



Public Disclosure of Student Achievement

Institution Name: Southwest University at El Paso

Business Unit(s) included in this report:

College of Business

- Associate of Applied Science in Business Management and Accounting Systems
- Bachelor of Science in Business Management

Academic Period Covered: 2024-2025

Date Report Posted: 02/01/2026

PROGRAM	MEASURE	TARGET	RESULT
Associate of Applied Science in Business Management and Accounting Systems	Retention Rate	70%	71%
Associate of Applied Science in Business Management and Accounting Systems	Placement Rate	70%	71%
Bachelor of Science in Business Management	Retention Rate	70%	79%
Bachelor of Science in Business Management	Placement Rate	70%	93%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Placement Rate	A comprehensive process that involves tracking the employment outcomes of our graduates. We employ an approach to collect, analyze, and report data on the success of

	our alumni in securing employment within a specified timeframe after graduation.
Retention Rate	Number of students who were active at the end of the 2024-2025 academic year and returned as active students in the program for the 2024-2025 academic year.