



## Public Disclosure of Student Achievement

**Institution Name:** Franklin University

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

**Academic Period Covered:** 2023-2024

**Date Report Posted:** January 28, 2025

PROGRAM	MEASURE	TARGET	RESULT
Associates of Applied Science in			
Business Administration	Graduation Rate	40%	17.6%
Bachelor of Science in			
Accounting	Graduation Rate	40%	60.9%
Applied Management	Graduation Rate	40%	100.0%
Business Administration	Graduation Rate	40%	59.8%
Business Forensics	Graduation Rate	40%	50.0%
Entrepreneurship	Graduation Rate	40%	Insufficient data available at this time
Financial Management	Graduation Rate	40%	71.4%
Financial Planning	Graduation Rate	40%	57.1%
Forensic Accounting	Graduation Rate	40%	72.7%
Human Resource Management	Graduation Rate	40%	48.9%
Management & Leadership	Graduation Rate	40%	47.6%
Marketing	Graduation Rate	40%	50.0%
Operations & Supply Chain Management	Graduation Rate	40%	62.5%
Sport Management	Graduation Rate	40%	Insufficient data available at this time
Master of Business Administration	Graduation Rate	60%	78.6%
With a specialization in Business Analytics	Persistence Rate	60%	71.9%
With a specialization in Business Psychology	Persistence Rate	60%	66.7%

With a specialization in Finance	Persistence Rate	60%	63.6%
With a specialization in Human Resources	Persistence Rate	60%	73.3%
With a specialization in Marketing	Persistence Rate	60%	77.3%
With a specialization in Operational Excellence	Persistence Rate	60%	76.9%
With a specialization in Organizational Leadership	Persistence Rate	60%	90.9%
With a specialization in Information Technology	Persistence Rate	60%	60.0%
Master of Business Administration - STEM	Graduation Rate	60%	Insufficient data available at this time
Master of Science in			
Accounting	Graduation Rate	60%	68.4%
Business Analytics	Graduation Rate	60%	Insufficient data available at this time
Marketing & Communication	Graduation Rate	60%	79.2%
Human Resource Management	Graduation Rate	60%	76.2%
Professional Sales Leadership	Graduation Rate	60%	Insufficient data available at this time
Doctor of Business Administration	Persistence Rate	60%	65.7%

### Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	This data shows the percentage of students who completed a program out of all students who started the undergraduate program within a 6-year period and the graduate program within a 5-year period, including students that transfer from other institutions.
Persistence Rate	This data shows the percentage of students who were enrolled in a program during the 2023-2024 academic year (fall – summer) who continued their enrollment in the same program in Fall 2024. Students who graduated during this time are excluded from the calculations.