

**Rochester Institute of Technology**  
**Saunders College of Business**  
**Student Enrollment and Degrees Awarded**

		Fall Enrollment Headcounts					Degrees Awarded				
		2024	2023	2022	2021	2020	2023-24	2022-23	2021-22	2020-21	2019-20
BS	Accounting	78	59	74	79	94	21	24	25	26	23
BS	Finance	288	236	202	167	143	43	32	36	46	54
BS	Global Business Management	543	388	173	146	124	43	19	26	35	32
BS	Hospitality and Tourism Management	129	116	129	146	180	29	38	50	48	53
BS	International Business	243	351	508	572	561	97	124	121	111	118
BS	Management Information Systems	632	628	608	629	541	155	162	207	163	180
BS	Marketing	183	170	145	117	108	37	31	26	25	31
BS	New Media Marketing	0	0	5	13	19	2	5	7	12	22
BS	Supply Chain Management	28	26	23	35	36	9	6	17	11	6
MS	Accounting and Analytics	79	21	6	5	2	16	3	0	1	6
MS	Business Analytics	53	59	64	48	29	30	33	13	16	11
MS	Computational Finance	0	0	1	4	7	0	3	2	5	9
MS	Entrepreneurship and Innovative Ventures	0	0	0	0	9	0	0	0	39	20
MS	Finance	10	8	8	9	7	6	7	2	6	7
MS	Global Supply Chain Management	4	4	10	15	3	5	11	4		
MS	Hospitality Business Management	15	8	5	3	3	2	2	0	5	3
MS	Human Resource Development	0	1	5	10	14	1	5	5	9	6
MS	Management	0	0	0	1	4	0	0	1	5	9
MS	Organizational Leadership and Innovation	27	15	16	28	19	10	18	15	31	13
MS	Technology Innovation Mgmt & Entrepreneurship	34	37	40	39	39	37	33	35		
MBA	Business Administration	119	133	130	134	144	82	68	57	59	65
MBA	Business Administration - Accounting	0	0	1	5	6	0	2	0	1	1
MBA	Business Administration - Executive	15	18	25	35	23	8	17	19	9	20
MBA	Business Administration - Executive Online	23	30	31	41	31	19	21	25	9	10
PHD	Business Administration	7	5								

**Note:** Enrollment and degrees awarded data include students in global locations.

**Rochester Institute of Technology**  
**Saunders College of Business**  
**Retention and Graduation Rates**

**1 Year Retention Rates for Full-time, First-time Bachelor's Cohort**

<b>Term Entered</b>	<b>Fall 2023 Cohort</b>	<b>Fall 2022 Cohort</b>	<b>Fall 2021 Cohort</b>	<b>Fall 2020 Cohort</b>	<b>Fall 2019 Cohort</b>
<b>% Still Enrolled in Following Fall</b>	89%	88%	87%	89%	82%

**Notes:**

Students are categorized based on their major at entry to RIT.

Figures exclude students in global locations.

**Freshman Graduation Rates for Bachelor Degree Seeking Students**

<b>Term Entered</b>	<b>Fall 2018 Cohort</b>	<b>Fall 2017 Cohort</b>	<b>Fall 2016 Cohort</b>	<b>Fall 2015 Cohort</b>	<b>Fall 2014 Cohort</b>
<b>Four Years After Entry</b>	57%	44%	58%	48%	52%
<b>Five Years After Entry</b>	73%	64%	76%	71%	70%
<b>Six Years After Entry</b>	75%	69%	84%	73%	73%

**Notes:**

Students are categorized based on their major at entry to RIT.

Figures exclude students in global locations.

Students are counted as graduates if they graduate within 150% of their program's length, in alignment with IPEDS reporting requirements.