

WGU School of Business Enrollments: FY 23-26

Program	FY23	FY24	FY25	FY26
Bachelor of Science Business Administration, Accounting	3830	4857	4408	1
Bachelor of Science Business Administration, Human Resource Management	2578	2873	1840	
Bachelor of Science Business Administration, Information Technology Management	1408	1415	1063	
Bachelor of Science Business Administration, Management	5997	6742	5387	
Bachelor of Science Business Administration, Marketing	1729	1972	959	
Bachelor of Science, Accounting			2553	7392
Bachelor of Science, Business Management			2865	8922
Bachelor of Science, Communications*			722	944
Bachelor of Science, Finance	369	1779	2383	2055
Bachelor of Science, Healthcare Administration*		1885	2787	2848
Bachelor of Science, Human Resource Management*			787	2092
Bachelor of Science, Information Technology Management*			517	1530
Bachelor of Science, Marketing*			890	1424
Bachelor of Science, Supply Chain and Operations Management	81	1725	2121	2334
Bachelor of Science, User Experience Design*			496	523
MBA, Healthcare Management	2483	2202	2214	2
MBA, IT Management	1239	1463	1424	1345
Master of Business Administration	4711	5370	5615	6327
Master of Business Administration, Healthcare Administration*				2354
Master of Science in Accounting, Auditing Specialization*			83	197
Master of Science in Accounting, Financial Reporting Specialization*			172	302
Master of Science in Accounting, Management Accounting Specialization*			102	199
Master of Science in Accounting, Taxation Specialization*			173	268
Master of Science in Marketing, Digital Marketing Specialization	196	481	448	415

Master of Science in Marketing, Marketing Analytics Specialization	67	178	174	186
Master of Science, Accounting	625	808	426	
Master of Science, Human Resource Management*		1053	1364	1283
Master of Science, Management and Leadership	1648	1765	1627	1865
Total School of Business	29042	36959	43600	44808

* Indicates a new program that began enrolling new students within the past three years

Definition: Matriculates who started and remained active for one month.