



Public Disclosure of Student Achievement

Institution Name: Mercyhurst University

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

Academic Period Covered: 2023 - 2024

Date Report Posted: September 25, 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Arts in:			
Accounting	Graduation Rate	70%	113%
Business Economics	Graduation Rate	70%	25%
Finance	Graduation Rate	70%	93%
International Business	Graduation Rate	70%	0%
Management	Graduation Rate	70%	64%
Marketing	Graduation Rate	70%	83%
Sport Business Management	Graduation Rate	70%	69%
Business Department Total	Graduation Rate	70%	72%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	In 2018, 68 students came into the business department as first-time freshmen. By May of 2024, 49 students earned a business degree (graduation rate $49/68 = 72\%$). Because of the number of times students change majors from their time of their incoming cohort year (2018 in this case), the University tracks the number of incoming students per program in 2018 to the number of conferred degrees per program by 2024. As a result, some programs will have graduation rates over 100%.