**Business Department Retention Rate (2020-21)**

Retention Rate of Business Cohort 2018 (University Retention Rate 75.5%)

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| --- | --- | --- |
| **Major** | **Retention Rate** | **Goal** |
| Accounting | 67% | 75% |
| Business Management | 70% | 75% |
| Finance | 100% | 75% |
| International Business | 100% | 75% |
| Marketing | 83% | 75% |
| Overall – Business | 78% | 75% |