



**Public Disclosure of Student Achievement**

**Institution Name: South College**

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

**Academic Period Covered: Summer 2024 – Spring 2025**

**Date Report Posted: February 2026**

<b>PROGRAM</b>	<b>MEASURE</b>	<b>TARGET</b>	<b>RESULT</b>
Associate of Science in Accounting	Retention Rate	75%	64%
Associate of Science in Accounting – Concentration in Tax Prep	Retention Rate	75%	100%
Associate of Science in Business Administration	Retention Rate	75%	60%
Associate of Science in Business Administration – Concentration in Healthcare Management	Retention Rate	75%	64%
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%	70%
Bachelor of Business Administration – Concentration in Accounting	Retention Rate	75%	69%
Bachelor of Business Administration – Concentration in Business Analytics	Retention Rate	75%	50%
Bachelor of Business Administration – Concentration in Entrepreneurship	Retention Rate	75%	43%
Bachelor of Business Administration – Concentration in Finance	Retention Rate	75%	75%
Bachelor of Business Administration – Concentration in Healthcare Administration	Retention Rate	75%	66%
Bachelor of Business Administration – Concentration in Hospitality Management	Retention Rate	75%	N/A

Bachelor of Business Administration – Concentration in Human Resource Management	Retention Rate	75%	73%
Bachelor of Business Administration – Concentration in Management and Leadership	Retention Rate	75%	79%
Bachelor of Business Administration – Concentration in Marketing	Retention Rate	75%	76%
Bachelor of Business Administration – Concentration in Project Management	Retention Rate	75%	86%
Bachelor of Business Administration – Concentration in Social Media Management	Retention Rate	75%	N/A
Bachelor of Business Administration – Concentration in Supply Chain Management	Retention Rate	75%	78%
Bachelor of Science in Accounting	Retention Rate	75%	100%
Bachelor of Science in Healthcare Administration	Retention Rate	75%	64%
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%	N/A
Master of Business Administration – Concentration in Criminal Justice	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Finance	Retention Rate	75%	N/A
Master of Business Administration – Concentration in Healthcare Administration	Retention Rate	75%	94%
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%	94%
Master of Business Administration – Concentration in Project Management	Retention Rate	75%	80%
Master of Business Administration – Concentration in Social Media Marketing	Retention Rate	75%	N/A

Master of Business Administration – Concentration in Leadership	Retention Rate	75%	91%
Master of Science in Accounting	Retention Rate	75%	100%
Master of Healthcare Administration	Retention Rate	75%	96%
Doctor of Business Administration –	Retention Rate	75%	89%

**Calculations for Measures**

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	[1 - (number of students who dropped from the program between Summer 2024 and Spring 2025)] divided by number of unique students enrolled in the program between Summer 2024 and Spring 2025)