

KSB Retention Rates by Program	Sophomore Retention Rate	Entry AY Fall 2023	Entry AY Fall 2024	Entry AY Fall 2025
BSBA - Accounting	80%	100.00%	100.00%	95.00%
BSBA - Business Administration	80%	92.10%	77.77%	87.09%
BSBA - Finance	80%	78.57%	93.33%	82.60%
BSBA - Golf Management	80%	77.77%	60.00%	100.00%
BSBA - Management	80%	75.00%	100.00%	88.88%
BSBA - Marketing	80%	100.00%	92.30%	92.30%
BSBA - Sport Management	80%	87.09%	68.96%	76.47%
KSB Graduation Rates by Program	4-year graduation goal	AY 2024	AY 2025	AY 2026
BSBA - Accounting	50%	14.29%	36.36%	60.00%
BSBA - Business Administration	50%	29.03%	41.02%	45.16%
BSBA - Finance	50%	50.00%	60.00%	60.00%
BSBA - Golf Management	50%	20.00%	83.33%	87.50%
BSBA - Management	50%	60.00%	45.45%	23.07%
BSBA - Marketing	50%	60.00%	50.00%	41.66%
BSBA - Sport Management	50%	39.13%	41.93%	54.16%

[illegible]

Retention Rates by Cohort						
Year	Cohort	Headcount	Retention Rate (2021)	Retention Rate (2022)	Retention Rate (2023)	Retention Rate (2024)
2020	2020	175	70.30%	42.70%	28.40%	17.60%
2021	2021	106	0%	70.20%	43.20%	26.90%
2022	2022	84	0%	0%	75.60%	47.10%
2023	2023	848	0%	0%	0%	60.90%
2024	2024	538	0%	0%	0%	0%