



Public Disclosure of Student Achievement

Institution Name: South College

Business Unit(s) included in this report: School of Business & Technology

Academic Period Covered: July 2022 – June 2023

PROGRAM	MEASURE	TARGET	RESULT
Associate of Science in Accounting	Retention Rate	70%	62%
Associate of Science in Accounting – Concentration in Tax Prep	Retention Rate	70%	73%
Associate of Science in Business Administration	Retention Rate	70%	69%
Associate of Science in Business Administration – Concentration in Healthcare Management	Retention Rate	70%	100%
Associate of Science in Business Administration – Concentration in Digital Marketing	Retention Rate	70%	N/A
Associate of Science in Business Administration – Concentration in Entrepreneurship	Retention Rate	70%	N/A
Bachelor of Business Administration (General)	Retention Rate	70%	69%
Bachelor of Business Administration – Concentration in Accounting	Retention Rate	70%	72%
Bachelor of Business Administration – Concentration in Business Analytics	Retention Rate	70%	N/A
Bachelor of Business Administration – Concentration in Entrepreneurship	Retention Rate	70%	64%
Bachelor of Business Administration – Concentration in Finance	Retention Rate	70%	83%
Bachelor of Business Administration – Concentration in Healthcare Administration	Retention Rate	70%	64%
Bachelor of Business Administration – Concentration in Hospitality Management	Retention Rate	70%	50%
Bachelor of Business Administration – Concentration in Human Resource Management	Retention Rate	70%	76%

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration – Concentration in Management and Leadership	Retention Rate	70%	50%
Bachelor of Business Administration – Concentration in Marketing	Retention Rate	70%	62%
Bachelor of Business Administration – Concentration in Project Management	Retention Rate	70%	69%
Bachelor of Business Administration – Concentration in Social Media Management	Retention Rate	70%	80%
Bachelor of Business Administration – Concentration in Supply Chain Management	Retention Rate	70%	89%
Bachelor of Science in Accounting	Retention Rate	70%	71%
Bachelor of Science in Healthcare Administration	Retention Rate	70%	100%
Master of Business Administration	Retention Rate	85%	N/A
Master of Business Administration – Concentration in Accounting	Retention Rate	85%	N/A
Master of Business Administration – Concentration in Business Analytics	Retention Rate	85%	100%
Master of Business Administration – Concentration in Criminal Justice	Retention Rate	85%	N/A
Master of Business Administration – Concentration in Finance	Retention Rate	85%	100%
Master of Business Administration – Concentration in Healthcare Administration	Retention Rate	85%	90%
Master of Business Administration – Concentration in Human Resource Management	Retention Rate	85%	N/A
Master of Business Administration – Concentration in Leadership	Retention Rate	85%	88%
Master of Business Administration – Concentration in Marketing	Retention Rate	85%	100%
Master of Business Administration – Concentration in Project Management	Retention Rate	85%	100%
Master of Business Administration – Concentration in Social Media Marketing	Retention Rate	85%	N/A
Master of Science in Accounting	Retention Rate	85%	100%
Master of Healthcare Administration	Retention Rate	85%	90%

PROGRAM	MEASURE	TARGET	RESULT
Doctor of Business Administration – Concentration in Accounting	Retention Rate	85%	N/A
Doctor of Business Administration – Concentration in Healthcare Administration	Retention Rate	85%	78%
Doctor of Business Administration – Concentration in Organizational Leadership	Retention Rate	85%	92%

- N/A = insufficient data

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	[1 - (number of students who dropped from the program between July 2022 and June 2023)] divided by number of unique students enrolled in the program between July 2022 and June 2023)