

STUDENT LEARNING OUTCOME DATA

Grand Canyon University makes the following information available to current and potential students in support of the university's commitment to student learning and continuous improvement.

1-YEAR RETENTION

These retention percentages below represent all new degree and certificate seeking students in the 2023 cohort and how many of those students were retained one year later. Students are counted into only one cohort and tracked for 2 census dates, to see if they retain (reenroll, graduate/complete) in same Program or at GCU (same Program or switch Program). Cohorts are set by looking at the Year X for the Months 8-9 to see if their first GCU course at that level is present. Then look in those same months 1-year later.

Percentages are rounded to the nearest whole number. Data is not reported when a cohort has less than 10 students.

Program	2023 Cohort N	% Retained in Program	% Retained at GCU	Cohort Year
Bachelor of Science in Accounting	222	58%	70%	2023
Bachelor of Science in Applied Management	294	53%	57%	2023
Bachelor of Science in Business Administration	378	49%	62%	2023
Bachelor of Science in Business Analytics	43	58%	86%	2023
Bachelor of Science in Business Management	618	57%	68%	2023
Bachelor of Science in Entrepreneurial Studies	354	53%	67%	2023
Bachelor of Science in Finance	258	60%	71%	2023
Bachelor of Science in Finance and Economics	139	63%	75%	2023
Bachelor of Science in Hospitality Management	74	47%	58%	2023
Bachelor of Science in Marketing and Advertising	370	57%	70%	2023
Bachelor of Science in Sports and Entertainment Management	325	50%	66%	2023
Bachelor of Science in Supply Chain and Logistics Management	55	55%	62%	2023
Master of Business Administration	366	59%	64%	2023
Master of Business Administration and Master of Science in Leadership	20	35%	50%	2023
Master of Science in Accounting	23	74%	74%	2023
Doctor of Business Administration	18	61%	67%	2023