



## Public Disclosure of Student Achievement

**Institution Name:** West Liberty University

**Business Unit(s) included in this report:** Gary E. West College of Business

**Academic Period Covered:** AY 21-22

**Date Report Posted:** September 30, 2023

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration: Concentrations in			
Accounting	Retention	75%	*
Computer Information Systems	Retention	75%	*
Cybersecurity	Retention	75%	*
Entrepreneurship	Retention	75%	*
Financial Planning	Retention	75%	*
Energy Management	Retention	75%	*
General Business	Retention	75%	*
Healthcare Management	Retention	75%	*
Management	Retention	75%	*
Marketing	Retention	75%	*
Sport Management	Retention	75%	*
Zoo Management	Retention	75%	*

\*Insufficient data is available for this area of emphasis

PROGRAM	MEASURE	TARGET	RESULT
Master of Business Administration: Concentrations in			
Forensic Accounting	Retention	75%	*
Healthcare Management	Retention	75%	*
Management	Retention	75%	*

\*Insufficient data is available for this area of emphasis



### Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate By Major	<p>Students enrolled as First Year students in Fall 2021 and returned <b>in their initially declared major area</b> in Fall 2022.</p> <p>Note: Students who remained within the Gary E. West College of Business – in either the BSBA or the MBA programs – but did not continue in their Fall 2021 declared major area of study in Fall 2022 were not counted as retained.</p>