

**Lukenda School of Business**  
**New First Time Student Retention**  
**First Year to Second Year**

		Fall 14 - Fall 15			Fall 15 - Fall 16			Fall 16 - Fall 17			Fall 17 - Fall 18			Fall 18 - Fall 19		
		Enrolled	Retained	Percent	Enrolled	Retained	Percent	Enrolled	Retained	Percent	Enrolled	Retained	Percent	Enrolled	Retained	Percent
Associates	Technical Accounting	-	-		-	-		-	-		-	-		2	-	0%
Associates	Small Business Administration	1	1	100%	-	-		-	-		2	-	0%	-	-	
Baccalaureate	Accounting	** 9	7	78%	5	5	100%	7	5	71%	6	6	100%	8	6	75%
Baccalaureate	Finance and Economics	** 3	-	0%	6	6	100%	4	3	75%	-	-		7	4	57%
Baccalaureate	Business Administration				3	3	100%	3	2	67%	3	3	100%	1	-	0%
Baccalaureate	Business Admin - Entrepreneurship	** 4	3	75%	3	2	67%	2	1	50%	5	3	60%	6	2	33%
Baccalaureate	Business Admin - International Business	** 2	2	100%	-	-		2	-	0%	3	2	67%	5	3	60%
Baccalaureate	Business Administration - Management	** 12	9	75%	6	4	67%	6	2	33%	-	-		5	5	100%
Baccalaureate	Business Administration - Marketing	** 9	4	44%	9	7	78%	2	1	50%	1	1	100%	1	-	0%
<b>Total</b>		<b>40</b>	<b>26</b>	<b>65%</b>	<b>32</b>	<b>27</b>	<b>84%</b>	<b>26</b>	<b>14</b>	<b>54%</b>	<b>20</b>	<b>15</b>	<b>75%</b>	<b>35</b>	<b>20</b>	<b>57%</b>

		Fall 19 - Fall 20			Fall 20 - Fall 21		
		Enrolled	Retained	Percent	Enrolled	Retained	Percent
	Technical Accounting						
	Small Business Administration	3	1	33%	2	1	50%
	Accounting	** 7	5	71%	4	3	75%
	Finance and Economics	** 5	3	60%	1	1	100%
	Business Administration				6	2	33%
	Business Admin - Entrepreneurship	** 1	1	100%	3	-	0%
	Business Admin - International Business	** 1	-	0%	4	1	25%
	Business Administration - Management	** 3	3	100%	6	4	67%
	Business Administration - Marketing	** 7	4	57%	5	1	20%
	Cannabis Business	6	1	17%	8	2	25%
		<b>35</b>	<b>20</b>	<b>57%</b>	<b>39</b>	<b>15</b>	<b>38%</b>