



Public Disclosure of Student Achievement

Institution Name: South College

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

Academic Period Covered: Summer 2024 – Spring 2025

Date Report Posted: February 2026

| PROGRAM | MEASURE | TARGET | RESULT |
|--|----------------|--------|--------|
| Associate of Science in Accounting | Retention Rate | 75% | 64% |
| Associate of Science in Accounting – Concentration in Tax Prep | Retention Rate | 75% | 100% |
| Associate of Science in Business Administration | Retention Rate | 75% | 60% |
| Associate of Science in Business Administration – Concentration in Healthcare Management | Retention Rate | 75% | 64% |
| Associate of Science in Business Administration – Concentration in Digital Marketing | Retention Rate | 75% | 63% |
| Associate of Science in Business Administration – Concentration in Entrepreneurship | Retention Rate | 75% | 100% |
| Bachelor of Business Administration (General) | Retention Rate | 75% | 70% |
| Bachelor of Business Administration – Concentration in Accounting | Retention Rate | 75% | 69% |
| Bachelor of Business Administration – Concentration in Business Analytics | Retention Rate | 75% | 50% |
| Bachelor of Business Administration – Concentration in Entrepreneurship | Retention Rate | 75% | 43% |
| Bachelor of Business Administration – Concentration in Finance | Retention Rate | 75% | 75% |
| Bachelor of Business Administration – Concentration in Healthcare Administration | Retention Rate | 75% | 66% |
| Bachelor of Business Administration – Concentration in Hospitality Management | Retention Rate | 75% | N/A |

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|--|----------------|-----|------|
| Bachelor of Business Administration – Concentration in Human Resource Management | Retention Rate | 75% | 73% |
| Bachelor of Business Administration – Concentration in Management and Leadership | Retention Rate | 75% | 79% |
| Bachelor of Business Administration – Concentration in Marketing | Retention Rate | 75% | 76% |
| Bachelor of Business Administration – Concentration in Project Management | Retention Rate | 75% | 86% |
| Bachelor of Business Administration – Concentration in Social Media Management | Retention Rate | 75% | N/A |
| Bachelor of Business Administration – Concentration in Supply Chain Management | Retention Rate | 75% | 78% |
| Bachelor of Science in Accounting | Retention Rate | 75% | 100% |
| Bachelor of Science in Healthcare Administration | Retention Rate | 75% | 64% |
| Master of Business Administration | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Accounting | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Business Analytics | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Criminal Justice | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Finance | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Healthcare Administration | Retention Rate | 75% | 94% |
| Master of Business Administration – Concentration in Human Resource Management | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Information Systems | Retention Rate | 75% | N/A |
| Master of Business Administration – Concentration in Marketing | Retention Rate | 75% | 94% |
| Master of Business Administration – Concentration in Project Management | Retention Rate | 75% | 80% |
| Master of Business Administration – Concentration in Social Media Marketing | Retention Rate | 75% | N/A |

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|---|----------------|-----|------|
| Master of Business Administration – Concentration in Leadership | Retention Rate | 75% | 91% |
| Master of Science in Accounting | Retention Rate | 75% | 100% |
| Master of Healthcare Administration | Retention Rate | 75% | 96% |
| Doctor of Business Administration – | Retention Rate | 75% | 89% |

Calculations for Measures

| MEASURE | DESCRIPTION AND HOW IT WAS CALCULATED |
|----------------|---|
| Retention Rate | [1 - (number of students who dropped from the program between Summer 2024 and Spring 2025)] divided by number of unique students enrolled in the program between Summer 2024 and Spring 2025) |