



Public Disclosure of Student Achievement

Institution Name: Baker College

Business Unit(s) included in this report: College of Business

Academic Period Covered: 2023-2024

Date Report Posted: January 23, 2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration (BBA) Program with majors in	Retention Rate	65%	66.1%
• Accounting	Retention Rate	65%	65.1%
• Business Administration (Accelerated Program)	Retention Rate	65%	58.4%
• Finance	Retention Rate	65%	83.3%
• Human Resource Management	Retention Rate	65%	65.2%
• Management	Retention Rate	65%	67.7%
• Marketing	Retention Rate	65%	80.0%
• Supply Chain Management	Retention Rate	65%	75.0%
• Project Management	Retention Rate	65%	*
Master of Business Administration (MBA) Program with majors in	Retention Rate	80%	75.2%
• Accounting	Retention Rate	80%	66.7%
• Business Administration	Retention Rate	80%	93.8%
• Business Intelligence	Retention Rate	80%	66.7%
• Finance	Retention Rate	80%	80.0%
• Healthcare Management	Retention Rate	80%	82.4%
• Human Resource Management	Retention Rate	80%	85.7%
• Information Systems	Retention Rate	80%	80.0%
• Leadership Studies	Retention Rate	80%	70.0%
Doctor of Business Administration (DBA) with a major in:	Retention Rate	80%	61.5%

• Business Administration		80%	61.5%
4+1 BBA/MBA Program	Retention Rate	n/a	Included in BBA or MBA results

** Insufficient data is available for this major as it will launch in the 2025-2026 academic year.*

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
BBA Program Retention Rate	BBA Program Retention rate = number of BBA students who registered in Fall'23 and returned to the BBA program in Fall'24 / number of BBA students who registered in Fall'23 but did not graduate in Fall'23, Spring'24 or Summer'24
MBA Program Retention Rate	MBA Program Retention rate = number of MBA students who registered in Fall'23 and returned to the MBA program in Fall'24 / number of MBA students who registered in Fall'23 but did not graduate in Fall'23, Spring'24 or Summer'24
DBA Program Retention Rate	DBA Program Retention rate = number of DBA students who registered in Fall'23 and returned to the DBA program in Fall'24 / number of DBA students who registered in Fall'23 but did not graduate in Fall'23, Spring'24 or Summer'24
Major Retention Rate	Major Retention rate = number of a major's students who registered in Fall'23 and returned to this major in Fall'24 / number of this major's students who registered in Fall'23 but did not graduate in Fall'23, Spring'24 or Summer'24