

**FALL 2016 COHORT OF FIRST-TIME, FULL-TIME ENTERING FRESHMEN
FALL TO FALL RETENTION RATE
by Declared Majors**

DISCIPLINE/SCHOOL/COLLEGE	COHORT FALL 2016	RETURNED FALL 2017	PERCENTAGE
Accounting	53	29	54.7%
Business Administration	83	43	51.8%
Economics	5	4	80.0%
Entrepreneurship	19	9	47.4%
Finance	4	2	50.0%
Management	18	11	61.1%
Marketing	18	11	61.1%
TOTAL, COLLEGE OF BUSINESS	200	109	54.5%