



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
Bachelor of Business Administration (BBA) Program with majors in	Retention Rate	65%	71.9%
• 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%	*
Master of Business Administration (MBA) Program with majors in	Retention Rate	80%	86.1%
• 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%	*
Doctor of Business Administration (DBA) with a major in:	Retention Rate	80%	85.2%

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

* 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.