

Key Performance Indicators | 2022/23 – 2024/25

EXECUTIVE SNAPSHOT

College-Wide Averages

Averages are computed from program-level rates across all eight programs. All figures are now finalized for academic year 2024/25.

KPI	2022/23	2023/24	2024/25	YoY Change
Retention Rate	81.43%	76.00%	79.72%	+3.71 pp
Graduation Rate	100.00%	97.61%	92.36%	-5.25 pp
Employment Rate	90.59%	71.30%	61.53%	-9.76 pp

About this Report

This report summarizes Key Performance Indicators for the College of Business Administration across three academic years (2022/23 through 2024/25) covering student retention, program graduation, and post-graduation employment across the eight programs offered by the college. All figures are finalized as of the April 2026 reporting cycle.

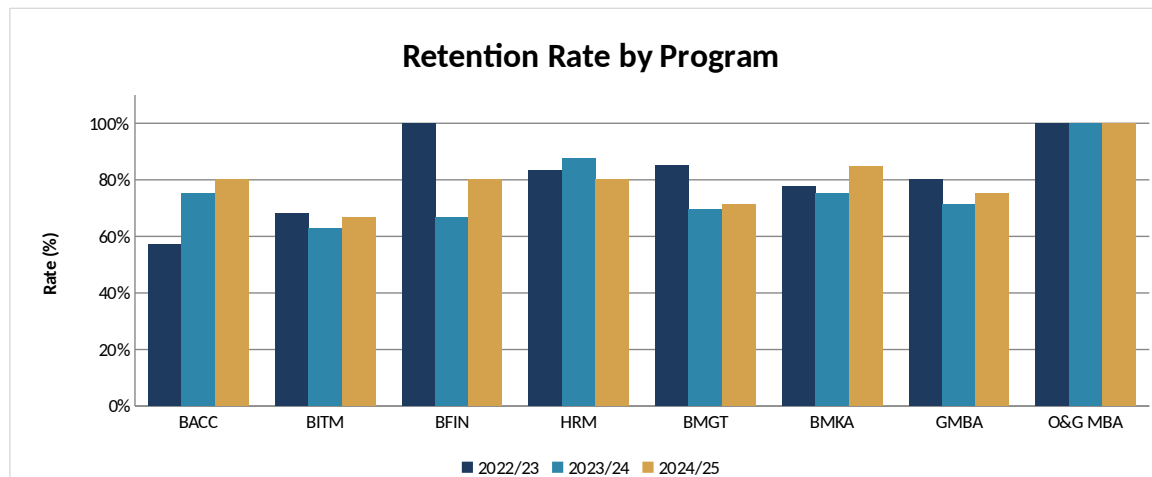
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Retention Rates by Program

Retention is measured as the share of students enrolled in the prior fall term who remained enrolled in the following fall term, within the same program.

Code	Program	2022/23	2023/24	2024/25	YoY Change
BACC	Accounting	57.14%	75.00%	80.00%	+5.00 pp
BITM	Business Information Technology Management	68.18%	62.86%	66.67%	+3.81 pp
BFIN	Finance and Banking	100.00%	66.67%	80.00%	+13.33 pp
HRM	Human Resources Management	83.33%	87.50%	80.00%	-7.50 pp
BMGT	Management	85.00%	69.57%	71.43%	+1.86 pp
BMKA	Marketing and Advertising	77.78%	75.00%	84.62%	+9.62 pp
GMBA	General MBA	80.00%	71.43%	75.00%	+3.57 pp
O&G MBA	Oil & Gas MBA	100.00%	100.00%	100.00%	0.00 pp
	College-Wide Average	81.43%	76.00%	79.72%	+3.71 pp



Retention – Observations

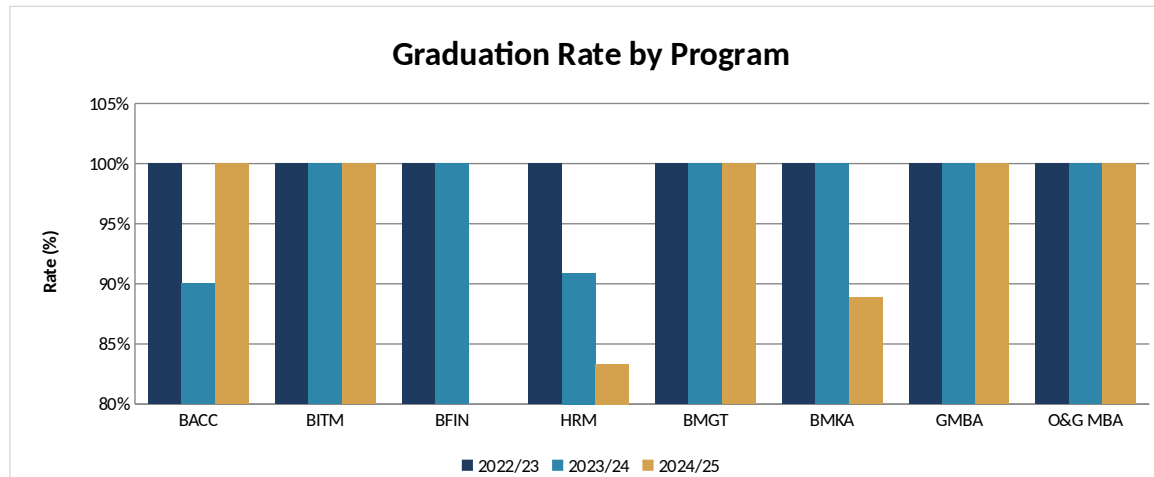
- College-wide retention recovered to 79.72% in 2024/25, up +3.71 pp from 2023/24 — six of eight programs improved.
- Largest gains: BFIN (+13.33 pp, recovering from 2023/24 dip), BMKA (+9.62 pp, third consecutive year of improvement), BACC (+5.00 pp).
- Top performer: O&G MBA at 100.00% (held three years running); BMKA at 84.62% leads undergraduate programs.
- Requires attention: BITM at 66.67% remains the lowest retention rate; HRM declined -7.50 pp to 80.00%.
- Three-year trend: still -1.71 pp below the 2022/23 baseline of 81.43%; full recovery would require sustained gains across BITM, BMGT, and HRM.

SECTION 2

Graduation Rates by Program

In accordance with ACBSP standards, the graduation rate is calculated at 150% of standard time-to-completion — i.e., the proportion of students who complete their program within 1.5 times the published normal duration of the program.

Code	Program	2022/23	2023/24	2024/25	YoY Change
BACC	Accounting	100.00%	90.00%	100.00%	+10.00 pp
BITM	Business Information Technology Management	100.00%	100.00%	100.00%	0.00 pp
BFIN	Finance and Banking	100.00%	100.00%	66.67%	-33.33 pp
HRM	Human Resources Management	100.00%	90.91%	83.33%	-7.58 pp
BMGT	Management	100.00%	100.00%	100.00%	0.00 pp
BMKA	Marketing and Advertising	100.00%	100.00%	88.89%	-11.11 pp
GMBA	General MBA	100.00%	100.00%	100.00%	0.00 pp
O&G MBA	Oil & Gas MBA	100.00%	100.00%	100.00%	0.00 pp
	College-Wide Average	100.00%	97.61%	92.36%	-5.25 pp



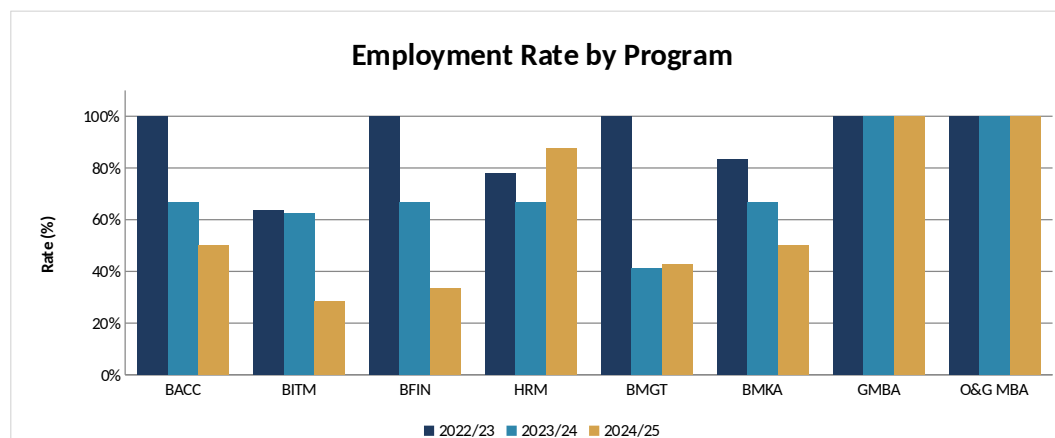
Graduation — Observations

- College-wide graduation slipped to 92.36% in 2024/25, down -5.25 pp from 2023/24 — the second consecutive annual decline.
- Five of eight programs maintained 100.00%: BACC (recovered from 2023/24 dip), BITM, BMGT, GMBA, and Oil & Gas MBA.
- Largest decline: BFIN at 66.67% (-33.33 pp YoY). Note: the majority of BFIN students this cohort opted to pursue a double major in Accounting, which extended their study period beyond the 150% time-to-completion window. The decline reflects timing of completion rather than attrition or academic difficulty.
- Other declines: BMKA -11.11 pp (to 88.89%) and HRM -7.58 pp (to 83.33%, second consecutive year of decline).
- BACC bounced back to 100.00% (from 90.00%), restoring its earlier baseline.

Employment Rates by Program

Employment rate measures the share of graduates reporting employment within the tracking window following graduation.

Code	Program	2022/23	2023/24	2024/25	YoY Change
BACC	Accounting	100.00%	66.67%	50.00%	-16.67 pp
BITM	Business Information Technology Management	63.64%	62.50%	28.57%	-33.93 pp
BFIN	Finance and Banking	100.00%	66.67%	33.33%	-33.34 pp
HRM	Human Resources Management	77.78%	66.67%	87.50%	+20.83 pp
BMGT	Management	100.00%	41.18%	42.86%	+1.68 pp
BMKA	Marketing and Advertising	83.33%	66.67%	50.00%	-16.67 pp
GMBA	General MBA	100.00%	100.00%	100.00%	0.00 pp
O&G MBA	Oil & Gas MBA	100.00%	100.00%	100.00%	0.00 pp
	College-Wide Average	90.59%	71.30%	61.53%	-9.76 pp



Employment — Observations

- College-wide employment fell to 61.53% in 2024/25, down -9.76 pp from 2023/24 — second consecutive year of decline; cumulative -29.06 pp from 2022/23.
- Sharpest declines: BITM -33.93 pp (to 28.57%) and BFIN -33.34 pp (to 33.33%) — both flagship undergraduate programs now below 35%.
- BACC declined a further -16.67 pp to 50.00%; BMKA also declined -16.67 pp to 50.00%.
- Bright spot: HRM jumped +20.83 pp to 87.50% — the only undergraduate program with materially improved employment.
- Graduate programs (GMBA, Oil & Gas MBA) held at 100% for the third consecutive year.
- Three programs (BITM, BFIN, BMGT) have employment rates below 50% — warranting urgent review of curriculum, career services, and tracking methodology.
- Contextual note: the country has been experiencing an ongoing war since October 2024, which has significantly disrupted business operations and the labor market. Reduced hiring, business closures, and emigration of recent graduates likely explain a substantial portion of the 2024/25 employment decline. Year-over-year deltas should be interpreted with this macroeconomic context in mind.

Methodology & Definitions

Program Codes

Code	Program Name	Level
BACC	Accounting	Undergraduate
BITM	Business Information Technology Management	Undergraduate
BFIN	Finance and Banking	Undergraduate
HRM	Human Resources Management	Undergraduate
BMGT	Management	Undergraduate
BMKA	Marketing and Advertising	Undergraduate
GMBA	General MBA	Graduate
O&G MBA	Oil & Gas MBA	Graduate

Definitions

Retention Rate

Students continuing in the program into the following fall term ÷ students enrolled in the prior fall term, within the same program.

Graduation Rate

In accordance with ACBSP standards, the graduation rate is calculated at 150% of standard time-to-completion. Students who complete their program within 1.5 times the published normal duration of the program are counted as graduates.

Employment Rate

Graduates reporting employment within the tracking window ÷ total graduates tracked.

College-Wide Average

Simple unweighted mean across all eight programs for the given year.

YoY Change

Change between the two most recent reporting years (2023/24 → 2024/25), expressed in percentage points (pp).