



Public Disclosure of Student Achievement

Institution Name: Fitchburg State University

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

Academic Period Covered: Academic Year 2022-2023

Date Report Posted: December 1, 2023

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with Concentration in:			
Accounting	Retention Rate	80%	60%
Entrepreneurship	Retention Rate	80%	89%
Management	Retention Rate	80%	76%
Marketing	Retention Rate	80%	71%
MBA with Specialization in:			
Accounting	Graduation Rate	84%	74%
Health Care Management	Graduation Rate	84%	73%
Human Resource Management	Graduation Rate	84%	70%
Management	Graduation Rate	84%	76%
Business Analytics Management	Graduation Rate		NA
Finance	Graduation Rate		NA
Marketing	Graduation Rate		NA
Supply Chain Management	Graduation Rate		NA

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Full-time undergraduate freshman business majors enrolled in Fall 2022 and still enrolled in Fall 2023
Graduation Rate	MBA students first enrolled in Fall 2019 and graduated prior to Fall 2023. NA = Concentration began after Fall 2019