

Bachelor of Business Administration (BBA) Retention Rate Study:

The retention rate is the percentage of students from a given cohort who graduated or were still enrolled at NNMC within a specified term (for example, one year later). The total beginning cohort is the denominator of the rate; the students re-enrolled/graduated is the numerator of the rate.

$$\text{Retention rate (\%)} = \frac{\text{Number of re-enrolled} + \text{Number of graduated}}{\text{Number in cohort}}$$

Fall 2022 to Fall 2023 retention rate:

Majors	Retention Rate
BBA Accounting	66%
BBA Management	78%
BBA Project Management	69%

Fall 2023 to Fall 2024 retention rate:

Majors	Retention Rate
BBA Accounting	67%
BBA Management	70%
BBA Project Management	80%