

WGU School of Business Term to Term Retention: FY 22-24

Program	FY22	FY23	FY24
Bachelor of Science Business Administration, Accounting	86.0%	89.0%	86.8%
Bachelor of Science Business Administration, Healthcare Management	82.8%	88.5%	81.8%
Bachelor of Science Business Administration, Human Resource Management	83.8%	88.1%	84.2%
Bachelor of Science Business Administration, Information Technology Management	85.7%	87.1%	87.5%
Bachelor of Science Business Administration, Management	82.2%	88.0%	86.6%
Bachelor of Science Business Administration, Marketing	83.8%	82.1%	82.3%
Bachelor of Science, Accounting	90.0%	89.9%	91.8%
Bachelor of Science, Business - HR Management	89.7%	89.4%	87.4%
Bachelor of Science, Business - Healthcare Management	87.4%	84.1%	87.5%
Bachelor of Science, Business - IT Management	91.3%	87.9%	94.2%
Bachelor of Science, Business Management	90.0%	88.8%	89.2%
Bachelor of Science, Finance*		516.7%	85.1%
Bachelor of Science, Healthcare Administration*			97.5%
Bachelor of Science, Marketing Management	88.2%	85.1%	87.3%
Bachelor of Science, Sales and Sales Management	87.5%	66.7%	
Bachelor of Science, Supply Chain and Operations Management*			92.2%
MBA, Healthcare Management	89.2%	88.9%	90.0%
MBA, IT Management	91.6%	90.3%	89.8%
Master of Business Administration	90.8%	90.1%	89.6%
Master of Science in Marketing, Digital Marketing Specialization*		155.6%	81.2%
Master of Science in Marketing, Marketing Analytics Specialization*		200.0%	83.1%
Master of Science, Accounting	89.3%	87.9%	87.5%
Master of Science, Human Resource Management*			89.3%
Master of Science, Management and Leadership	91.6%	89.4%	91.3%
Total School of Business	87.3%	88.3%	87.1%

* Indicates a new program that began enrolling new students within the past three years

Definition: Percentage of students that remained active or graduated from one term to the next, for any term sequence in the program