



Public Disclosure of Student Achievement

Institution Name: McKendree University

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

Academic Period Covered: 2023-24

Date Report Posted: 1/30/2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration (across all majors)	Retention	85%	79%
Bachelor of Business Administration with major in...			
- Accounting	Retention	85%	97%
- Business Administration	Retention	85%	86%
- Cyber Defense	Retention	85%	67%
- Economics	Retention	85%	33%
- Economics and Finance	Retention	85%	84%
- Entrepreneurship	Retention	85%	92%
- Human Resource Management	Retention	85%	60%
- Management	Retention	85%	95%
- Marketing	Retention	85%	88%
- Sport Management	Retention	85%	84%
- Supply Chain Management and Logistics	Retention	85%	100%
Master of Business Administration (no concentration)	Retention	85%	78%
Master of Business Administration with a concentration in...			
- Corporate Finance	Retention	85%	80%
- Cyber Defense	Retention	85%	100%
- Digital Marketing	Retention	85%	60%

- Human Resource Management	Retention	85%	80%
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* insufficient data is available for this area of emphasis

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	Program Graduation Rate = # graduates/ # starting cohort(class) – (non-completers + transfers out). Graduates included are those who completed within 150% of the program length.
Retention Rate	Number of students who were active at the end of the 2022-23 academic year and returned as active students in the program for the 2023-24 academic year.