**Public Disclosure of Student Achievement**

**Institution Name: Daemen College**

**Business Unit(s) included in this report: Accounting and Business Administration**

**Academic Period Covered: 2016-2017**

**Date Submitted:** 11/13/17

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| **PROGRAM** | **INDICATOR** | **RESULT** |
| ACCT.BS | Student 1 Year Retention Rate | 83% |
| ACCT.BSMS | Student 1 Year Retention Rate | 50% |
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| BUSN.ADMIN.GENERAL BS | Student 1 Year Retention Rate | 67% |
| BUSN.ADMIN. HUMAN RESOURCE MGT.BS | Student 1 Year Retention Rate | 100% |
| BUSN.ADMIN. INTERN. BUS. BS | Student 1 Year Retention Rate | 100% |
| BUSN.ADMIN.MARKETING. BS | Student 1 Year Retention Rate | 57% |
| BUSN. ADMIN.SPORT MGT. BS | Student 1 Year Retention Rate | 100% |
| **COMBINED** BUSN.ADMIN. BS | Student 1 Year Retention Rate | 88% |
| INTERNATIONAL BUSINESS MS | Student 1 Year Retention Rate | 100% |

**Indicators Used**

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| **INDICATOR** | **DESCRIPTION AND HOW IT WAS CALCULATED** |
| 2016-2017 Retention Rate | The numbers of specific students originally enrolled in each of the academic program categories at the beginning of Fall 2016 were compared to the number of same students still enrolled at the beginning of the Fall 2017. The retention percentage was calculated by dividing the 2017 semester enrollment numbers by the 2016 numbers. |
| Explanation: | The COMBINED BUSN. ADMIN. retention statistic is probably the most relevant one for this degree because many students start as freshmen not really knowing what area of business they are most interested. Often, by the end of the first year, they may transfer internally to a different business specialization. |