

Southern New Hampshire University

Retention Rates¹ by Degree Program by Academic Year²

ACBSP Accredited Degree Program		2021-2022	2022-2023	2023-2024	2024-2025
		Result	Result	Result	Result
Associate of Science in Accounting	Online	41%	37%	43%	53%
	Campus	N/A ³	N/A ³	100%	N/A ⁴
Associate of Science in Business Administration	Online	38%	34%	43%	47%
Associate of Science in Marketing	Online	35%	31%	37%	42%
Bachelor of Science in Accounting	Online	57%	51%	55%	55%
	Campus	100%	75%	56%	76%
Bachelor of Science in Accounting and Finance	Online	51%	49%	52%	54%
	Campus	100%	79%	82%	88%
Bachelor of Science in Business Administration	Online	47%	46%	51%	54%
	Campus	73%	76%	75%	71%
Bachelor of Science in Computer Information Systems	Online	56%	43%	57%	60%
	Campus	50%	100%	50%	80%
Bachelor of Science in Economics and Finance	Campus	100%	63%	42%	100%
Bachelor of Science in Fashion Merchandising and Management ⁵	Online	44%	49%	48%	N/A ³
Bachelor of Science in Finance	Online	51%	48%	52%	51%
Bachelor of Science in Marketing	Online	49%	44%	46%	50%
	Campus	75%	75%	79%	92%
Bachelor of Science in Operations Management	Online	42%	40%	47%	52%
Bachelor of Science in Sport Management	Online	41%	37%	41%	41%
	Campus	83%	82%	83%	81%
Bachelor of Science in Technical Management	Online	65%	66%	74%	73%
Master of Business Administration	Online	57%	67%	65%	61%
	Campus	38%	59%	41%	40%
Master of Science in Accounting	Online	55%	63%	63%	56%
Master of Science in Accounting and Finance ⁵	Online	57%	54%	68%	N/A ³
Master of Science in Applied Economics ⁵	Online	47%	43%	53%	57%
Master of Science in Finance	Online	51%	52%	59%	55%
Master of Science in Human Resource Management	Online	61%	63%	61%	63%
Master of Science in Information Technology	Online	55%	58%	59%	64%
	Campus	46%	82%	80%	59%
Master of Science in Management	Online	55%	57%	67%	67%
Master of Science in Marketing	Online	55%	60%	61%	55%
Master of Science in Organizational Leadership	Online	59%	66%	68%	66%
Master of Science in Project Management and Operations	Online	54%	64%	63%	59%
Master of Science in Sport Management	Online	57%	70%	62%	71%
Doctor of Philosophy in International Business	Campus	N/A ³	N/A ³	50%	67%

¹ Calculated based on new students entering the program in the fall of the previous year, measures the percent of students that persisted to the indicated year.

² Academic year spans corresponding Fall/Spring terms for Campus programs and Fall/Spring/Summer terms for Online programs.

³ N/A indicates that no new learners were enrolled in the given program.

⁴ While there were no new enrollees in 23-24, the one new enrollee from AY22-23 continues to be enrolled in the program, but has not graduated.

⁵ This program is no longer accepting new students.