



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: 2019-2020

Date Submitted: November 1, 2020

PROGRAM	INDICATOR	RESULT
Bachelor of Science in Business Administration with emphasis in:		
Accounting	Retention	67% (18/27)
Business Administration	Retention	60% (53/89)
Business Information Technology	Retention	67% (4/6)
Computer Info. Systems	Retention	60% (6/10)
Economics	Retention	50% (2/4)
Entrepreneurship	Retention	60% (3/5)
Healthcare Management	Retention	73% (11/15)
Human Resource Management	Retention	74% (17/23)
Management	Retention	67% (26/39)
Marketing	Retention	67% (24/36)
Bachelor of Science in General Business	Retention	63% (48/76)
Master of Business Administration		
Accounting	Retention	100% (2/2)
Church Management	Retention	0% (0/0)
Information Technology	Retention	99.7% (298/299)
International Business	Retention	100% (2/2)
Healthcare Management	Retention	100% (1/1)
Human Resource Management	Retention	100% (2/2)

Marketing	Retention	100% (1/1)
Business Administration	Retention	41% (93/226)
Master in Management & Leadership	Retention	100% (4/4)
Master of Science in Information Technology Management	Retention	90% (734/814)

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Attrition and Retention	BSBA—Calculated by taking all enrolled in Fall 2019 and considering those that either graduated or re-enrolled in Fall 2020 as retained. Master level—Calculated by taking all enrolled in G1/H1 2019 term and considering those that either graduated or re-enrolled in any following term within the 2019-2020 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	42% (5/12)
Business Administration	Graduation Rate	4% (1/27)
Business Information Technology	Graduation Rate	50% (1/2)
Computer Info. Systems	Graduation Rate	50% (2/4)
Economics	Graduation Rate	67% (2/3)
Entrepreneurship	Graduation Rate	50% (1/2)
Healthcare Management	Graduation Rate	33% (1/3)
Human Resource MGT	Graduation Rate	50% (3/6)
Management	Graduation Rate	43% (6/14)
Marketing	Graduation Rate	43% (9/21)
Bachelor of Science in General Business	Graduation Rate	100% (1/1)
Master of Business Administration		
Accounting	Graduation Rate	83% (5/6)
Church Management	Graduation Rate	0% (0/0)

Information Technology	Graduation Rate	11% (90/820)
International Business	Graduation Rate	67% (2/3)
Healthcare Management	Graduation Rate	75% (3/4)
Human Resource Mgt.	Graduation Rate	75% (6/8)
Marketing	Graduation Rate	100% (1/1)
Business Administration	Graduation Rate	11% (99/876)
Master in Management & Leadership	Graduation Rate	46% (12/26)
Master of Science in Information Technology Management	Graduation Rate	59% (2480/4239)

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 2014. For Master level, calculated 3-year graduation rate of incoming graduate students of 2017-2018 (They could have started in any of the Graduate terms).