



Public Disclosure of Student Achievement

Institution Name: Fitchburg State University

Business Unit(s) included in this report: Business Administration

Academic Period Covered: Academic Year 2024-2025

Date Report Posted: November 15, 2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration with concentration in:			
Accounting	Retention Rate	80%	78%
Entrepreneurship	Retention Rate	80%	62%
Information Systems Management	Retention Rate	80%	100%*
Management	Retention Rate	80%	56%
Marketing	Retention Rate	80%	91%
MBA with Specialization in:			
Accounting	Graduation Rate	84%	71%
Business Analytics Management	Graduation Rate	84%	NA
Finance	Graduation Rate	84%	NA
Health Care Management	Graduation Rate	84%	67%
Human Resources Management	Graduation Rate	84%	77%
Management	Graduation Rate	84%	69%
Marketing	Graduation Rate	84%	73%
Supply Chain Management	Graduation Rate	84%	55%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Full-time undergraduate freshmen business majors enrolled in Fall 2024 and still enrolled in Fall 2025.
Graduation Rate	MBA students first enrolled in Fall 2021 and graduated prior to Fall 2025. NA = Concentration began after Fall 2020

* N= 1 Fall 2024 had just one student as full-time Freshmen enrollment