



Public Disclosure of Student Achievement

Institution Name: Fitchburg State University

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

Academic Period Covered: Academic Year 2021-2022

Date Submitted: February 1, 2023

PROGRAM	INDICATOR	RESULT
Bachelor of Science in Business Administration with concentration in		
Accounting	Retention	89%
Entrepreneurship	Retention	100% (n=1)
Management	Retention	81%
Marketing	Retention	92%
Master of Science in Business Administration with concentration in		
Accounting	Graduation	76%
Human Resources	Graduation	83%
Management	Graduation	81%
Healthcare	Graduation	NA
Marketing	Graduation	NA
Supply Chain	Graduation	NA

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Full-time undergraduate freshman business majors enrolled in Fall 2021 and still enrolled in Fall 2022.
Graduation Rate	MBA students first enrolled in Fall 2018 and graduated by the end of calendar year 2022. NA = Concentration began after Fall 2018.