



**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 22-23**

**Date Report Posted: February 2024**

| PROGRAM  | MEASURE   | TARGET | RESULT |
|--|-----------|--------|--------|
| Bachelor of Science in Business Administration<br><br>Includes Concentrations in: <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Computer Information Systems</li> <li>• Cybersecurity</li> <li>• Entrepreneurship</li> <li>• Financial Planning</li> <li>• Energy Management</li> <li>• General Business</li> <li>• Healthcare Management</li> <li>• Management</li> <li>• Marketing</li> <li>• Sport Management</li> <li>• Zoo Management</li> </ul> | Retention | 75%    | 78%    |

| PROGRAM  | MEASURE   | TARGET | RESULT |
|--|-----------|--------|--------|
| Master of Business Administration:<br><br>Includes Concentrations in: <ul style="list-style-type: none"> <li>• Forensic Accounting</li> <li>• Healthcare Management</li> <li>• Management</li> </ul> | Retention | 75%    | 80%    |



## Calculation for Measures

| MEASURE                           | DESCRIPTION AND HOW IT WAS CALCULATED   |
|-----------------------------------|---|
| Retention Rate<br>By Major - BSBA | Students enrolled in all concentrations in Fall 2022 returning to continue their degree in Fall 2023. Students enrolled in Fall 2022 who graduated prior to Fall 2023 were excluded from the retention calculation.   |
| Retention Rate<br>By Major - MBA  | <p>Students enrolled in Fall 2022 and returned in Fall 2023.</p> <p><b>Note:</b> The MBA program within the Gary E. West College of Business includes a <b>1-year/3-term accelerated completion pathway</b>, allowing students to complete their entire program within the academic year.</p> <p>All students who enrolled in the MBA program Fall 2022 and graduated within the accelerated 1-year/3-term time frame were not counted as retained.</p> |