

Southern New Hampshire University

Retention Rates¹ by Degree Program by Academic Year²

ACBSP Accredited Degree Program		2020 2021	2021 2022	2022 2023	2023 2024
		Result	Result	Result	Result
Associate of Science in Accounting	Online	37%	41%	37%	43%
	Campus	N/A ³	N/A ³	N/A ³	100% ³
Associate of Science in Business Administration	Online	39%	38%	34%	43%
Associate of Science in Marketing	Online	38%	35%	31%	37%
Bachelor of Science in Accounting	Online	53%	57%	51%	55%
	Campus	84%	100%	75%	56%
Bachelor of Science in Accounting and Finance	Online	53%	51%	49%	52%
	Campus	69%	100%	79%	82%
Bachelor of Science in Business Administration	Online	49%	47%	46%	51%
	Campus	78%	73%	76%	75%
Bachelor of Science in Computer Information Systems	Online	52%	56%	43%	57%
	Campus	75%	50%	100%	50%
Bachelor of Science in Economics and Finance	Campus	100%	100%	63%	42%
Bachelor of Science in Finance	Online	52%	51%	48%	52%
Bachelor of Science in Marketing	Online	48%	49%	44%	46%
	Campus	78%	75%	75%	79%
Bachelor of Science in Operations Management	Online	46%	42%	40%	47%
Bachelor of Science in Sport Management	Online	44%	41%	37%	41%
	Campus	92%	83%	82%	83%
Bachelor of Science in Technical Management	Online	89%	65%	66%	74%
Master of Business Administration	Online	61%	57%	67%	65%
	Campus	59%	38%	59%	41%
Master of Science in Accounting	Online	59%	55%	63%	63%
Master of Science in Applied Economics ⁴	Online	47%	47%	43%	53%
Master of Science in Finance	Online	58%	51%	52%	59%
Master of Science in Human Resource Management	Online	58%	61%	63%	61%
Master of Science in Information Technology	Online	56%	55%	58%	59%
	Campus	70%	46%	82%	80%
Master of Science in Management	Online	59%	55%	57%	67%
Master of Science in Marketing	Online	60%	55%	60%	61%
Master of Science in Organizational Leadership	Online	64%	59%	66%	68%
Master of Science in Project Management and Operations	Online	55%	54%	64%	63%
Master of Science in Sport Management	Online	72%	57%	70%	62%
Doctor of Philosophy in International Business	Campus	100%	N/A ³	N/A ³	50%

¹ Calculated based on new students entering the program in the fall of the indicated year, measures the percent of students that persisted to the following 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. In 2024-2025, there was one new enrollee in the campus AS in Accounting who remained in the program after one year

⁴ This program is no longer accepting new students as of 2024