)	62%	78.8%
Concentration in Accounting	One-Year Retention Rate (FY23)	62%	72.7%
Concentration in Business Analytics	One-Year Retention Rate (FY23)	62%	N/A
Concentration in Economics	One-Year Retention Rate (FY23)	62%	Less Than 10
Concentration in Entrepreneurship	One-Year Retention Rate (FY23)	62%	76.7%
Concentration in Finance	One-Year Retention Rate (FY23)	62%	80.0%
Concentration in Human Resource Management	One-Year Retention Rate (FY23)	62%	70.0%

Concentration in Logistics & Supply Chain Management	One-Year Retention Rate (FY23)	62%	89.7%
Concentration in Marketing	One-Year Retention Rate (FY23)	62%	70.8%
Concentration in Project Management	One-Year Retention Rate (FY23)	62%	65.5%
Bachelor of Arts in Integrated Marketing Communications	One-Year Retention Rate (FY23)	62%	62.9%
Bachelor of Arts in Management	One-Year Retention Rate (FY23)	62%	80.7%
Concentration in Economics	One-Year Retention Rate (FY23)	62%	N/A
Concentration in Entrepreneurship	One-Year Retention Rate (FY23)	62%	Less Than 10
Concentration in Human Resource Management	One-Year Retention Rate (FY23)	62%	94.1%
Concentration in Marketing	One-Year Retention Rate (FY23)	62%	Less Than 10
Concentration in Project Management	One-Year Retention Rate (FY23)	62%	75.0%
Bachelor of Science:			
Bachelor of Science in Accounting	One-Year Retention Rate (FY23)	62%	84.4%
Bachelor of Science in Financial Management	One-Year Retention Rate (FY23)	62%	77.6%
Bachelor of Science in Organizational Leadership	One-Year Retention Rate (FY23)	62%	74.1%
Master of Arts:			
Master of Arts in Human Resource Management	One-Year Retention Rate (FY23)	74%	84.1%
Specialization in Organizational Leadership	One-Year Retention Rate (FY23)	74%	86.4%
Master of Accounting	One-Year Retention Rate (FY23)	74%	89.2%
Master of Business Administration (MBA)	One-Year Retention Rate (FY23)	74%	85.7%
Specialization in Financial Management	One-Year Retention Rate (FY23)	74%	75.0%
Specialization in Human Resource Management	One-Year Retention Rate (FY23)	74%	93.1%
Specialization in International Business	One-Year Retention Rate (FY23)	74%	86.7%
Specialization in Marketing	One-Year Retention Rate (FY23)	74%	87.5%

Specialization in Organizational Leadership	One-Year Retention Rate (FY23)	74%	87.2%
Specialization in Supply Chain Management	One-Year Retention Rate (FY23)	74%	61.5%
Master of Science:			
Master of Science in Leadership Studies (formerly Master of Science in Organizational Leadership)	One-Year Retention Rate (FY23)	74%	84.8%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	One-year retention rates were calculated by following a group of entering students in a given fiscal year (FY) and seeing who was still active the next FY. We cannot calculate the retention rates for FY24 until FY25 has passed. Percentages based on small numbers of students may explain the variation over time.