



## **Public Disclosure of Student Achievement**

**Institution Name:** Baker College

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

**Academic Period Covered:** 2024-2025

**Date Report Posted:** January 26, 2026

PROGRAM	MEASURE	TARGET	RESULT
<b>Bachelor of Business Administration (BBA) Program with majors in</b>	<b>Retention Rate</b>	<b>65%</b>	<b>71.9%</b>
• Accounting	Retention Rate	65%	66.7%
• Business Administration (Accelerated Program)	Retention Rate	65%	72.3%
• Finance	Retention Rate	65%	72.2%
• Human Resource Management	Retention Rate	65%	65.5%
• Management	Retention Rate	65%	82.1%
• Marketing	Retention Rate	65%	65.5%
• Supply Chain Management	Retention Rate	65%	80.8%
• Project Management	Retention Rate	65%	*
<b>Master of Business Administration (MBA) Program with majors in</b>	<b>Retention Rate</b>	<b>80%</b>	<b>86.1%</b>
• Accounting	Retention Rate	80%	81.8%
• Business Administration	Retention Rate	80%	91.7%
• Business Intelligence	Retention Rate	80%	*
• Finance	Retention Rate	80%	*
• Healthcare Management	Retention Rate	80%	100%
• Human Resource Management	Retention Rate	80%	*
• Information Systems	Retention Rate	80%	*
• Leadership Studies	Retention Rate	80%	*
<b>Doctor of Business Administration (DBA) with a major in:</b>	<b>Retention Rate</b>	<b>80%</b>	<b>85.2%</b>

• Business Administration		80%	85.2%
<b>4+1 BBA/MBA Program</b>	<b>Retention Rate</b>	<b>n/a</b>	<b>Included in BBA or MBA results</b>

*\* Insufficient data is available for these majors.*

### Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Retention rate = number of students in the program who registered courses in Fall'24 and returned as active students in the program in Fall'25 / number of students in the program who registered courses in Fall'24 and did not graduate in Fall'24, Spring'25 or Summer'25.