

Southern New Hampshire University

Retention Rates¹ by Degree Program by Academic Year²

ACBSP Accredited Degree Program		2019-2020		2020-2021		2021-2022		2022-2023	
		Goal	Result	Goal	Result	Goal	Result	Goal	Result
Associate of Science in Accounting	Online	50%	41%	50%	37%	50%	41%	50%	37%
	Campus	80%	N/A ³	80%	N/A ³	80%	N/A ³	80%	N/A ³
Associate of Science in Business Administration	Online	50%	42%	50%	39%	50%	38%	50%	34%
Associate of Science in Marketing	Online	50%	39%	50%	38%	50%	35%	50%	31%
Bachelor of Science in Accounting	Online	50%	54%	50%	53%	50%	57%	50%	51%
	Campus	80%	87%	80%	84%	80%	100%	80%	75%
Bachelor of Science in Accounting and Finance	Online	50%	54%	50%	53%	50%	51%	50%	49%
	Campus	80%	64%	80%	69%	80%	100%	80%	79%
Bachelor of Science in Business Administration	Online	50%	50%	50%	49%	50%	47%	50%	46%
	Campus	80%	70%	80%	78%	80%	73%	80%	76%
Bachelor of Science in Computer Information Systems	Online	50%	N/A ³	50%	52%	50%	56%	50%	43%
	Campus	80%	100%	80%	75%	80%	50%	80%	100%
Bachelor of Science in Economics and Finance	Campus	80%	83%	80%	100%	80%	100%	80%	63%
Bachelor of Science in Finance	Online	50%	53%	50%	52%	50%	51%	50%	48%
Bachelor of Science in Marketing	Online	50%	45%	50%	48%	50%	49%	50%	44%
	Campus	80%	76%	80%	78%	80%	75%	80%	75%
Bachelor of Science in Operations Management	Online	50%	47%	50%	46%	50%	42%	50%	40%
Bachelor of Science in Sport Management	Online	50%	43%	50%	44%	50%	41%	50%	37%
	Campus	80%	76%	80%	92%	80%	83%	80%	82%
Bachelor of Science in Technical Management	Online	50%	65%	50%	89%	50%	65%	50%	66%
Master of Business Administration	Online	50%	56%	50%	61%	50%	57%	50%	67%
	Campus	80%	44%	80%	59%	80%	38%	80%	59%
Master of Science in Accounting	Online	50%	54%	50%	59%	50%	55%	50%	63%
Master of Science in Applied Economics	Online	50%	54%	50%	47%	50%	47%	50%	43%
Master of Science in Finance	Online	50%	54%	50%	58%	50%	51%	50%	52%
Master of Science in Human Resource Management	Online	50%	56%	50%	58%	50%	61%	50%	63%
Master of Science in Information Technology	Online	50%	55%	50%	56%	50%	55%	50%	58%
	Campus	80%	0%	80%	70%	80%	46%	80%	82%
Master of Science in Management	Online	50%	50%	50%	59%	50%	55%	50%	57%
Master of Science in Marketing	Online	50%	61%	50%	60%	50%	55%	50%	60%
Master of Science in Organizational Leadership	Online	50%	59%	50%	64%	50%	59%	50%	66%
Master of Science in Project Management and Operations	Online	50%	58%	50%	55%	50%	54%	50%	64%
Master of Science in Sport Management	Online	50%	67%	50%	72%	50%	57%	50%	70%
Doctor of Philosophy in International Business	Campus	80%	N/A ³	80%	100%	80%	N/A ³	80%	N/A ³

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