

**FALL 2019 COHORT OF FIRST-TIME, FULLTIME ENTERING FRESHMEN**

**FALL TO FALL RETENTION RATE**

**by Declared Majors**

<b>DISCIPLINE/SCHOOL/COLLEGE</b>	<b>COHORT FALL 2019</b>	<b>RETURNED FALL 2020</b>	<b>PERCENTAGE</b>
Accounting	25	18	72.0%
Business Administration	55	39	70.9%
Economics	1	0	0.0%
Entrepreneurship	22	16	72.7%
Finance	0	0	NA
Management	8	8	100.0%
Marketing	16	13	81.3%
<b>TOTAL, COLLEGE OF BUSINESS</b>	<b>127</b>	<b>94</b>	<b>74.0%</b>