



**Public Disclosure of Student Achievement**

**Institution Name:** Campbellsville University

**Business Unit(s) included in this report:** School of Business, Economics, & Technology

**Academic Period Covered:** 2023-2024

**Date Report Posted:** 02/01/2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with an Emphasis in:			
Accounting	Retention	50%	61% (28/46)
Business Administration	Retention	50%	59% (48/82)
Business Information Technology	Retention	50%	67% (8/12)
Computer Information Systems	Retention	50%	100% (3/3)
Economics	Retention	50%	80% (4/5)
Entrepreneurship	Retention	50%	75% (9/12)
Healthcare Management	Retention	50%	40% (8/20)
Human Resource Management	Retention	50%	69% (18/26)
Management	Retention	50%	52% (24/46)
Marketing	Retention	50%	71% (32/45)
Bachelor of Science in General Business	Retention	50%	59% (29/49)
Master of Business Administration with a track in:			
Accounting	Retention	50%	100% (4/4)

Church Management	Retention	50%	NA
Information Technology	Retention	50%	100% (2/2)
International Business	Retention	50%	100% (2/2)
Healthcare Management	Retention	50%	100% (10/10)
Human Resource Management	Retention	50%	100% (10/10)
Marketing	Retention	50%	100% (5/5)
No Track (Traditional MBA)	Retention	50%	100% (26/26)
Professional Master of Business Administration with a track in:			
Accounting	Retention	50%	100% (12/12)
Information Technology	Retention	50%	98% (58/59)
International Business	Retention	50%	100% (3/3)
Healthcare Management	Retention	50%	100% (20/20)
Human Resource Management	Retention	50%	100% (3/3)
Marketing	Retention	50%	78% (7/9)
No Track (Traditional PMBA)	Retention	50%	88% (21/24)
Master in Management and Leadership	Retention	50%	92% (120/131)
Master of Science in Information Technology Management	Retention	50%	98% (512/525)

**Calculations for Measures**

<b>MEASURE</b>	<b>DESCRIPTION AND HOW IT WAS CALCULATED</b>
Retention	<p>BSBA – Calculated by taking all enrolled in Fall 2023 and considering those that either graduated or re-enrolled in Fall 2024 as retained.</p> <p>Master level – calculated by taking all enrolled in fall graduate-level terms 2023 and considering those that either graduated or re-enrolled in any of the following graduate-level term within the 2023-2024 academic year as retained.</p>

<b>PROGRAM</b>	<b>MEASURE</b>	<b>TARGET</b>	<b>RESULT</b>
Bachelor of Science in Business Administration with an Emphasis in:			
Accounting	Graduation Rate	50%	68% (13/19)
Business Administration	Graduation Rate	50%	19% (7/36)
Business Information Technology	Graduation Rate	50%	80% (4/5)
Computer Information Systems	Graduation Rate	50%	25% (1/4)
Economics	Graduation Rate	50%	0% (0/1)
Entrepreneurship	Graduation Rate	50%	50% (2/4)
Healthcare Management	Graduation Rate	50%	50% (3/6)
Human Resource Management	Graduation Rate	50%	0% (0/4)
Management	Graduation Rate	50%	68% (13/19)
Marketing	Graduation Rate	50%	44% (4/9)
Bachelor of Science in General Business	Graduation Rate	50%	19% (5/26)
Master of Business Administration with a track in:			
Accounting	Graduation Rate	50%	67% (2/3)
Church Management	Graduation Rate	50%	100% (2/2)
Information Technology	Graduation Rate	50%	67% (2/3)
International Business	Graduation Rate	50%	50% (1/2)
Healthcare Management	Graduation Rate	50%	100% (4/4)
Human Resource Management	Graduation Rate	50%	86% (6/7)
Marketing	Graduation Rate	50%	67% (4/6)

No Track (Traditional MBA)	Graduation Rate	50%	(26/35)
Professional Master of Business Administration with a track in:			
Accounting	Graduation Rate	50%	50% (5/10)
Information Technology	Graduation Rate	50%	40% (110/276)
International Business	Graduation Rate	50%	55% (18/33)
Healthcare Management	Graduation Rate	50%	48% (14/29)
Human Resource Management	Graduation Rate	50%	33% (5/15)
Marketing	Graduation Rate	50%	29% (5/17)
No Track (Traditional PMBA)	Graduation Rate	50%	42% (30/71)
Master in Management and Leadership	Graduation Rate	50%	41% (84/207)
Master of Science in Information Technology Management	Graduation Rate	50%	66% (460/700)

**Calculations for Measures**

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	Calculated 150% of normal time to completion. For BSBA, calculated 6-year graduation rate of incoming freshman of fall 2018. For Master level, calculated 3-year graduation rate of incoming graduate students of 2021-2022 (They could have started in any of the graduate terms.