



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: 2018-2019

Date Submitted: November 1, 2019

PROGRAM	INDICATOR	RESULT
Bachelor of Science in Business Administration with emphasis in:		
Accounting	Retention	81% (55/68)
Business Administration	Retention	68% (87/128)
Business Information Technology	Retention	85% (11/13)
Computer Info. Systems	Retention	83% (20/24)
Economics	Retention	80% (12/15)
Entrepreneurship	Retention	82% (9/11)
Healthcare Management	Retention	83% (35/42)
Human Resource Management	Retention	78% (42/54)
Management	Retention	81% (83/103)
Marketing	Retention	78% (45/58)
Bachelor of Science in General Business	Retention	74% (74/100)
Master of Business Administration		
Accounting	Retention	86% (6/7)
Church Management	Retention	100% (1/1)
Information Technology	Retention	0
International Business	Retention	50% (1/2)
Healthcare Management	Retention	67% (2/3)
Human Resource Management	Retention	80% (4/5)

Marketing	Retention	100% (1/1)
Concentration Unknown	Retention	66% (37)
Master in Management & Leadership	Retention	100% (15/15)
Master of Science in Information Technology Management	Retention	94% (2272/2419)

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Attrition and Retention	BSBA—Calculated by taking all enrolled in Fall 2018 and considering those that either graduated or re-enrolled in Fall 2019 as retained. Master level—Calculated by taking all enrolled in G1/H1 2018 term and considering those that either graduated or re-enrolled in any following term within the 2018-2019 academic year (G2/H2, G3/H3, G4/H4, G5/H5, G6/H6) as retained.

PROGRAMS	INDICATOR	RESULTS
Bachelor of Science in Business Administration with emphasis in:		
Accounting	Graduation Rate	28% (5/18)
Business Administration	Graduation Rate	22% (6/27)
Business Information Technology	Graduation Rate	No Initial Cohort
Computer Info. Systems	Graduation Rate	20% (2/10)
Economics	Graduation Rate	38% (3/8)
Entrepreneurship	Graduation Rate	100% (1/1)
Healthcare Management	Graduation Rate	35% (6/17)
Human Resource MGT	Graduation Rate	0% (0/2)
Management	Graduation Rate	50% (11/22)
Marketing	Graduation Rate	69% (9/13)
Bachelor of Science in General Business	Graduation Rate	No Initial Cohort
Master of Business Administration		
Accounting	Graduation Rate	100% (5/5)

Church Management	Graduation Rate	100% (1/1)
Information Technology	Graduation Rate	100% (2/2)
International Business	Graduation Rate	100% (1/1)
Healthcare Management	Graduation Rate	100% (3/3)
Human Resource Mgt.	Graduation Rate	86% (6/7)
Marketing	Graduation Rate	100% (3/3)
Concentration Unknown	Graduation Rate	74% (62)
Master in Management & Leadership	Graduation Rate	56% (20/36)
Master of Science in Information Technology Management	Graduation Rate	66% (613/933)

Indicators Used

INDICATOR	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 2013. For Master level, calculated 3-year graduation rate of incoming graduate students of 2016-2017 (They could have started in any of the Graduate terms)