



Accounting and Business Programs: Enrollment, Retention, Attrition and Graduates for 2018-2020



Office of Institutional Research, Assessment and Planning

January 2021

ENROLLMENT, RETENTION, ATTRITION AND GRADUATES FOR YEARS: 2018-2020

The tables below include the # of Enrollment, %Retention, %Attrition and # of Graduates for Accounting and Business programs at Keiser University. (January 1 through December 31 (2018-2020)).

ACCOUNTING PROGRAMS

Program	Enrollment			Retention Rates			Attrition Rates			# of Graduates		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
Associate of Arts in Accounting	147	141	97	82.2%	72.0%	71.4%	17.8%	28.0%	28.6%	52	47	35
Associate of Arts in Accounting Spanish			22			89.3%			10.7%			3
Bachelor of Arts in Accounting	188	185	178	85.1%	77.8%	81.0%	14.9%	22.2%	19.0%	52	44	40
Bachelor of Arts in Accounting Spanish	49	46	39	65.0%	76.1%	86.4%	35.0%	23.9%	13.6%	3	8	12
Master of Accountancy	34	32	26	86.3%	73.8%	64.4%	13.7%	26.2%	35.6%	10	16	12
<i>Source: CampusNexus Enrollment Report 1/1-12/31/2020</i>				<i>*COVID-19</i>								

BUSINESS PROGRAMS

Degree/Program	# of Enrollments			Retention			# of Graduates		
	2018	2019	2020	2018	2019	2020	2018	2019	2020
ASSOCIATE OF ARTS									
Business Administration	102	142	81	87.8%	79.5%	69.3%	13	17	25
Business Administration (Spanish)	3	7	29	100.0%	100.0%	78.0%	2	4	3
<i>Total</i>	<i>105</i>	<i>149</i>	<i>110</i>	<i>88.2%</i>	<i>80.6%</i>	<i>80.6%</i>	<i>15</i>	<i>21</i>	<i>28</i>
BACHELOR OF ARTS									
Business Administration	326	317	213	82.8%	86.8%	80.4%	15	17	37
Business Administration - Automotive Dealership Management	8	8	10	72.7%	92.3%	91.7%	0	4	1
Business Administration - Entrepreneurship	24	26	31	77.4%	66.7%	73.3%	0	0	2
Business Administration - Equine	1	6	9	100.0%	100.0%	69.2%	0	0	0
Business Administration - Finance	153	158	125	80.4%	81.4%	83.4%	33	30	32
Business Administration - Hospitality Management	6	6	7	100.0%	60.0%	53.8%	0	0	0
Business Administration - Human Resources Management	106	101	79	74.4%	77.3%	78.0%	22	25	20
Business Administration - International Business	126	109	73	80.5%	78.0%	77.7%	27	10	14
Business Administration - Management	468	450	370	79.0%	75.9%	75.9%	83	101	87
Business Administration - Marketing	157	169	114	79.3%	78.0%	75.5%	36	18	36
Business Administration - Transportation and Logistics	35	36	25	76.0%	76.4%	75.6%	3	6	9
Business Administration (Spanish)	13	11	3	80.0%	80.0%	58.3%	3	1	0
Business Administration - Entrepreneurship (Spanish)			7			58.3%			0
Business Administration - Finance (Spanish)	20	20	24	73.2%	73.5%	93.8%	10	5	6
Business Administration - Human Resources Management (Spanish)			8			72.7%			0
Business Administration - International Business (Spanish)	25	35	31	64.9%	87.2%	77.1%	12	7	6
Business Administration - Management (Spanish)	45	46	41	75.0%	80.0%	75.8%	6	10	9
Business Administration - Marketing (Spanish)	11	17	15	66.7%	78.6%	69.0%	3	5	5
<i>Total</i>	<i>1,524</i>	<i>1,515</i>	<i>1,185</i>	<i>78.9%</i>	<i>79.0%</i>	<i>77.4%</i>	<i>253</i>	<i>239</i>	<i>264</i>
MASTERS									
Business Administration	105	118	123	84.4%	89.1%	83.6%	58	45	42
Business Administration - Accounting	15	14	6	75.9%	93.8%	66.7%	6	2	4
Business Administration - Management	56	62	46	82.1%	82.1%	74.1%	13	16	18
Business Administration - Marketing	20	17	16	71.1%	75.0%	69.0%	8	3	5
Business Administration - Health Services	94	109	95	74.7%	82.8%	85.5%	21	31	23
Business Administration - International Business	19	15	19	87.5%	77.8%	89.7%	2	7	7
Business Administration - Technology Management	5	8	9	71.4%	56.3%	63.2%	0	1	3
Business Administration (Mandarin)	33	45	70	100.0%	100.0%	100.0%	0	13	8
Business Administration (Spanish)	31	35	29	97.6%	92.9%	84.9%	9	9	16
Business Administration - Health Service Administration (Spanish)			2			40.0%			0
Business Administration - International Business (Spanish)	21	27	16	81.3%	88.2%	83.3%	5	4	9
Business Administration - Management (Spanish)	33	23	15	100.0%	70.0%	95.8%	6	6	8
<i>Total</i>	<i>432</i>	<i>473</i>	<i>446</i>	<i>82.3%</i>	<i>83.8%</i>	<i>81.5%</i>	<i>128</i>	<i>137</i>	<i>143</i>
DOCTORAL									
Business Administration - Global Management, Global Marketing, Global Business	72	85	82	78.4%	91.1%	93.5%	8.00	7	6
Business Administration (Spanish)	55	49	46	100.0%	74.6%	78.7%	1.00	4	2
<i>Total</i>	<i>127</i>	<i>134</i>	<i>128</i>	<i>88.3%</i>	<i>84.3%</i>	<i>87.7%</i>	<i>9.00</i>	<i>11</i>	<i>8</i>

Source: CampusNexus Enrollment Report 1/1-12/31/2020

*COVID-19

BUSINESS PROGRAMS ATTRITION

Program Description	Attrition Rate
ASSOCIATE OF ARTS 28.9%	
Business Administration	30.7%
Business Administration (Spanish)	22.0%
BACHELOR OF ARTS 22.6%	
Business Administration	19.6%
Business Administration - Automotive Dealership Management	8.3%
Business Administration - Entrepreneurship	26.7%
Business Administration - Equine	30.8%
Business Administration - Finance	16.6%
Business Administration - Hospitality Management	46.2%
Business Administration - Human Resources Management	22.0%
Business Administration - International Business	22.3%
Business Administration - Management	24.1%
Business Administration - Marketing	24.5%
Business Administration - Transportation and Logistics	24.4%
Business Administration (Spanish)	50.0%
Business Administration - Entrepreneurship (Spanish)	41.7%
Business Administration - Finance (Spanish)	6.3%
Business Administration - Human Resources Management (Spanish)	27.3%
Business Administration - International Business (Spanish)	22.9%
Business Administration - Management (Spanish)	24.2%
Business Administration - Marketing (Spanish)	31.0%
MASTERS 16.4%	
Business Administration	16.4%
Business Administration - Accounting	33.3%
Business Administration - Management	25.9%
Business Administration - Marketing	31.0%
Business Administration - Health Services	14.5%
Business Administration - International Business	10.3%
Business Administration - Technology Management	36.8%
Business Administration (Mandarin)	0.0%
Business Administration (Spanish)	15.1%
Business Administration - Health Services Administration (Spanish)	60.0%
Business Administration - International Business (Spanish)	16.7%
Business Administration - Management (Spanish)	4.2%
DOCTORAL 12.3%	
Business Administration - Global Management, Global Marketing, Global Business	6.5%
Business Administration (Spanish)	21.3%

Source: CampusNexus Enrollment Report 1/1-12/31/2020 *COVID-19