

WGU School of Business VSAT (Very Satisfied): FY 23-26

Program	FY23	FY24	FY25	FY26
Bachelor of Science Business Administration, Accounting	64.6%	60.9%	58.0%	56.8%
Bachelor of Science Business Administration, Healthcare Management	57.2%	57.7%	41.6%	38.9%
Bachelor of Science Business Administration, Human Resource Management	64.2%	60.4%	55.5%	57.4%
Bachelor of Science Business Administration, Information Technology Management	60.4%	57.3%	58.8%	53.7%
Bachelor of Science Business Administration, Management	66.2%	61.3%	59.9%	56.5%
Bachelor of Science Business Administration, Marketing	58.3%	60.8%	58.0%	40.4%
Bachelor of Science, Accounting	49.0%	56.7%	47.1%	62.0%
Bachelor of Science, Business - Healthcare Management	44.1%	30.8%	0.0%	33.3%
Bachelor of Science, Business - Human Resource Management	53.9%	33.8%	40.0%	33.3%
Bachelor of Science, Business - Information Technology Management	57.6%	62.5%		0.0%
Bachelor of Science, Business Management	55.8%	44.4%	56.3%	60.0%
Bachelor of Science, Communications*			51.5%	62.4%
Bachelor of Science, Finance	100.0%	55.9%	53.7%	51.9%
Bachelor of Science, Healthcare Administration*		55.3%	55.8%	61.3%
Bachelor of Science, Human Resource Management*			62.5%	63.3%
Bachelor of Science, Information Technology Management*			58.6%	63.1%
Bachelor of Science, Marketing Management	51.1%	38.5%	50.0%	100.0%
Bachelor of Science, Marketing*			65.4%	59.6%
Bachelor of Science, Supply Chain and Operations Management		59.6%	56.9%	60.1%
Bachelor of Science, User Experience Design*			65.3%	61.1%
MBA, Healthcare Management	56.1%	53.7%	54.2%	47.5%
MBA, IT Management	61.2%	55.8%	63.4%	63.4%
Master of Business Administration	61.1%	56.8%	55.7%	58.8%
Master of Business Administration, Healthcare Administration*				56.0%

Master of Science in Accounting, Auditing Specialization*			50.0%	52.0%
Master of Science in Accounting, Financial Reporting Specialization*			50.0%	37.5%
Master of Science in Accounting, Management Accounting Specialization*			57.1%	46.9%
Master of Science in Accounting, Taxation Specialization*			45.5%	35.0%
Master of Science in Marketing, Digital Marketing Specialization	60.0%	57.0%	55.6%	48.6%
Master of Science in Marketing, Marketing Analytics Specialization		59.4%	48.1%	50.0%
Master of Science, Accounting	60.3%	58.4%	48.3%	44.4%
Master of Science, Human Resource Management*		59.5%	56.8%	53.3%
Master of Science, Management and Leadership	61.2%	58.5%	58.5%	62.3%
Total School of Business	61.6%	58.9%	57.3%	59.4%

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

Definition: The percentage of students who report they are Very Satisfied with their overall WGU experience on the end of term survey