

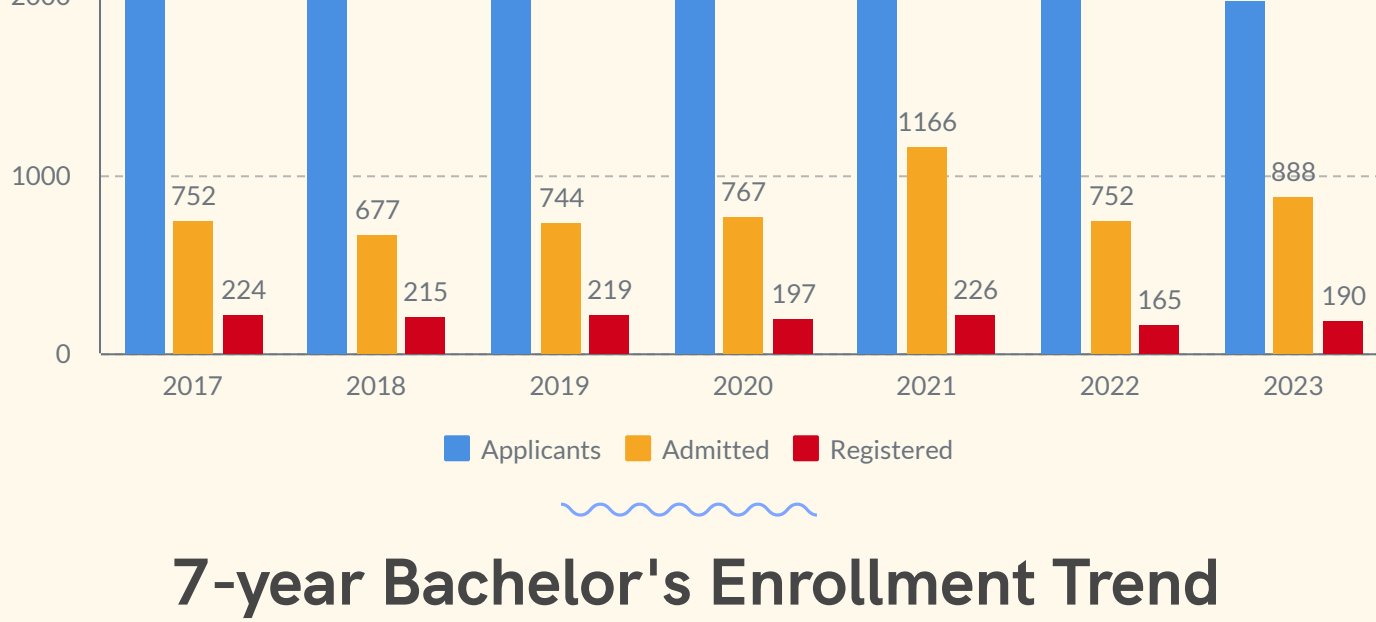
Business At-A-Glance

Factsheet Fall 2023

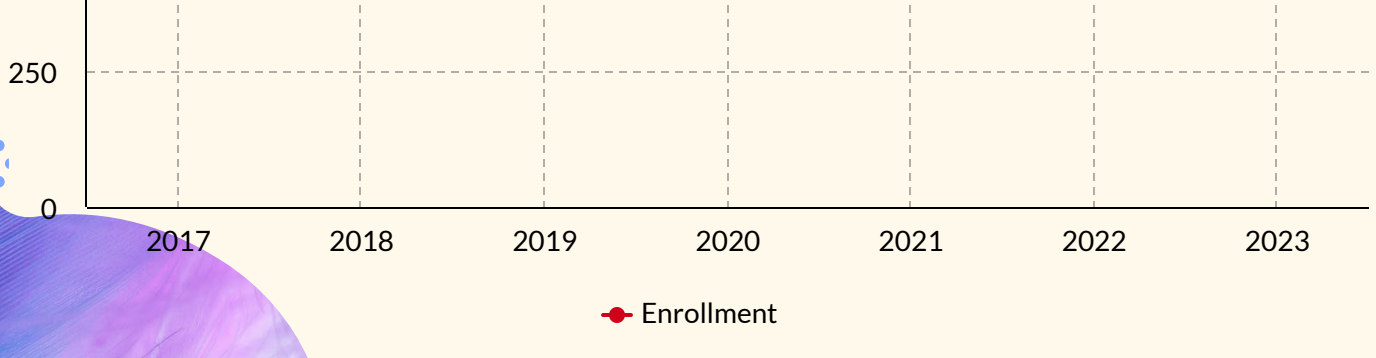
This report was prepared by:
Office of Institutional Research & Assessment
<https://www.american.edu/provost/oira/>

Undergraduate

Undergraduate Admissions

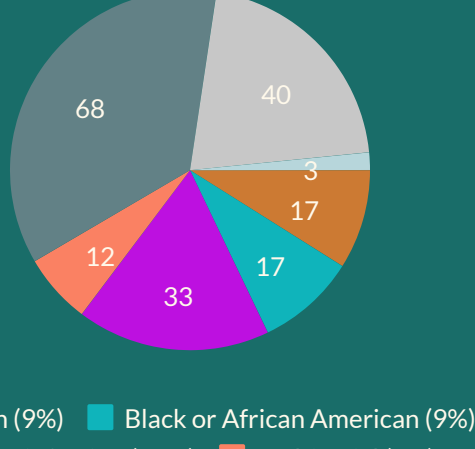


7-year Bachelor's Enrollment Trend

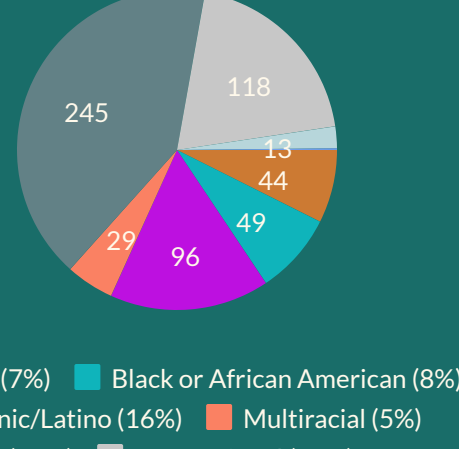


Undergraduate Race and Ethnicity

First-year

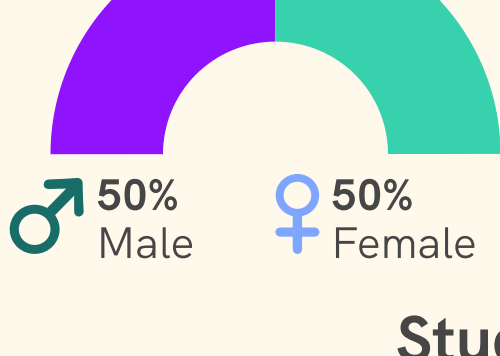


Overall

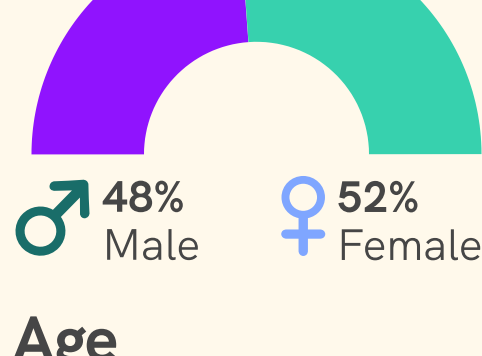


Undergraduate Students Gender

First-year

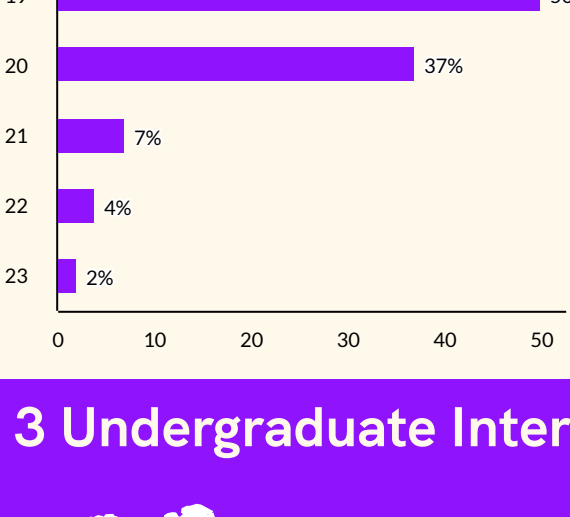


Overall

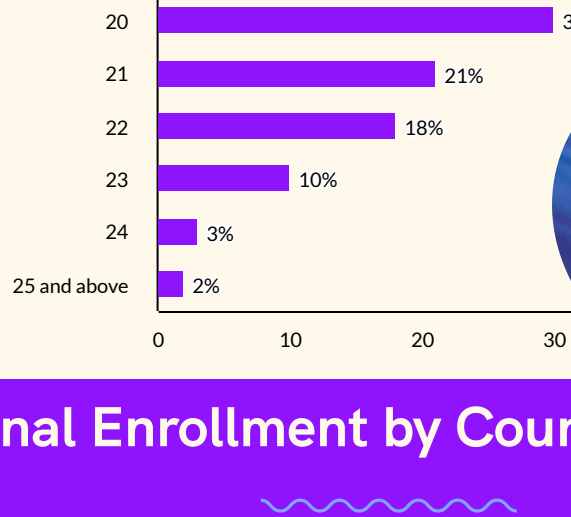


Students By Age

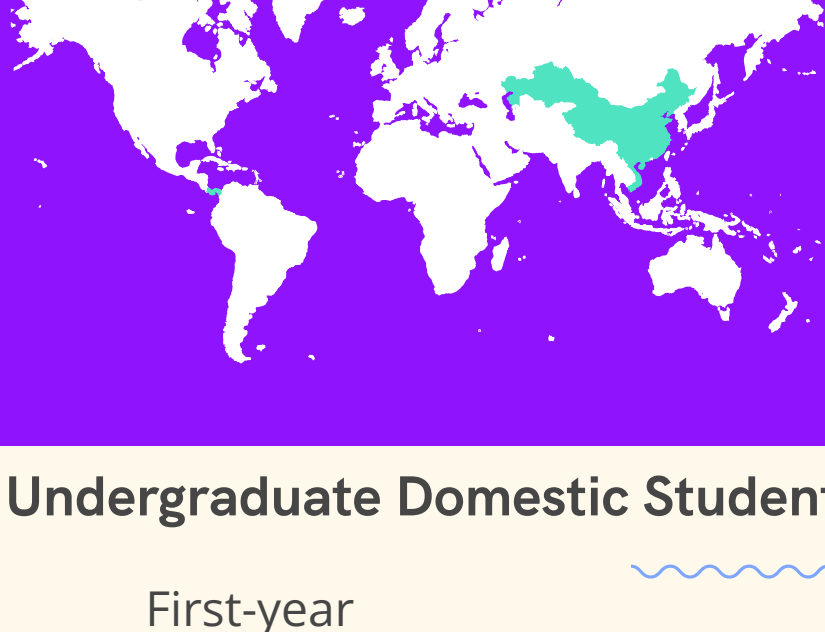
First-year



Overall



Top 3 Undergraduate International Enrollment by Country



KOGOD

1. China (100)
2. Vietnam (16)
3. Panama (9)

Business

1. China (79)
2. Vietnam (14)
3. Kazakhstan (6)
3. Panama (6)

Undergraduate Domestic Student Enrollment by Top 3 States

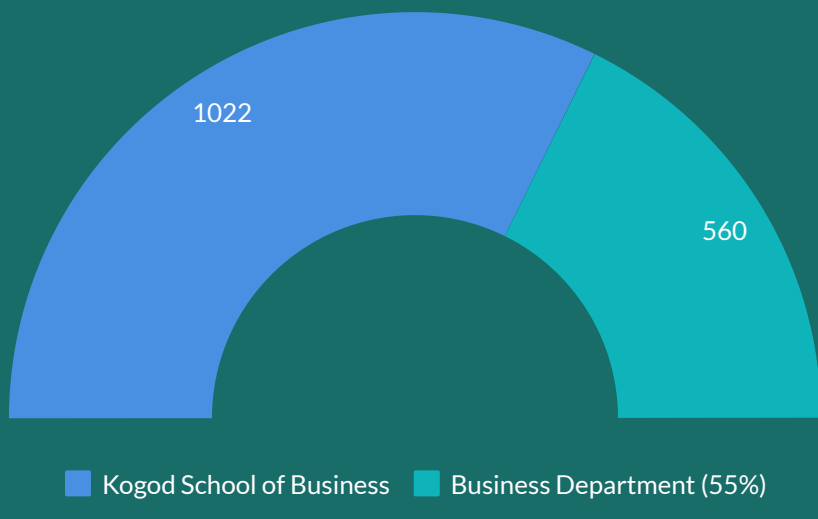
First-year

1. Virginia (23)
2. Maryland (22)
3. New Jersey (15)

Overall

1. Virginia (46)
2. Maryland (45)
3. New York (43)

Undergraduate Enrollment by Schools and Department (2023)



Top 3 KOGOD Undergraduate Majors in 2023

1. Business Administration (Business) (419)
2. Finance (194)
3. Business & Entertainment (104)

Retention Rate & Graduation Rate

1-Year Retention Rate: Full-Time First-Years

88%

- 2022 Incoming Cohort: 141
- Returned Fall 2023: 124

6-Year Graduation Rate: Full-Time First-Years

76%

- 2017 Incoming Cohort: 162
- Graduated in 6 Years: 123

Master's Student

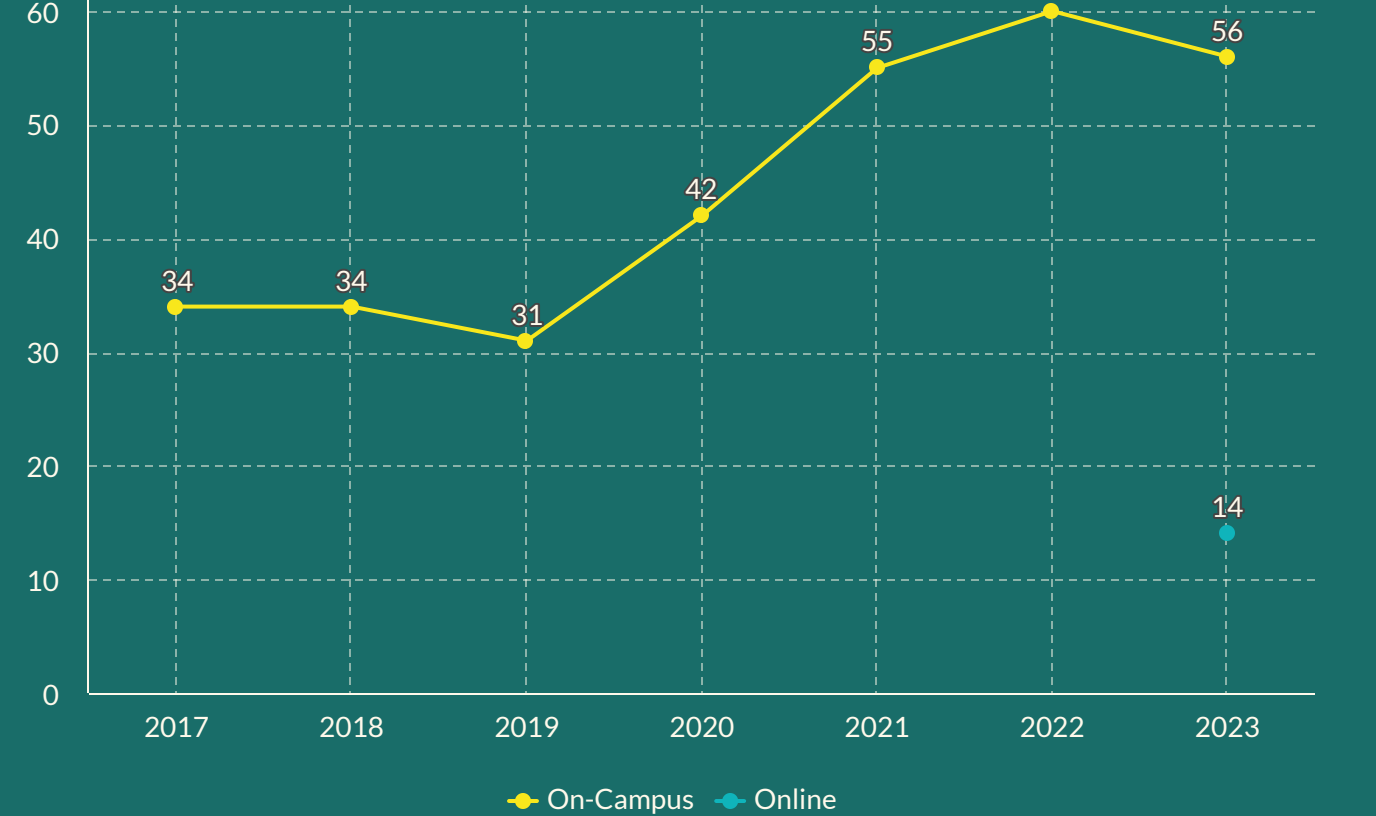
Fall 2023 New Enrolled Student:

46

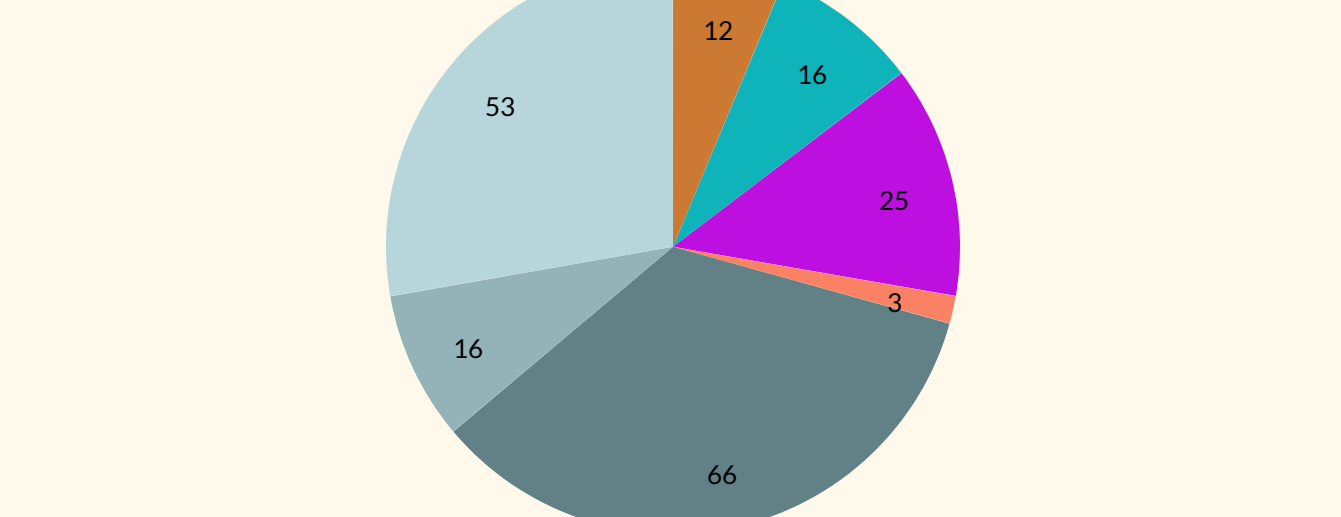
Fall 2023 Total Enrolled Student:

70

Master's Student Seven-year Enrollment Trend



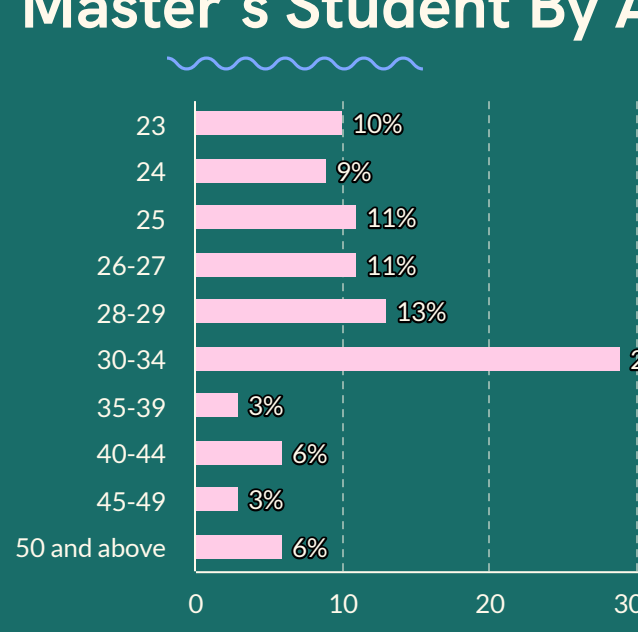
Master's Student Race and Ethnicity



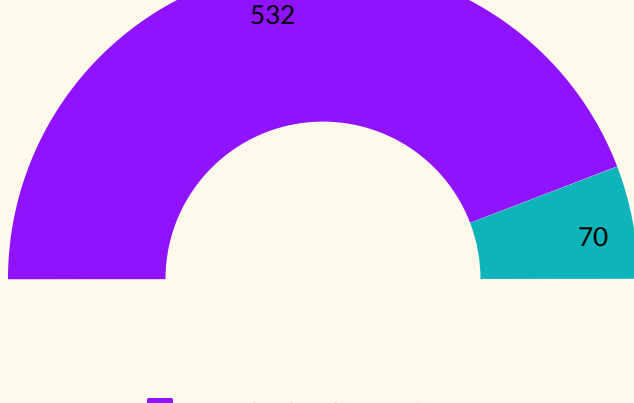
Master's Student Gender



Master's Student By Age



Master's Student Schools and Department Enrollment (2023)



KOGOD Master's TOP 5 Face-to-Face Majors in 2023

1. Analytics (78)
2. Sustainability Management (56)
3. Business Administration (54)
4. Accounting (44)
5. Finance (36)

Kogod Master's TOP 3 Online Majors in 2023

1. Business Administration (123)
2. International Relations & Business (24)
3. Analytics (21)

Questions? Contact us!
oira@american.edu

Source: [Academic Data Reference Book](#). Data reported elsewhere in AU's internal dashboards and reports may not match data reported here.