

**Public Disclosure of Student Achievement**

**Institution Name: D’Youville University**

**Business Unit(s) included in this report: Business**

**Academic Period Covered:**  2023-24

**Date Report Posted:** 2/1/2025

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| **PROGRAM** | **MEASURE** | **TARGET** | **RESULT** |
| Master of Business Administration | Graduation Rate | 70% | 86% |
| Bachelor of Science in Business Management | Graduation Rate | 70% | 83% |
| Bachelor of Science in Marketing | Graduation Rate | 70% | N/A |
| Bachelor of Science in Sports and Fitness Management | Graduation Rate | 70% | N/A |
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**\*The BS in Marketing and BS in Sports and Fitness Management are new programs. The first cohorts of these programs will be graduating in May 2025.**

**Calculations for Measures**

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| **MEASURE** | **DESCRIPTION AND HOW IT WAS CALCULATED** |
| Bachelors- Graduation Rate | The graduation rate for Bachelor's degrees is calculated for first-time college students and transfer students who began their programs in the Fall of 2017. |
| Masters- Graduation Rate | The graduation rate for the MBA program is calculated based on full-time students who began their studies in Fall 2021. The program anticipates that students will complete their studies within two years. |