

Rochester Institute of Technology
Saunders College of Business
Student Enrollment and Degrees Awarded

Fall Enrollment Headcounts

| | | 2012 | 2013 | 2014 | 2015 | 2016 |
|-----|--|-------------|-------------|-------------|-------------|-------------|
| BS | Business Administration - Accounting | 125 | 111 | 119 | 141 | 128 |
| BS | Finance | 83 | 95 | 87 | 104 | 126 |
| BS | International Business | 207 | 287 | 402 | 462 | 510 |
| BS | Management | 138 | 136 | 139 | 146 | 129 |
| BS | Management Information Systems* | 105 | 108 | 123 | 264 | 383 |
| BS | Marketing | 92 | 95 | 107 | 117 | 99 |
| BS | New Media Marketing | 58 | 62 | 75 | 81 | 60 |
| MS | Accounting | | | | 8 | 4 |
| MS | Computational Finance | | | | 3 | 14 |
| MS | Entrepreneurship & Innovative Ventures | 5 | 5 | 2 | 4 | 21 |
| MS | Finance | 47 | 40 | 23 | 21 | 26 |
| MS | Management | 13 | 6 | 16 | 10 | 23 |
| MBA | Business Administration | 164 | 132 | 136 | 132 | 138 |
| MBA | Business Administration - Accounting | 27 | 26 | 19 | 13 | 21 |
| MBA | Business Administration - Executive | 65 | 57 | 25 | 69 | 75 |
| MBA | Business Administration - Executive Online | 41 | 27 | 17 | 23 | 24 |

Degrees Awarded

| | | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
|-----|--|----------------|----------------|----------------|----------------|----------------|
| BS | Business Administration - Accounting | 33 | 38 | 31 | 33 | 37 |
| BS | Finance | 34 | 27 | 25 | 38 | 25 |
| BS | International Business | 21 | 19 | 29 | 56 | 71 |
| BS | Management | 46 | 31 | 44 | 41 | 33 |
| BS | Management Information Systems | 25 | 27 | 29 | 32 | 34 |
| BS | Marketing | 30 | 43 | 24 | 27 | 33 |
| BS | New Media Marketing | 19 | 18 | 16 | 21 | 26 |
| MS | Accounting | | | | | 5 |
| MS | Entrepreneurship & Innovative Ventures | 3 | 7 | 3 | 7 | |
| MS | Finance | 29 | 17 | 33 | 19 | 14 |
| MS | Management | 1 | | 11 | 6 | 7 |
| MBA | Business Administration | 86 | 92 | 78 | 66 | 69 |
| MBA | Business Administration - Accounting | 20 | 12 | 22 | 10 | 12 |
| MBA | Business Administration - Executive | 25 | 14 | 23 | 11 | 15 |
| MBA | Business Administration - Executive Online | 43 | 27 | 26 | 7 | 17 |

Notes: All data include international locations.

* Beginning Fall 2015, enrollment includes students in the new China location.

**Rochester Institute of Technology
Saunders College of Business
Retention and Graduation Rates**

1 Year Retention Rates for Full-time, First-time Bachelor's Cohort

| Term Entered | Fall 2011 Cohort | Fall 2012 Cohort | Fall 2013 Cohort | Fall 2014 Cohort | Fall 2015 Cohort |
|---|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| % Still Enrolled in Following Fall | 96% | 96% | 95% | 96% | 96% |

Notes:

Students are categorized based on their major at entry to RIT.

Figures exclude students in international locations.

Freshman Graduation Rates for Bachelor Degree Seeking Students

| Term Entered | Fall 2006 Cohort | Fall 2007 Cohort | Fall 2008 Cohort | Fall 2009 Cohort | Fall 2010 Cohort |
|-------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Four Years After Entry | 42% | 50% | 44% | 50% | 54% |
| Five Years After Entry | 59% | 66% | 58% | 65% | 71% |
| Six Years After Entry | 61% | 70% | 62% | 73% | 74% |

Notes:

Students are categorized based on their major at entry to RIT.

Figures exclude students in international locations.

Students are counted as graduates if they graduate within 150% of their program's length, in alignment with IPEDS reporting requirements.