



Public Disclosure of Student Achievement

Institution Name: Fitchburg State University

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

Academic Period Covered: Academic Year 2023-2024

Date Report Posted: November 15, 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with concentration in:			
Accounting	Retention Rate	80%	69%
Entrepreneurship	Retention Rate	80%	50%
Information Systems Management	Retention Rate		NA
Management	Retention Rate	80%	77%
Marketing	Retention Rate	80%	70%
Master in Business Administration with concentration in:			
Accounting	Graduation Rate	84%	80%
Business Analytics Management	Graduation Rate		NA
Finance	Graduation Rate		NA
Health Care Management	Graduation Rate	84%	76%
Human Resources Management	Graduation Rate	84%	71%
Management	Graduation Rate	84%	71%
Marketing	Graduation Rate	84%	72%
Supply Chain Management	Graduation Rate	84%	50%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Full-time undergraduate freshmen business majors enrolled in Fall 2023 and still enrolled in Fall 2024. NA = No freshmen enrolled Fall 2023.
Graduation Rate	MBA students first enrolled in Fall 2020 and graduated prior to Fall 2024. NA = Concentration began after Fall 2020.