

**FALL 2017 COHORT OF FIRST-TIME, FULLTIME ENTERING FRESHMEN  
FALL TO FALL RETENTION RATE  
by Declared Majors**

<b>DISCIPLINE/SCHOOL/COLLEGE</b>	<b>COHORT FALL 2017</b>	<b>RETURNED FALL 2018</b>	<b>PERCENTAGE</b>
Accounting	40	16	40.0%
Business Administration	45	16	35.6%
Economics	1	1	100.0%
Entrepreneurship	8	4	50.0%
Finance	4	2	50.0%
Management	24	12	50.0%
Marketing	8	3	37.5%
<b>TOTAL, COLLEGE OF BUSINESS</b>	<b>130</b>	<b>54</b>	<b>41.5%</b>