



---

**SOUTHEASTERN**

---

L O U I S I A N A U N I V E R S I T Y

# College of Business

Information about  
Enrollment and  
Graduates

**Enrollment by Major:**

**College of Business**

	<b>Fall 2012</b>	<b>Fall 2013</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>
<i>Accounting &amp; Finance</i>					
BS Accounting	496	474	456	449	390
BS Finance	151	145	146	153	148
Department Total	647	619	602	602	538
<i>Management &amp; Business Administration</i>					
BBA Business Administration	447	450	415	423	417
BA Management	629	537	510	442	438
Department Total	1,076	987	925	865	855
<i>Marketing &amp; Supply Chain Management</i>					
BA Marketing	288	259	239	241	276
BS Supply Chain Management	73	64	50	42	39
Department Total	361	323	289	283	315
<i>MBA Program</i>					
Department Total	110	86	77	72	99
<b>College Total</b>	<b>2,194</b>	<b>2,015</b>	<b>1,893</b>	<b>1,822</b>	<b>1,807</b>

**Degrees Awarded By Program:**

**College of Business**

	<b>2012 2013</b>	<b>2013 2014</b>	<b>2014 2015</b>	<b>2015 2016</b>	<b>2016 2017</b>
BS in Accounting	95	93	94	85	76
BS in Finance	36	32	39	28	30
BBA in Business Administration	59	64	55	41	46
BA in Management	189	158	156	139	115
BA in Marketing	57	72	79	48	50
BS in Supply Chain Management	24	35	16	20	15
MBA	74	70	61	44	41
<b>Business Total</b>	<b>534</b>	<b>524</b>	<b>500</b>	<b>405</b>	<b>373</b>

## Retention Rate

College of Business

2015 Cohort\*

### Retention Rates

Fall 2015 Revised Freshmen Cohort

#### Business

	Cohort	Retention 1st-2nd Year (Fall 2016)	
<b>Total:</b>	272	166	(61.0%)
Same Major		104	(38.2%)
Changed Major		62	(22.8%)

#### Management & Business Administration

	Cohort	Retention 1st-2nd Year (Fall 2016)	
<b>Total:</b>	162	91	(56.2%)
Same Major		55	(34.0%)
Changed Major		36	(22.2%)
<b>BA-BBA</b>	124	68	(54.8%)
Same Major		36	(29.0%)
Changed Major		32	(25.8%)
<b>MGMT-BA</b>	38	23	(60.5%)
Same Major		19	(50.0%)
Changed Major		4	(10.5%)

#### Accounting & Finance

	Cohort	Retention 1st-2nd Year (Fall 2016)	
<b>Total:</b>	83	57	(68.7%)
Same Major		46	(55.4%)
Changed Major		11	(13.3%)
<b>ACCT- BS</b>	58	39	(67.2%)
Same Major		33	(56.9%)
Changed Major		6	(10.3%)
<b>FIN- BS</b>	25	18	(72.0%)
Same Major		13	(52.0%)
Changed Major		5	(20.0%)

**Marketing & Supply Chain Management**

	<b>Cohort</b>	<b>Retention 1st-2nd Year (Fall 2016)</b>	
<b>Total:</b>	23	14	(60.9%)
		9	(39.1%)
		5	(21.7%)
<b>MRKT-BA</b>	23	14	(60.9%)
Same Major		9	(39.1%)
Changed Major		5	(21.7%)
<b>SCMT-BS</b>	0		
Same Major		N/A	
Changed Major			

**\*Most recently reported cohort**