

WGU School of Business Term to Term Retention: FY 23-26

Program	FY23	FY24	FY25	FY26
Bachelor of Science Business Administration, Accounting	89.0%	86.8%	81.1%	64.4%
Bachelor of Science Business Administration, Healthcare Management	88.5%	81.8%	83.3%	87.6%
Bachelor of Science Business Administration, Human Resource Management	88.1%	84.2%	78.2%	61.0%
Bachelor of Science Business Administration, Information Technology Management	87.1%	87.5%	81.4%	80.7%
Bachelor of Science Business Administration, Management	88.0%	86.6%	79.3%	50.2%
Bachelor of Science Business Administration, Marketing	82.1%	82.3%	73.8%	73.9%
Bachelor of Science Information Technology Management*			93.3%	81.9%
Bachelor of Science Supply Chain and Operations Management				
Bachelor of Science, Accounting	89.9%	91.8%	99.4%	86.7%
Bachelor of Science, Business - HR Management	89.4%	87.4%	88.1%	86.0%
Bachelor of Science, Business - Healthcare Management	84.1%	87.5%	84.6%	84.0%
Bachelor of Science, Business - IT Management	87.9%	94.2%	96.9%	72.7%
Bachelor of Science, Business Management	88.8%	89.2%	98.7%	85.8%
Bachelor of Science, Communications*			86.3%	80.4%
Bachelor of Science, Finance	516.7%	85.1%	75.7%	76.7%
Bachelor of Science, Healthcare Administration*		97.5%	82.8%	82.3%
Bachelor of Science, Human Resource Management*			99.7%	84.5%
Bachelor of Science, Marketing Management	85.1%	87.3%	87.7%	94.7%
Bachelor of Science, Marketing*			99.1%	80.2%
Bachelor of Science, Project Management*				100.0%
Bachelor of Science, Sales and Sales Management	66.7%			
Bachelor of Science, Supply Chain and Operations Management		92.2%	79.1%	80.4%
Bachelor of Science, User Experience Design*			90.0%	86.5%
MBA, Healthcare Management	88.9%	90.0%	86.7%	78.6%
MBA, IT Management	90.3%	89.8%	87.0%	86.2%
Master of Business Administration	90.1%	89.6%	87.7%	86.4%
Master of Business Administration, Healthcare Administration*				87.2%

Master of Science in Accounting, Auditing Specialization*			96.6%	91.1%
Master of Science in Accounting, Financial Reporting Specialization*			89.6%	88.1%
Master of Science in Accounting, Management Accounting Specialization*			100.0%	86.1%
Master of Science in Accounting, Taxation Specialization*			87.7%	87.7%
Master of Science in Marketing, Digital Marketing Specialization	155.6%	81.2%	84.5%	81.6%
Master of Science in Marketing, Marketing Analytics Specialization	200.0%	83.1%	84.8%	83.7%
Master of Science, Accounting	87.9%	87.5%	84.2%	84.6%
Master of Science, Human Resource Management*		89.3%	82.4%	84.6%
Master of Science, Management and Leadership	89.4%	91.3%	88.3%	84.7%
Total School of Business	88.3%	87.1%	83.7%	82.8%

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

Definition: Percentage of students that remained active or graduated from one term to the next, for any term sequence in the program