



Public Disclosure of Student Achievement

Institution Name: Dickinson State University (DSU)

Business Unit(s) included in this report: School of Business and Entrepreneurship

Academic Period Covered: Academic Year 2024-25

Date Report Posted: January 30, 2026

PROGRAM	MEASURE	TARGET	RESULT
BBA - Accounting	Retention	80%	70.37%
BBA – Administration	Retention	80%	72.73%
BBA – Finance	Retention	80%	80.00%
BBA – Human Resource Management	Retention	80%	91.67%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	<p>The percentage of students who continue their studies at the same institution the following fall.</p> <ul style="list-style-type: none">• Cohort: First enrolled in Fall 2024• Formula: Retention Rate = Return / (Grand Total – Graduated)