



Public Disclosure of Student Achievement

Institution Name: South College

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

Academic Period Covered: July 2023 – June 2024

Date Report Posted: January 2025

PROGRAM	MEASURE	TARGET	RESULT
Associate of Science in Accounting	Retention Rate	75%	66%
Associate of Science in Accounting – Concentration in Tax Prep	Retention Rate	75%	33%
Associate of Science in Business Administration	Retention Rate	75%	60%
Associate of Science in Business Administration – Concentration in Healthcare Management	Retention Rate	75%	75%
Associate of Science in Business Administration – Concentration in Digital Marketing	Retention Rate	75%	63%
Associate of Science in Business Administration – Concentration in Entrepreneurship	Retention Rate	75%	100%
Bachelor of Business Administration (General)	Retention Rate	75%	71%
Bachelor of Business Administration – Concentration in Accounting	Retention Rate	75%	66.7%
Bachelor of Business Administration – Concentration in Business Analytics	Retention Rate	75%	100%
Bachelor of Business Administration – Concentration in Entrepreneurship	Retention Rate	75%	71%
Bachelor of Business Administration – Concentration in Finance	Retention Rate	75%	80%
Bachelor of Business Administration – Concentration in Healthcare Administration	Retention Rate	75%	67%
Bachelor of Business Administration – Concentration in Hospitality Management	Retention Rate	75%	50%

Bachelor of Business Administration – Concentration in Human Resource Management	Retention Rate	75%	81%
Bachelor of Business Administration – Concentration in Management and Leadership	Retention Rate	75%	61%
Bachelor of Business Administration – Concentration in Marketing	Retention Rate	75%	69%
Bachelor of Business Administration – Concentration in Project Management	Retention Rate	75%	75%
Bachelor of Business Administration – Concentration in Social Media Management	Retention Rate	75%	0%
Bachelor of Business Administration – Concentration in Supply Chain Management	Retention Rate	75%	63%
Bachelor of Science in Accounting	Retention Rate	75%	60%
Bachelor of Science in Healthcare Administration	Retention Rate	75%	N/A
Master of Business Administration	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Accounting	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Business Analytics	Retention Rate	75%	0%
Master of Business Administration – Concentration in Criminal Justice	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Finance	Retention Rate	75%	100%
Master of Business Administration – Concentration in Healthcare Administration	Retention Rate	75%	80%
Master of Business Administration – Concentration in Human Resource Management	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Information Systems	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Marketing	Retention Rate	75%	71%
Master of Business Administration – Concentration in Project Management	Retention Rate	75%	100%
Master of Business Administration – Concentration in Social Media Marketing	Retention Rate	75%	N/A
Master of Science in Accounting	Retention Rate	75%	N/A
Master of Healthcare Administration	Retention Rate	75%	89%
Doctor of Business Administration –	Retention Rate	75%	92%

Doctor of Business Administration – Concentration in Accounting	Retention Rate	75%	83%
Doctor of Business Administration – Concentration in Healthcare Administration	Retention Rate	75%	83%
Doctor of Business Administration – Concentration in Organizational Leadership	Retention Rate	75%	79%

- N/A = insufficient data (less than 10 enrollments)

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	[1 - (number of students who dropped from the program between July 2022 and June 2023)] divided by number of unique students enrolled in the program between July 2022 and June 2023)