



Public Disclosure of Student Achievement

Institution Name: Mercyhurst University

Business Unit(s) included in this report: Walker College of Business – Business Department

Academic Period Covered: 2018-2019

Date Submitted: October 24, 2019

PROGRAM	INDICATOR	RESULT
Bachelor of Arts in:		
Accounting	Graduation Rate	100%
Business Economics	Graduation Rate	100%
Finance	Graduation Rate	130%
International Business	Graduation Rate	20%
Management	Graduation Rate	75%
Marketing	Graduation Rate	92 %
Sport Business Management	Graduation Rate	40%
Business Department Total	Graduation Rate	79%
Business Department Total	Placement Rate and Continuing Education Rate	50%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	In 2015, 62 students came into the business department as first time freshman. In 2019, 49 students earned a business degree (graduation rate $49/62 = 79\%$). Because of the number of times students change majors from their time of their incoming cohort year (2015 in this case), the University tracks the number of incoming students per program in 2015 to the number of conferred degrees per program in 2019. As a result, some programs will have graduation rates over 100%. For example, Finance had 10 first time freshman in 2015 and graduated 13 students in 2019.
Placement Rate and Continuing Education Rate	According to our 2019 business alumni who responded to the Alumni survey (for all majors) 41.7% were employed full-time and 8.3% were continuing their education. 50.0% (6/12) were employed full-time or continuing their education.