



## Public Disclosure of Student Achievement

**Institution Name:** California State Polytechnic University, Humboldt

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

**Academic Period Covered:** 2024-25

**Date Report Posted:** January 28, 2026

| PROGRAM                                       | Measure   | Target                          | RESULT   |
|---|---|---------------------------------|--|
| Undergraduate Program with concentrations in: | 1-Year <b>Retention Rate</b>  | Freshmen: 75%<br>Transfers: 85% | Freshmen: 80.0%<br>Transfers: 85.4%                  |
| Accounting                                    | 1-Year Retention Rate   | Freshmen: 75%<br>Transfers: 85% | Insufficient data is available at the emphasis level |
| Economics                                     | 1-Year Retention Rate   |                                 |  |
| Finance                                       | 1-Year Retention Rate   |                                 |  |
| Marketing                                     | 1-Year Retention Rate   |                                 |  |
| Management & Entrepreneurship                 | 1-Year Retention Rate   |                                 |  |
| Undergraduate Program with concentrations in: | <b>Graduation rates</b> <ul style="list-style-type: none"> <li>5 Year Graduation Rates for first-time student cohorts</li> <li>2 Year Graduation Rates for upper-division Transfer cohorts</li> </ul> | 60%                             | 37.1%  |
| Accounting                                    | Graduation rates  | Freshmen: 75%<br>Transfers: 85% | Insufficient data is available at the emphasis level |
| Economics                                     | Graduation rates  |                                 |  |
| Finance                                       | Graduation rates  |                                 |  |
| Marketing                                     | Graduation rates  |                                 |  |
| Management & Entrepreneurship                 | Graduation rates  |                                 |  |
| MBA Program                                   | <b>Graduation rates</b> of MBA students in the one-year track. <ul style="list-style-type: none"> <li>One-Year Graduation Rate</li> </ul>   | 85%                             | 85.7%  |

### Calculations for Measures

| MEASURE   | DESCRIPTION AND HOW IT WAS CALCULATED  |
|---|--|
| <b>Retention Rates</b><br>Undergraduate program   | At least 75% our freshmen and 85% of our transfer students will continue in the program after their first year.<br><b>How it is computed:</b> This data is collected/computed by the University Office of <i>Institutional Effectiveness</i>                       |
| <b>Graduation Rates.</b><br>Undergraduate Program | At least 60% of first-time freshmen will graduate in five years and at least 60% of the transfer students will graduate in 2 years.<br><b>How it is computed:</b> This data is collected/computed by the University Office of <i>Institutional Effectiveness</i> . |
| <b>Graduation rates</b><br>MBA program            | At least 85% of the students in the one-year track will graduate on time.<br><b>How it is computed:</b> School of Business tracks the graduation date for each MBA student in a spreadsheet to compute this rate.  |