



Public Disclosure of Student Achievement

Institution Name: Baker College

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

Academic Period Covered: 2022-2023

Date Report Posted: January 25, 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration (BBA) Program with majors in	Retention Rate	65%	63.4%
• Accounting	Retention Rate	65%	60.2%
• Business Administration (Accelerated Program)	Retention Rate	65%	53.4%
• Finance	Retention Rate	65%	67.9%
• Human Resource Management	Retention Rate	65%	66.7%
• Management	Retention Rate	65%	58.2%
• Marketing	Retention Rate	65%	51.6%
• Supply Chain Management	Retention Rate	65%	75.0%
Master of Business Administration (MBA) Program with majors in	Retention Rate	80%	73.3%
• Accounting	Retention Rate	80%	66.7%
• Business Administration	Retention Rate	80%	61.1%
• Business Intelligence	Retention Rate	80%	85.7%
• Finance	Retention Rate	80%	*
• Healthcare Management	Retention Rate	80%	72.2%
• Human Resource Management	Retention Rate	80%	80.0%
• Information Systems	Retention Rate	80%	100.0%
• Leadership Studies	Retention Rate	80%	75.0%
4+1 BBA/MBA Program	Retention Rate	n/a	Included in BBA or MBA results

* Insufficient data is available for this area of emphasis.

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'22 and returned to the BBA program in Fall'23 / number of BBA students who registered in Fall'22 but did not graduate in Fall'22, Spring'23 or Summer'23
MBA Program Retention Rate	MBA Program Retention rate = number of MBA students who registered in Fall'22 and returned to the MBA program in Fall'23 / number of MBA students who registered in Fall'22 but did not graduate in Fall'22, Spring'23 or Summer'23
Major Retention Rate	Major Retention rate = number of a major's students who registered in Fall'22 and returned to this major in Fall'23 / number of this major's students who registered in Fall'22 but did not graduate in Fall'22, Spring'23 or Summer'23