



**Major and Minor Enrollment
Rollins College of Business
Academic Year 2017 through Academic Year 2019**

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— values indicates that the program was inactive. Newly created programs are inactive before enrolling their first students; programs no longer being offered are inactive once students are no longer enrolled or graduating from the program.

Undergraduate Majors¹

Department and Major/Concentration	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019	Summer 2019	Fall 2019	Spring 2020
Accounting	119	339	305	100	315	295	112	283	253
<i>BS Business: Accounting</i>	81	339	305	100	236	195	72	133	97
<i>BSBA Accounting</i>	—	—	—	—	79	100	40	150	156
<i>Pre Business: Accounting</i>	38	—	—	—	—	—	—	—	—
Business Management	255	720	655	244	720	643	205	711	640
<i>BS Business: Business Analytics</i>	8	44	41	13	34	27	12	21	19
<i>BS Business: General Management</i>	86	141	118	53	46	33	10	10	7
<i>BS Business: Human Resource Management</i>	44	125	114	49	98	85	23	60	54
<i>BS Business: Industrial Management</i>	2	2	1	1	—	—	—	—	—
<i>BS Business: Management</i>	34	407	381	128	318	274	100	214	166
<i>BSBA Human Resource Management</i>	—	—	—	—	24	28	10	52	45
<i>BSBA Management</i>	—	—	—	—	185	177	41	315	311
<i>BSBA Management: Business Analytics</i>	—	—	—	—	15	19	9	39	38
<i>Pre Business: Business Analytics</i>	1	—	—	—	—	—	—	—	—
<i>Pre Business: General Management</i>	12	1	—	—	—	—	—	—	—
<i>Pre Business: Human Resource Management</i>	21	—	—	—	—	—	—	—	—
<i>Pre Business: Management</i>	47	—	—	—	—	—	—	—	—

*Undergraduate Majors, cont'd*

Department and Major/Concentration	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019	Summer 2019	Fall 2019	Spring 2020
Finance and Economics	152	376	379	152	392	370	129	403	385
<i>BA Economics</i>	2	17	14	6	16	13	7	17	13
<i>BS Business: Economics</i>	1	19	25	14	26	20	7	12	9
<i>BS Business: Finance: Business Finance</i>	63	242	255	97	192	185	66	132	114
<i>BS Business: Finance: Investments</i>	21	68	62	24	52	39	10	25	19
<i>BS Economics</i>	15	30	23	11	13	8	1	3	3
<i>BSBA Economics</i>	—	—	—	—	19	17	2	27	26
<i>BSBA Finance: Business Finance</i>	—	—	—	—	61	74	30	141	156
<i>BSBA Finance: Investments</i>	—	—	—	—	13	14	6	46	45
<i>Pre Business: Economics</i>	5	—	—	—	—	—	—	—	—
<i>Pre Business: Finance: Business Finance</i>	30	—	—	—	—	—	—	—	—
<i>Pre Business: Finance: Investments</i>	15	—	—	—	—	—	—	—	—
Marketing and Entrepreneurship	215	732	649	236	746	669	222	750	676
<i>BS Business: Entrepreneurship</i>	29	184	169	49	119	105	32	65	46
<i>BS Business: Marketing</i>	86	547	480	187	388	322	123	256	199
<i>BSBA Entrepreneurship</i>	—	—	—	—	72	74	17	115	100
<i>BSBA Marketing</i>	—	—	—	—	167	167	50	314	331
<i>Pre Business: Entrepreneurship</i>	23	1	0	0	0	1	—	—	—
<i>Pre Business: Marketing</i>	77	—	—	—	—	—	—	—	—
College Total	741	2,167	1,988	732	2,173	1,977	668	2,147	1,954

¹Includes primary and secondary majors

Graduate Programs

Department and Major/Concentration	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019	Summer 2019	Fall 2019	Spring 2020
Accounting	22	28	25	24	23	16	13	21	21
<i>MACC Accountancy</i>	22	28	22	21	21	15	12	21	21
<i>MACC Forensic Data Analytics</i>	—	0	3	3	2	1	1	0	0
Business Management	229	303	308	229	291	274	193	254	261
<i>MBA Business Administration</i>	97	99	69	31	28	13	6	4	3
<i>MBA Business Administration: Business Analytics</i>	0	21	58	63	77	85	60	74	72
<i>MBA Business Administration: Finance</i>	0	3	10	11	18	22	15	26	21
<i>MBA Business Administration: General</i>	0	65	86	61	99	109	80	113	110
<i>MBA Business Administration: Healthcare Administration</i>	0	2	11	12	20	22	19	23	32
<i>MBA Business Administration: Human Resources</i>	0	1	5	7	8	6	3	2	1
<i>MBA Business Administration: Professional Business</i>	75	54	28	24	12	5	7	4	1
<i>MBA Business Administration: Professional Business Analytics</i>	53	47	35	15	18	6	3	3	2
<i>MSDA Data Analytics</i>	—	—	—	—	—	—	—	3	12
<i>PB Business Analytics</i>	4	8	5	3	11	6	0	5	7
<i>PB Strategic HR Leadership</i>	0	3	1	2	0	0	0	0	0
College Total	251	331	333	253	314	290	206	278	282





**PLANNING, EVALUATION, AND
INSTITUTIONAL RESEARCH**

*Minor Programs*²

Department and Major/Concentration	Summer 2017	Fall 2017	Spring 2018	Summer 2018	Fall 2018	Spring 2019	Summer 2019	Fall 2019	Spring 2020
Business Management	89	202	216	100	215	205	81	188	202
<i>Business Administration</i>	<i>89</i>	<i>202</i>	<i>216</i>	<i>100</i>	<i>215</i>	<i>205</i>	<i>81</i>	<i>188</i>	<i>202</i>
Finance and Economics	12	19	18	8	24	31	10	31	38
<i>Economics</i>	<i>12</i>	<i>19</i>	<i>18</i>	<i>8</i>	<i>23</i>	<i>27</i>	<i>8</i>	<i>23</i>	<i>23</i>
<i>Personal Finance</i>	—	—	—	—	1	4	2	8	15
Marketing and Entrepreneurship	21	63	52	16	42	51	24	68	83
<i>Entrepreneurship</i>	<i>10</i>	<i>32</i>	<i>27</i>	<i>10</i>	<i>22</i>	<i>26</i>	<i>12</i>	<i>37</i>	<i>48</i>
<i>Promotion</i>	<i>11</i>	<i>31</i>	<i>25</i>	<i>6</i>	<i>20</i>	<i>25</i>	<i>12</i>	<i>31</i>	<i>35</i>
College Total	122	284	286	124	281	287	115	287	323

²Includes first, second, and third minors

