



Public Disclosure of Student Achievement

Institution Name: Davenport University

Business Unit(s) included in this report: College of Business

Academic Period Covered: AY2024 - 2025

Date Report Posted: February 1, 2026

PROGRAM	MEASURE	TARGET	RESULT
Master of Business Administrator	Retention	78%	85%
Master of Business Administrator – Cybersecurity	Retention	78%	*
Master of Business Administrator – Data Mining and Visualization Concentration	Retention	78%	*
Master of Business Administrator – Finance	Retention	78%	82%
Master of Business Administrator – Health Care Management	Retention	78%	82%
Master of Business Administrator – Human Resource Management	Retention	78%	85%
Master of Business Administrator – Leadership Strategies	Retention	78%	91%
Master of Business Administrator – Managerial Accounting	Retention	78%	100%
Master of Business Administrator – Marketing	Retention	78%	100%
Master of Business Administrator – Predictive Analytics and Data Visualization	Retention	78%	83%
Master of Business Administrator – Strategic Management	Retention	78%	100%
Master of Management	Retention	78%	77%
Bachelor of Business Administration – Business	Retention	78%	78%

Bachelor of Business Administration – Finance	Retention	78%	83%
Bachelor of Business Administration – Human Resource Management	Retention	78%	74%
Bachelor of Business Administration – Operations and Supply Chain Management (formerly Industrial Production Management)	Retention	78%	86%
Bachelor of Business Administration – Management	Retention	78%	75%
Bachelor of Business Administration – Marketing	Retention	78%	77%
Bachelor of Business Administration – Sport Management	Retention	78%	78%
Bachelor of Science – Legal Studies	Retention	78%	74%
Associate of Business Administration – Business Administration	Retention	78%	69%
Associate of Business Administration – Finance	Retention	78%	59%
Associate of Business Administration – Human Resource Management	Retention	78%	62%
Associate of Science – Legal Studies	Retention	78%	63%

*Insufficient data is available for this area of emphasis.

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention	Percent of degree-seeking students enrolled in fall who re-enroll or graduate by the following fall.