



IACBE

Public Disclosure of Student Achievement

Institution Name: Roberts Wesleyan University

Business Unit(s) included in this report: School of Business

Academic Period Covered: July 1, 2024-June 30, 2025

Date Report Posted: January 14, 2026

PROGRAM	MEASURE	TARGET	RESULT
Undergraduate Business (majors below)			
Accounting	Retention Rate	85%	83.3%
Business Administration	Retention Rate	85%	94.3%
Management and Leadership	Retention Rate	85%	87.5%
Marketing	Retention Rate	85%	84.6%
Sports Management & Marketing	Retention Rate	85%	86.4%
Adult and Graduate (programs below)			
M.S. in Strategic Leadership	Graduation Rate	85%	85.15%
M.S. in Strategic Marketing	Graduation Rate	85%	100% (2020-21 data only)
M.S. in Health Administration	Graduation Rate	85%	93.8%
B.S. in Health Administration	Graduation Rate	80%	79.75%
B.S. in Business Marketing	Graduation Rate	80%	84.3%
B.S. in Business Management	Graduation Rate	80%	67.05%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Percentage of student who were enrolled as a business major in Spring of 2025 (minus those who graduated) and returned to the University on Fall of 2025.
Graduation Rate	Two-year rolling average graduation rate – The percentage of students who started the program in academic year 2020-21 and 2021-22 and earned their degree within three years of their start date.

