



Public Disclosure of Student Achievement

Institution Name: Franklin University

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

Academic Period Covered: Academic Year 2019-2020

Date Submitted: October 14, 2020

PROGRAM	INDICATOR	RESULT
Bachelor of Science in		
Accounting	Graduation/Persistence	58.6%/69.1%
Applied Management	Graduation/Persistence	56.5%/55.9%
Business Administration	Graduation/Persistence	50.7%/55.9%
Business Economics	Graduation/Persistence	36.4%/75.0%
Business Forensics	Graduation/Persistence	50.0%/36.0%
Entrepreneurship	Graduation/Persistence	100.0%/44.4%
Financial Management	Graduation/Persistence	66.7%/69.1%
Financial Planning	Graduation/Persistence	53.8%/63.6%
Forensic Accounting	Graduation/Persistence	51.9%/70.6%
Human Resource Management	Graduation/Persistence	58.5%/62.4%
Management & Leadership	Graduation/Persistence	64.7%/54.6%
Marketing	Graduation/Persistence	64.5%/71.2%
Operations & Supply Chain Management	Graduation/Persistence	28.6%/66.7%
Risk Management & Insurance	Graduation/Persistence	33.3%/56.4%
Master of Business Administration	Graduation/Persistence	87.4%/74.2%
Master of Science in		
Accounting	Graduation/Persistence	52.9%/59.3%

Marketing & Communication	Graduation/Persistence	53.3%/68.0%
Human Resource Management	Graduation/Persistence	77.8%/61.8%

Indicators Used

INDICATOR	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 2019-2020 academic year (fall – summer) who continued their enrollment in the same program in Fall 2020. Students who graduated during this time are excluded from the calculations.