



Public Disclosure of Student Achievement

Institution Name: Spring Arbor University

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

Academic Period Covered: 2024-2025 Academic Year

Date Report Posted: January 5, 2026

PROGRAM	MEASURE	TARGET	RESULT
Master of Business Administration	Retention	70%	75%
Master of Business Administration	Graduation	60%	71%
Bachelor of Science - Accounting	Retention	70%	61%
Bachelor of Science - Accounting	Graduation	60%	61%
Bachelor of Science – Business Administration	Retention	70%	73%
Bachelor of Science – Business Administration	Graduation	60%	63%
Bachelor of Science – Data Analytics	Retention	70%	*
Bachelor of Science – Data Analytics	Graduation	60%	*
Bachelor of Science – Finance	Retention	70%	62%
Bachelor of Science – Finance	Graduation	60%	63%
Bachelor of Science – Financial Planning	Retention	70%	74%
Bachelor of Science – Financial Planning	Graduation	60%	83%
Bachelor of Science – International Business	Retention	70%	*
Bachelor of Science – International Business	Graduation	60%	*
Bachelor of Science – Management	Retention	70%	*

Bachelor of Science – Management	Graduation	60%	*
Bachelor of Science – Marketing	Retention	70%	73%
Bachelor of Science – Marketing	Graduation	60%	59%

* Insufficient data is available at the program level

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Undergraduate Retention	# of students returned for sophomore year/ # of students starting as freshman (a five-year running average for those starting 2020 to 2024)
Undergraduate Graduation	# of students graduated within 6 years / # of students who started the program between 2017 to 2021
Graduate Retention	# of students returned for second year/ # of students starting the program (a five-year running average for those starting 2020 to 2024)
Graduate Graduation	# of students graduated / # of students who started the program between 2018 and 2021