

Delta State University

College of Business and Aviation

2024-2025 Academic Achievement Metrics for ACBSP Accredited Programs



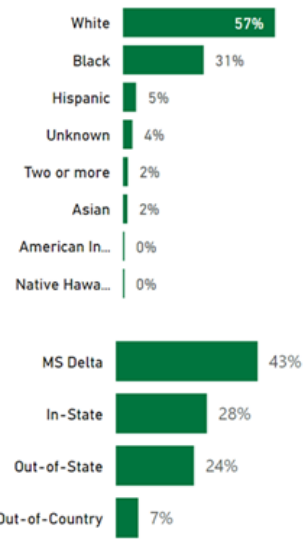
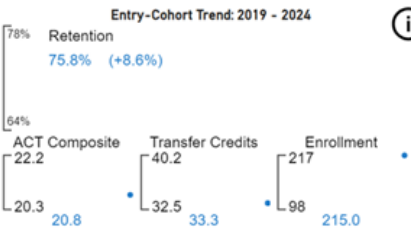
Trend Data for the College of Business and Aviation

First-Time Full-Time Freshmen & Transfer-In UG Students: Fall Entry 2019 - 2025

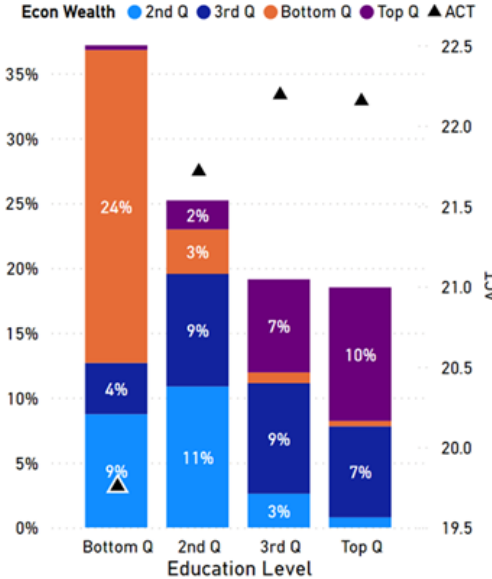


Starting Term: All
Starting Cohort: All

Starting Term	Starting Cohort
All	All
2,245	71.9%
Students	Retention Y1-Y2
21.1	ACT Composite
33.9	3.37
Transfer Credits	HS GPA
2.8%	HSGPA Inflation



Student SES Background: Census Tract Quartiles
% of Total Enrollment & Average ACT Composite



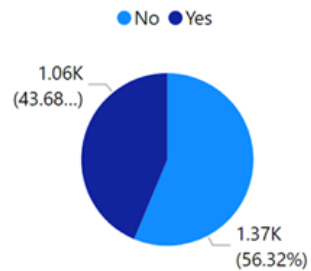
Students by College

Business & Aviat... Educ. Arts, Hum Nursing, Health, ...

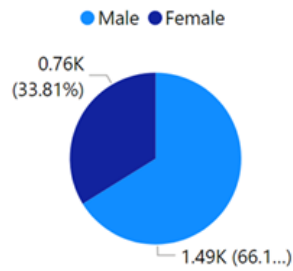
Yr1 - Yr2 Retention by College & Acad Pgm

College & Degree	Students	Rate	2019-24 Trend
Business & Aviation	3,430	72.9%	
Accountancy - B...	290	81.3%	
Business Admini...	37	87.5%	
Flight Operatio...	712	74.8%	
General Busines...	617	74.7%	
Health Care Adm...	120	75.0%	
Marketing - BBA	217	69.4%	
Management - B...	309	72.2%	
Aviation Manage...	147	69.0%	
Entertainment In...	360	67.8%	
Computer Infor...	237	67.6%	
Geospatial Analy...	273	66.7%	
Finance - BBA	109	55.0%	
Total	3,430	72.9%	

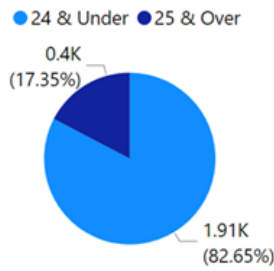
Received Pell Grant



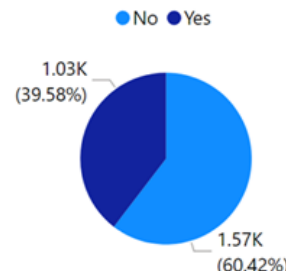
Gender



Age



Lives On Campus



Freshmen from MS High Schools: GPA Inflation

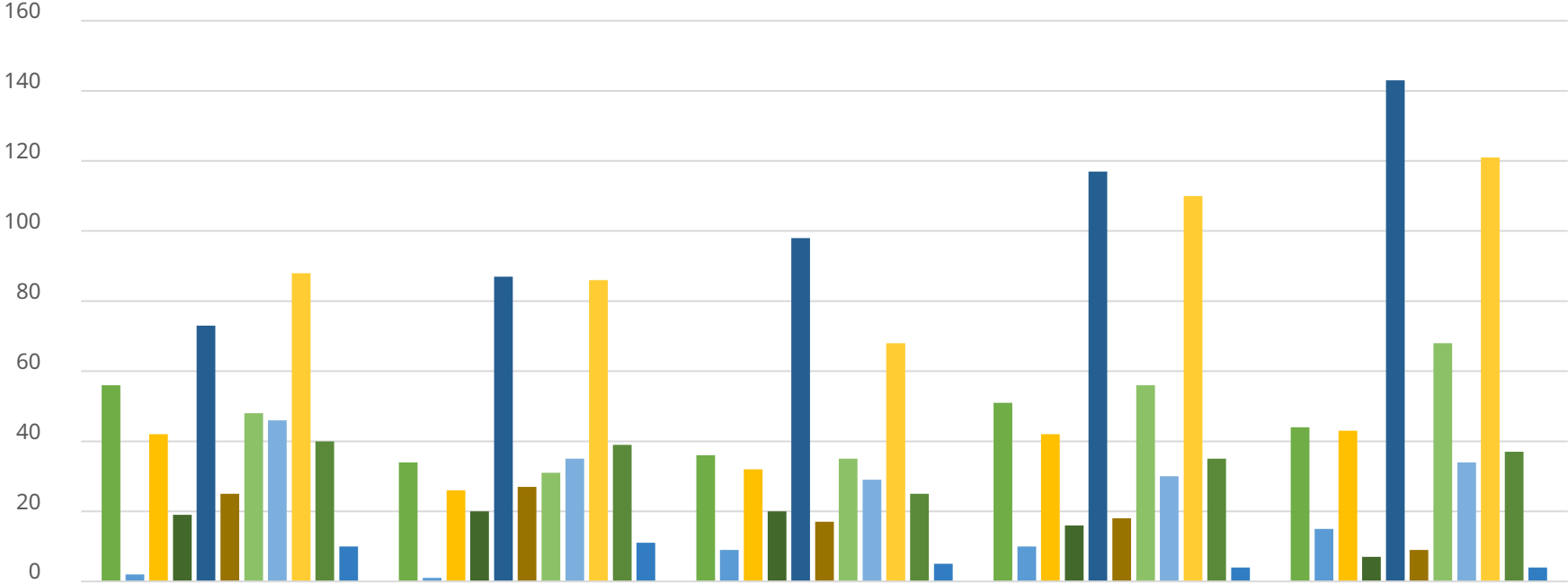
School w/ >20 students	Students	Rate	2019-25 Trend
BAYOU ACADEMY	83	14.0%	
CLARKSDALE HIGH SCH...	31	19.0%	
CLEVELAND CENTRAL ...	92	11.5%	
CLEVELAND HIGH SCHO...	63	-4.0%	
GENTRY HIGH SCHOOL	34	13.3%	
GREENVILLE-WESTON ...	40	4.6%	
GRENADA HIGH SCHOOL	50	3.0%	
HERNANDO HIGH SCHO...	56	6.1%	
LEE ACADEMY	51	-0.4%	
WASHINGTON SCHOOL	42	-1.7%	
WEST BOLIVAR DISTRIC...	36	24.6%	
Total	578	7.2%	

The data show that the College of Business and Aviation—and Delta State University overall—serves a disproportionately high number of economically disadvantaged students, demonstrating a strong role in expanding access to higher education beyond that of many comparable institutions.

Fall-to-Fall Enrollment Rates by Program					
Program	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Accountancy	56	34	36	51	44
Business Administration	2	1	9	10	15
Computer Information Systems	42	26	32	42	43
Finance *	19	20	20	16	7
General Business	73	87	98	117	143
Healthcare Administration	25	27	17	18	9
Management	48	31	35	56	68
Marketing	46	35	29	30	34
iMBA	88	86	68	110	121
MBA	40	39	25	35	37
MPAC *	10	11	5	4	4
Total	449	397	374	489	525

* Applications ceased as of Fall 2024; the program is in teach-out and scheduled for closure in May 2026.

Fall-to-Fall Enrollment Rates by Program

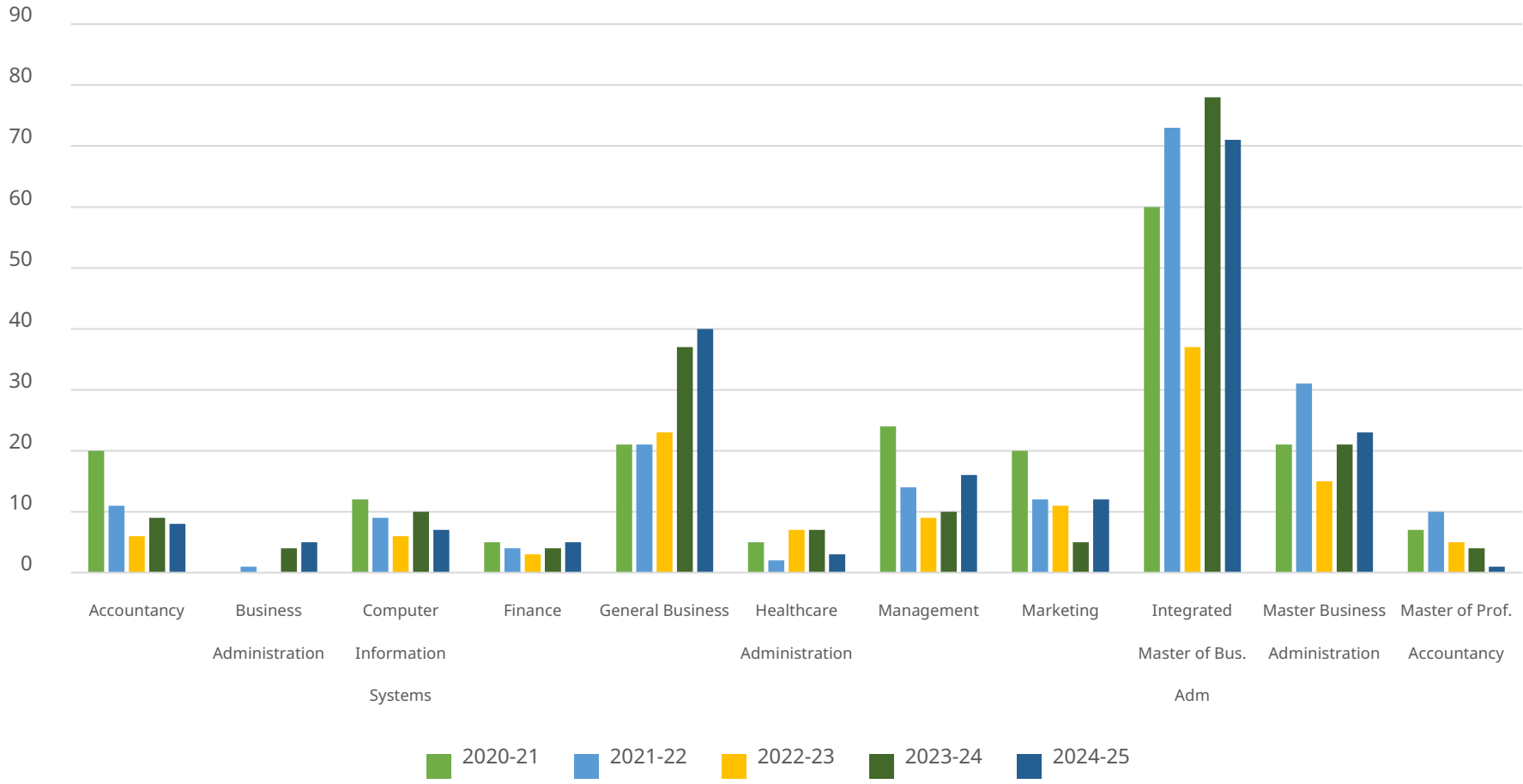


- Accountancy
- Business Administration (BAS)
- Computer Information Systems
- Finance
- General Business
- Healthcare Administration
- Management
- Marketing
- iMBA
- MBA
- MPAC

Degrees Conferred by Program						
Program	Degree Type	2020-21	2021-22	2022-23	2023-24	2024-25
Accountancy	BBA	20	11	6	9	8
Business Administration	BAS	0	1	0	4	5
Computer Information Systems	BBA	12	9	6	10	7
Finance	BBA	5	4	3	4	5
General Business	BBA	21	21	23	37	40
Healthcare Administration	BBA	5	2	7	7	3
Management	BBA	24	14	9	10	16
Marketing	BBA	20	12	11	5	12
Integrated Master of Bus. Adm.	MBA	60	73	37	78	71
Master Business Administration	MBA	21	31	15	21	23
Accountancy	MPAC	7	10	5	4	1
Total		195	188	122	189	191

* Applications ceased as of Fall 2024; the program is in teach-out and scheduled for closure in May 2026.

Degrees Conferred by Program Per Academic Year



First Year Retention Rates for Undergraduate Programs

Fall 2020 to Fall 2025

Program	Fall 2020 to Fall 2021	Fall 2021 to Fall 2022	Fall 2022 to Fall 2023	Fall 2023 to Fall 2024	Fall 2024 to Fall 2025
Overall	73.5%	63.9%	77.2%	77.4%	75.8%
Accountancy	50.0%	84.6%	90.0%	76.5%	91.7%
Business Administration	50.0%	N/A	100.0%	100.0%	83.3%
Computer Information Systems	80.0%	50.0%	80.0%	56.3%	60.0%
Finance *	100.0%	66.7%	0.0%	50.0%	N/A
General Business	80.0%	65.7%	87.9%	78.8%	75.0%
Healthcare Administration	71.4%	50.0%	100.0%	83.3%	80.0%
Management	50.0%	71.4%	69.2%	90.3%	59.3%
Marketing	70.0%	57.1%	71.4%	75.0%	57.1%

* Applications ceased as of Fall 2024; the program is in teach-out and scheduled for closure in May 2026.

First Year Retention Rates for Undergraduate Programs

College and University Comparison

