



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 Fall2025.
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