

### Retention Rates for First-time Full-time Freshmen

	<b>CU Freshmen to Sophomore retention</b>	<b>Undergraduate Business students Fall to Fall retention</b>
<b>2018-2019</b>	61%	58%
<b>2019-2020</b>	67%	70%
<b>2020-2021</b>	59%	59%
<b>2021-2022</b>	66%	65%

<b>Fall to Fall retention for undergraduate business programs</b>						
	<b>Associate of Arts in Business</b>	<b>Accounting</b>	<b>Business Administration</b>	<b>Health Care Administration</b>	<b>Management</b>	<b>Marketing</b>
<b>2019-2020</b>	71%	100%	68%	100%	67%	40%(2 of 5)
<b>2020-2021</b>	58%	100%	53%	-	60%	67%
<b>2021-2022</b>	72%	83%	48%	-	25%(1 of 4)	100%

### Graduation Rates

<b>CU</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>
<b>4 Year Graduation Rate</b>	40%	41%	30%
<b>6 Year Graduation Rate</b>	54%	53%	42%

<b>Students entering as Business majors and graduating with any major</b>	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>
<b>4 Year Graduation Rate</b>	46%	42%	33%
<b>6 Year Graduation Rate</b>	54%	58%	41%

Students entering as Business majors and graduating with any major 6 Year Graduation Rate	<b>Fall 2014</b>	<b>Fall 2015</b>	<b>Fall 2016</b>
<b>Associate of Arts in Business (3 Year Rate)</b>	-	68%	50%
<b>Accounting</b>	50% (n=6)	67% (n=3)	60% (n=5)
<b>Business Administration</b>	47% (n=15)	50 (n=10)	34% (n=32)
<b>Health Care Administration</b>	-	-	100% (n=1)
<b>Management</b>	100% (n=3)	80% (n=5)	33% (n=3)
<b>Marketing</b>	50% (n=4)	67% (n=3)	60% (n=5)
Entrance term	<b>Fall 2017</b>	<b>Fall 2018</b>	<b>Fall 2019</b>
<b>MBA Graduation Rate</b>	75%	70%	88%

### Degrees Conferred

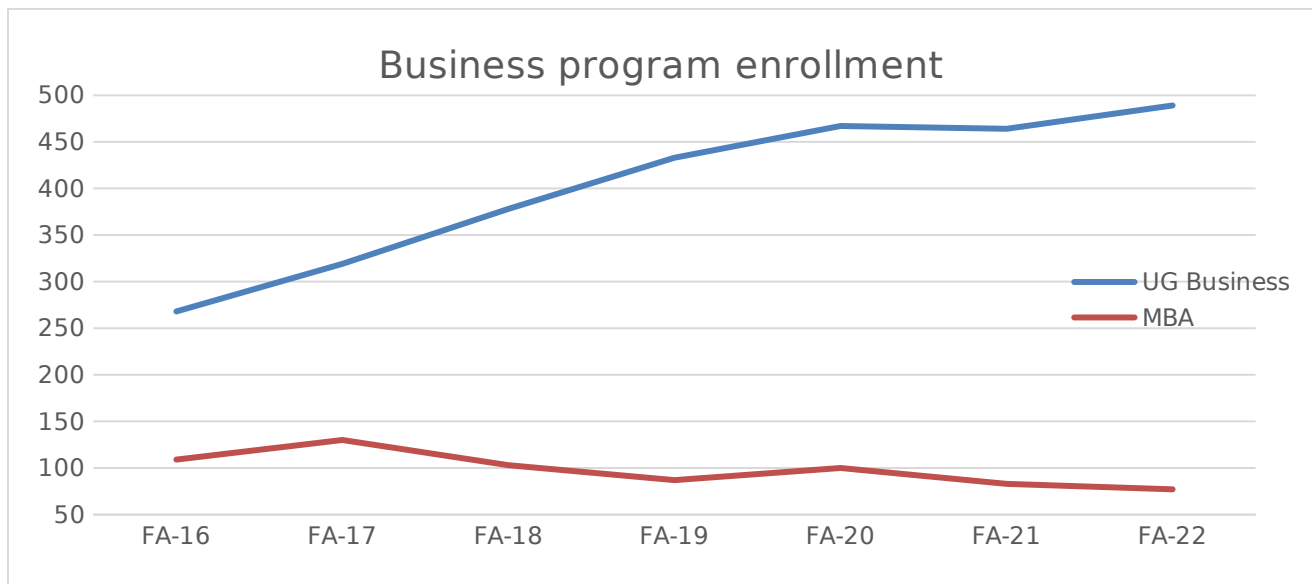
	<b>CU</b>
<b>2019-2020</b>	625
<b>2020-2021</b>	649
<b>2021-2022</b>	671

<b>Business programs</b>							
	<b>Associate of Arts in Business</b>	<b>Accounting</b>	<b>Business Adminis- tration</b>	<b>Health Care Adminis- tration</b>	<b>Management</b>	<b>Marketing</b>	<b>MBA</b>
<b>2019-2020</b>	44	11	34	4	8	9	54
<b>2020-2021</b>	58	17	32	5	13	13	55
<b>2021-2022</b>	70	9	46	7	11	12	57

## Enrollment (headcount)

	University	Undergraduate business	MBA
<b>Fall 2019</b>	2550	433	87
<b>Fall 2020</b>	2704	467	100
<b>Fall 2021</b>	2540	464	83
<b>Fall 2022</b>	2588	489	77

	Business programs						
	Associate of Arts in Business	Accounting	Business Adminis- tration	Health Care Adminis- tration	Management	Marketing	MBA
<b>Fall 2019</b>	158	44	149	16	33	33	87
<b>Fall 2020</b>	176	44	159	21	35	32	100
<b>Fall 2021</b>	164	41	168	21	37	33	83
<b>Fall 2022</b>	182	49	176	14	28	40	77

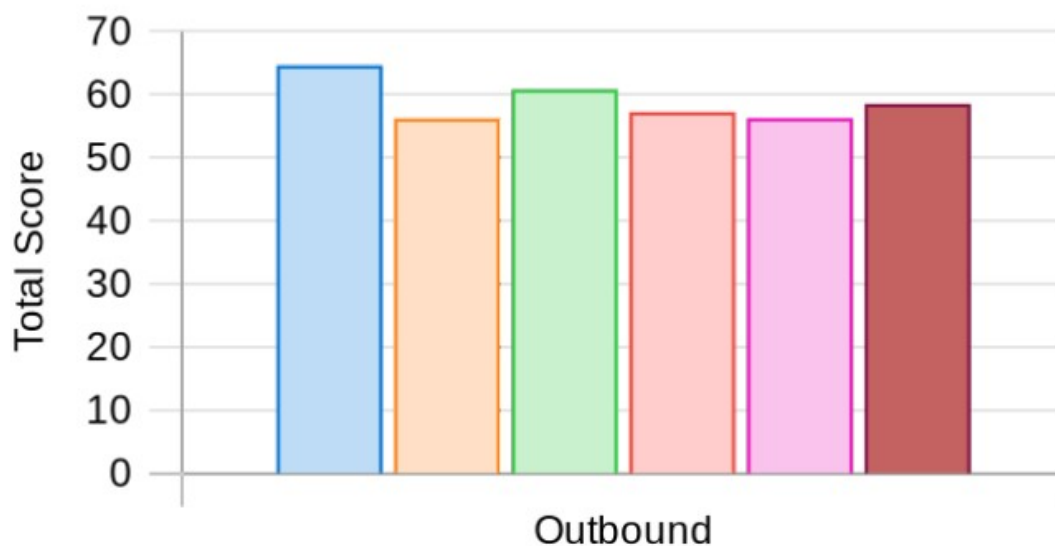


## Student Achievement

Business students completing the capstone course for the BBA majors and the MBA take an external, summative assessment of their business knowledge. Peregrine results have improved drastically the last few years and we now meet or exceed the peer groups used for comparison. The overall scores for CU and five peer comparison groups are below.

2021-2022 Peregrine data for BBA majors

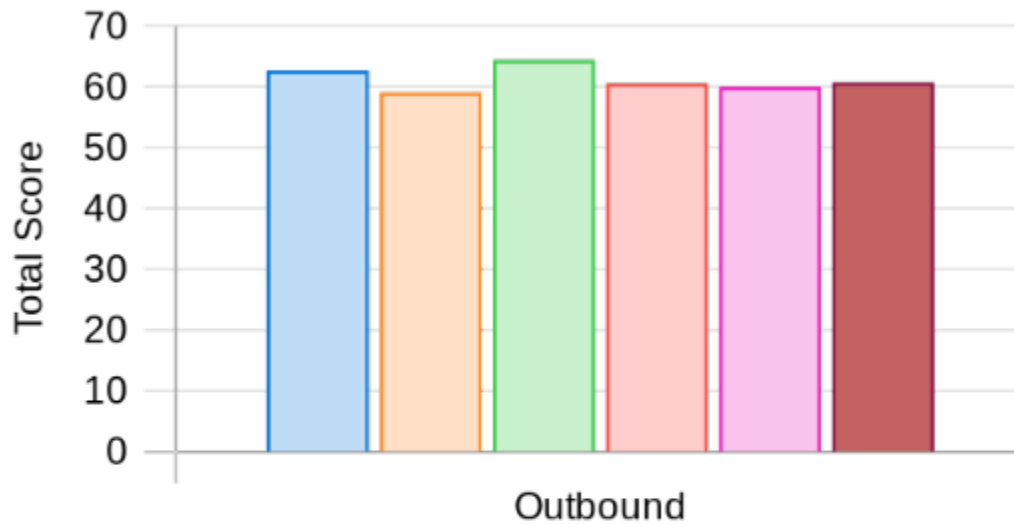
### Comparison of Outbound Exam Results with the Selected Aggregate Pools



School/Aggregate		Outbound %
	Cumberland University	64.64%
	ACBSP (U.S.) - Accreditation Council for Business Schools and Programs	56.20%
	ACBSP Region 3 (Southeastern Council)	60.80%
	Located Inside the U.S.	57.23%
	Privately Owned - Not-for- Profit	56.25%
	Southern Association of Colleges and Schools	58.53%

2021-2022 Peregrine data for MBA students

### Comparison of Outbound Exam Results with the Selected Aggregate Pools



School/Aggregate		Outbound %
	Cumberland University	62.69%
	ACBSP (U.S.) - Accreditation Council for Business Schools and Programs	59.07%
	ACBSP Region 3 (Southeastern Council)	64.41%
	Located Inside the U.S.	60.54%
	Privately Owned - Not-for-Profit	60.01%
	Southern Association of Colleges and Schools	60.73%