



Public Disclosure of Student Achievement

Institution Name: Campbellsville University

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

Academic Period Covered: 2022-2023

Date Report Posted:

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with Emphasis in:			
Accounting	Retention	50% for 22-23 AY	72% (31/43)
Business Administration	Retention	50% for 22-23 AY	52% (55/105)
Business Information Technology	Retention	50% for 22-23 AY	69% (9/13)
Computer Info. Systems	Retention	50% for 22-23 AY	83% (5/6)
Economics	Retention	50% for 22-23 AY	25% (1/4)
Entrepreneurship	Retention	50% for 22-23 AY	89% (17/19)
Healthcare Management	Retention	50% for 22-23 AY	33% (5/15)
Human Resource Management	Retention	50% for 22-23 AY	45% (9/20)
Management	Retention	50% for 22-23 AY	52% (29/56)
Marketing	Retention	50% for 22-23 AY	77% (23/30)
Bachelor of Science in General Business	Retention	50% for 22-23 AY	57% (33/58)
Master of Business Administration	Retention	50% for 22-23 AY	100% (56/56)
Accounting	Retention	50% for 22-23 AY	100% (4/4)

Church Management	Retention	50% for 22-23 AY	NA
Information Technology	Retention	50% for 22-23 AY	100% (3/3)
International Business	Retention	50% for 22-23 AY	100% (1/1)
Healthcare Management	Retention	50% for 22-23 AY	100% (7/7)
Human Resource Management	Retention	50% for 22-23 AY	100% (7/7)
Marketing	Retention	50% for 22-23 AY	100% (6/6)
No Concentration	Retention	50% for 22-23 AY	100% (24/24)
Professional Master of Business Administration	Retention	50% for 22-23 AY	99% (227/238)
Accounting	Retention	50% for 22-23 AY	93% (13/14)
Information Technology	Retention	50% for 22-23 AY	95% (83/87)
International Business	Retention	50% for 22-23 AY	92% (12/13)
Healthcare Management	Retention	50% for 22-23 AY	100% (29/29)
Human Resource Management	Retention	50% for 22-23 AY	100% (7/7)
Marketing	Retention	50% for 22-23 AY	89% (8/9)
No Concentration	Retention	50% for 22-23 AY	93% (39/42)
Master in Management & Leadership	Retention	50% for 22-23 AY	92% (157/170)
Master of Science in Information Technology Management	Retention	50% for 22-23 AY	98% (820/834)

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Attrition and Retention	BSBA—Calculated by taking all enrolled in Fall 2022 and considering those that either graduated or re-enrolled in Fall 2023 as retained. Master level—Calculated by taking all enrolled in Fall graduate-level terms 2022 and considering those that either graduated or re-enrolled in any following graduate-level term within the 2022-2023 academic as retained.

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with Emphasis in:			
Accounting	Graduation Rate	50% for 22-23 AY	70% (7/10)
Business Administration	Graduation Rate	50% for 22-23 AY	18% (4/34)
Business Information Technology	Graduation Rate	50% for 22-23 AY	33% (1/3)
Computer Info. Systems	Graduation Rate	50% for 22-23 AY	25% (1/4)
Economics	Graduation Rate	50% for 22-23 AY	40% (2/5)
Entrepreneurship	Graduation Rate	50% for 22-23 AY	100% (1/1)
Healthcare Management	Graduation Rate	50% for 22-23 AY	67% (2/3)
Human Resource Management	Graduation Rate	50% for 22-23 AY	100% (6/6)
Management	Graduation Rate	50% for 22-23 AY	47% (8/17)
Marketing	Graduation Rate	50% for 22-23 AY	41% (7/17)
Bachelor of Science in General Business	Graduation Rate	50% for 22-23 AY	100% (9/9)
Master of Business Administration	Graduation Rate	50% for 22-23 AY	53% (46/86)
Accounting	Graduation Rate	50% for 22-23 AY	25% (1/4)
Church Management	Graduation Rate	50% for 22-23 AY	NA
Information Technology	Graduation Rate	50% for 22-23 AY	0% (0/1)
International Business	Graduation Rate	50% for 22-23 AY	NA
Healthcare Management	Graduation Rate	50% for 22-23 AY	0% (0/1)
Human Resource Management	Graduation Rate	50% for 22-23 AY	75% (3/4)
Marketing	Graduation Rate	50% for 22-23 AY	50% (2/5)
No Concentration	Graduation Rate	50% for 22-23 AY	56% (40/72)
Professional Master of Business Administration	Graduation Rate	50% for 22-23 AY	45% (765/1706)

Accounting	Graduation Rate	50% for 22-23 AY	44% (7/16)
Information Technology	Graduation Rate	50% for 22-23 AY	47% (603/1284)
International Business	Graduation Rate	50% for 22-23 AY	34% (15/44)
Healthcare Management	Graduation Rate	50% for 22-23 AY	41% (24/59)
Human Resource Management	Graduation Rate	50% for 22-23 AY	43% (10/23)
Marketing	Graduation Rate	50% for 22-23 AY	40% (19/47)
No Concentration	Graduation Rate	50% for 22-23 AY	40% (68/168)
Master in Management & Leadership	Graduation Rate	50% for 22-23 AY	38% (94/249)
Master of Science in Information Technology Management	Graduation Rate	50% for 22-23 AY	68% (1559/2306)

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 freshmen of Fall 2017. For Master level, calculated 3-year graduation rate of incoming graduate students of 2020-2021 (They could have started in any of the Graduate terms)