

Delta State University

College of Business and Aviation

2025-2026 Academic Achievement Metrics for ACBSP Accredited Programs



June 30, 2026

Trend Data for the College of Business and Aviation

First-Time Full-Time Freshmen & Transfer-In
UG Students: Fall Entry 2019 - 2025



Student SES Background: Census Tract Quartiles
% of Total Enrollment & Average ACT Composite

Econ Wealth 2nd Q 3rd Q Bottom Q Top Q ▲ ACT

**DELTA
STATE**

Students by College

Business & Aviat...

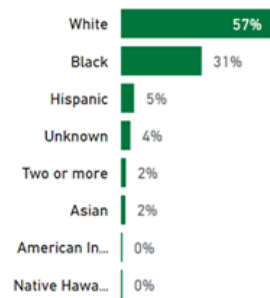
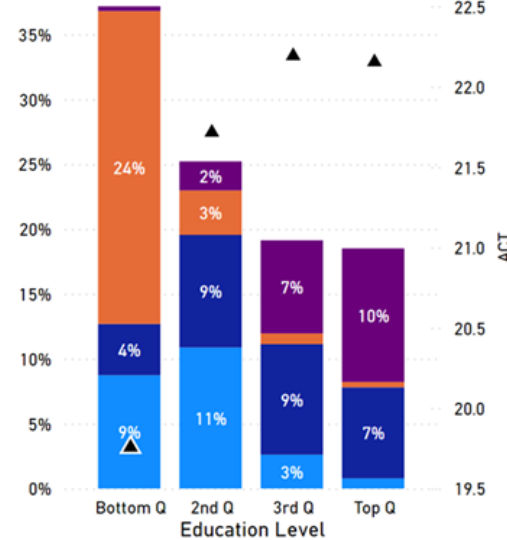
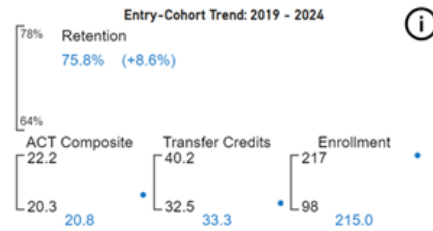
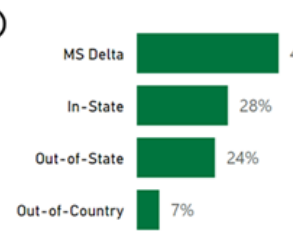
Educ. Arts, Hum

Nursing, Health, ...

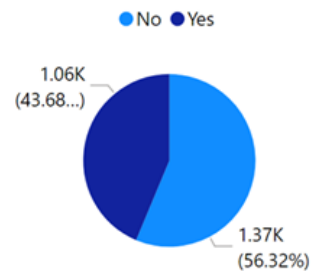
Yr1 - Yr2 Retention by College & Acad Pgm

College & Degree	Students	Rate	2019-24 Trend
Business & Aviation	3,430	72.9%	
Accountancy - B...	290	81.3%	
Business Admini...	37	87.5%	
Flight Operation...	712	74.8%	
General Busines...	617	74.7%	
Health Care Adm...	120	75.0%	
Marketing - BBA	217	69.4%	
Management - B...	309	72.2%	
Aviation Manage...	147	69.0%	
Entertainment In...	360	67.8%	
Computer Infor...	237	67.6%	
Geospatial Analy...	273	66.7%	
Finance - BBA	109	55.0%	
Total	3,430	72.9%	

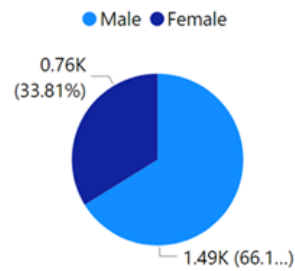
Starting Term		Starting Cohort	
All		All	
2,245	71.9%	21.1	
Students	Retention Y1-Y2	ACT Composite	
33.9	3.37	2.8%	
Transfer Credits	HS GPA	HSGPA Inflation	



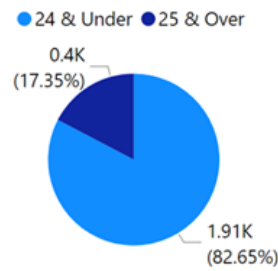
Received Pell Grant



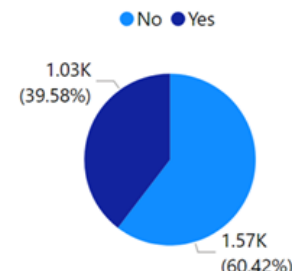
Gender



Age



Lives On Campus



Freshmen from MS High Schools: GPA Inflation

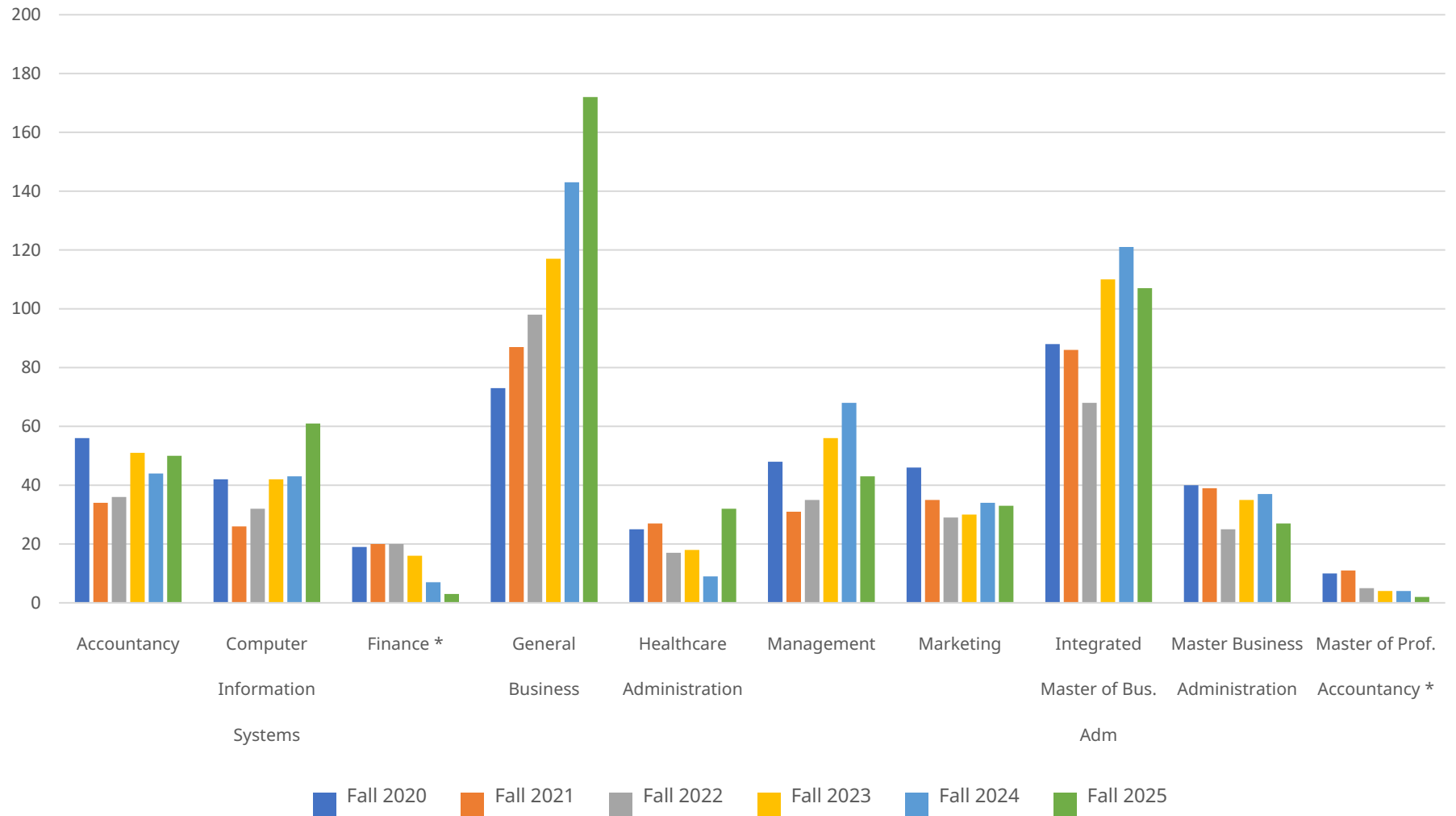
School w/ >20 students	Students	Rate	2019-25 Trend
BAYOU ACADEMY	83	14.0%	
CLARKSDALE HIGH SCH...	31	19.0%	
CLEVELAND CENTRAL ...	92	11.5%	
CLEVELAND HIGH SCHO...	63	-4.0%	
GENTRY HIGH SCHOOL	34	13.3%	
GREENVILLE-WESTON ...	40	4.6%	
GRENADA HIGH SCHOOL	50	3.0%	
HERNANDO HIGH SCHO...	56	6.1%	
LEE ACADEMY	51	-0.4%	
WASHINGTON SCHOOL	42	-1.7%	
WEST BOLIVAR DISTRIC...	36	24.6%	
Total	578	7.2%	

The data show that the College of Business and Aviation—and Delta State University overall—serves a disproportionately high number of economically disadvantaged students, demonstrating a strong role in expanding access to higher education beyond that of many comparable institutions.

Fall Enrollment Rates by Program						
Program	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Accountancy	56	34	36	51	44	50
Computer Information Systems	42	26	32	42	43	61
Finance *	19	20	20	16	7	3
General Business	73	87	98	117	143	172
Healthcare Administration	25	27	17	18	9	32
Management	48	31	35	56	68	43
Marketing	46	35	29	30	34	33
Integrated Master of Bus. Adm	88	86	68	110	121	107
Master Business Administration	40	39	25	35	37	27
Master of Prof. Accountancy *	10	11	5	4	4	2
Total	447	396	365	479	510	530

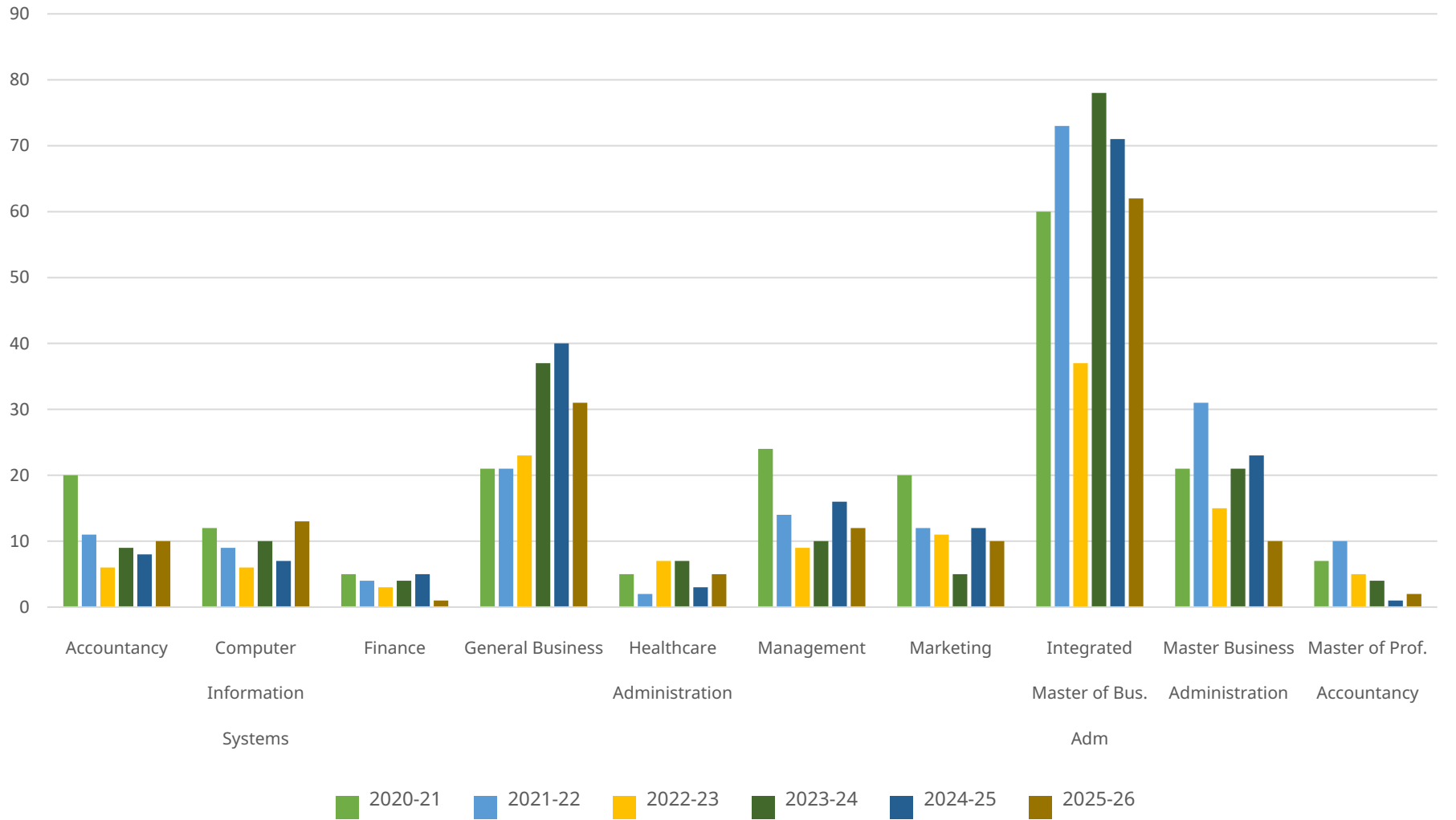
* Applications ceased as of Fall 2024; the program was in teach-out and closed May, 2026.

Fall Enrollment Rates by Program



Degrees Conferred by Program							
Program	Degree Type	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
Accountancy	BBA	20	11	6	9	8	10
Computer Information Systems	BBA	12	9	6	10	7	13
Finance	BBA	5	4	3	4	5	1
General Business	BBA	21	21	23	37	40	31
Healthcare Administration	BBA	5	2	7	7	3	5
Management	BBA	24	14	9	10	16	12
Marketing	BBA	20	12	11	5	12	10
Integrated Master of Bus. Adm	MBA	60	73	37	78	71	62
Master Business Administration	MBA	21	31	15	21	23	10
Master of Prof. Accountancy	MPAC	7	10	5	4	1	2
Total		195	187	122	185	186	156

Degrees Conferred by Program Per Academic Year



First-Year Retention Rates for Undergraduate Programs					
Fall 2020 to Fall 2025					
Program	Fall 2020 to Fall 2021	Fall 2021 to Fall 2022	Fall 2022 to Fall 2023	Fall 2023 to Fall 2024	Fall 2024 to Fall 2025
Overall	73.5%	63.9%	77.2%	77.4%	75.8%
Accountancy	50.0%	84.6%	90.0%	76.5%	91.7%
Business Administration	50.0%	N/A	100.0%	100.0%	83.3%
Computer Information Systems	80.0%	50.0%	80.0%	56.3%	60.0%
Finance *	100.0%	66.7%	0.0%	50.0%	N/A
General Business	80.0%	65.7%	87.9%	78.8%	75.0%
Healthcare Administration	71.4%	50.0%	100.0%	83.3%	80.0%
Management	50.0%	71.4%	69.2%	90.3%	59.3%
Marketing	70.0%	57.1%	71.4%	75.0%	57.1%

* Applications ceased as of Fall 2024; the program is in teach-out and scheduled for closure in May 2026.

Fall 2025 to Fall 2026 First-Year Retention Rates will be updated after the institution's census date of November 1, 2026.

First Year Retention Rates for Undergraduate Programs

College and University Comparison

