

Southern New Hampshire University

Retention Rates¹ by Degree Program by Academic Year²

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

¹Calculated 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

²Academic 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