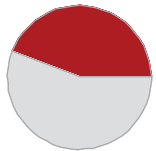




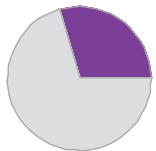
GORDON FORD COLLEGE OF BUSINESS



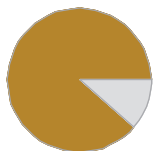
Gordon Ford College of Business Student Profile Fall 2020 - 2024



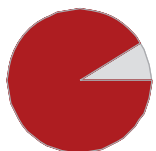
In Business,
females make up **44%** of the student
population.



First Generation students
represent **29%** of the
Business student body.



A total of **89%** of students in
Business pursue studies **full time**.



The majority, or **91%**, of Business
students are at the **undergraduate**
level.

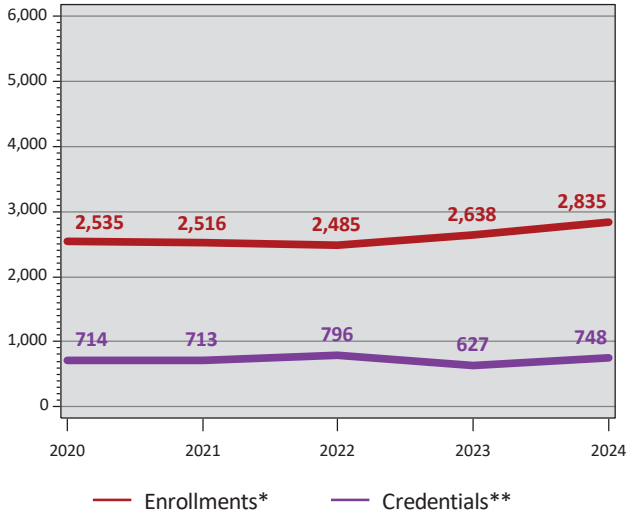
quick facts...

	2020	2021	2022	2023	2024
Total Students*:	2,210	2,226	2,249	2,359	2,488
Sex:					
Male	1,214	1,214	1,268	1,321	1,389
Female	996	1,012	981	1,038	1,099
Ethnicity:					
White	1,791	1,762	1,745	1,822	1,850
Black	134	135	139	145	189
Non-Resident Alien	42	43	39	18	22
Other	238	277	308	340	396
Not Supplied	5	9	18	34	31
Status:					
Full-Time	1,970	1,970	2,012	2,105	2,206
Part-Time	240	256	237	254	282
Level:					
Undergraduate	2,025	2,048	2,085	2,181	2,269
Graduate	185	178	164	178	219
Avg ACT:	24	23	23	22	22

**Data reflect student headcount. Students with more than one major in a college are counted only once.*



GORDON FORD COLLEGE OF BUSINESS



Gordon Ford College of Business Enrollments* and Credentials** 2020 - 2024

The Gordon Ford College of Business had a 12% increase in enrollments from Fall 2020 to Fall 2024. Additionally, the Gordon Ford College of Business saw an increase of 5% in credentials awarded over five years.

at a
glance...

	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
99BU: Exploratory/Undeclared	68	83	106	58	43	(36.8%)	0	0	0	0	0	--
Accounting	303	280	285	299	329	8.6%	92	78	92	73	64	(30.4%)
Advanced Professionalism, CER †	81	61	48	17	20	(75.3%)	2	8	2	8	5	150.0%
Analytics and Information Systems	263	248	242	350	372	41.4%	144	139	157	108	174	20.8%
Business Core Competencies, CER *** †	11	9	2	0	0	--	3	3	3	1	0	--
Business Sustainability, CER *** †	8	11	2	1	0	--	2	4	4	1	0	--
Data Science, BS †	0	0	0	0	1	--	0	0	0	0	0	--
Economics ††	262	251	219	207	213	(18.7%)	79	55	68	46	45	(43.0%)
Enterprise Management, CER *** †	0	0	0	1	5	--	0	0	0	0	0	--
Executive Decision Making, CER †	0	0	0	0	2	--	0	0	0	0	0	--
Finance	283	306	291	301	326	15.2%	85	63	87	75	76	(10.6%)
Management	639	644	724	763	780	22.1%	186	180	176	151	202	8.6%
Marketing	478	476	431	492	569	19.0%	74	104	136	86	114	54.1%
Masters of Business Administration, MBA †††	139	147	133	147	172	23.7%	47	79	71	74	64	36.2%
Supply Chain Management, CER †	0	0	2	2	3	--	0	0	0	4	4	--
Gordon Ford College of Business	2,535	2,516	2,485	2,638	2,835	11.8%	714	713	796	627	748	4.8%

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

***Program closed.

†The major listed is an interdisciplinary program offered by the Gordon Ford College of Business and as such is not reflected within a specific department.

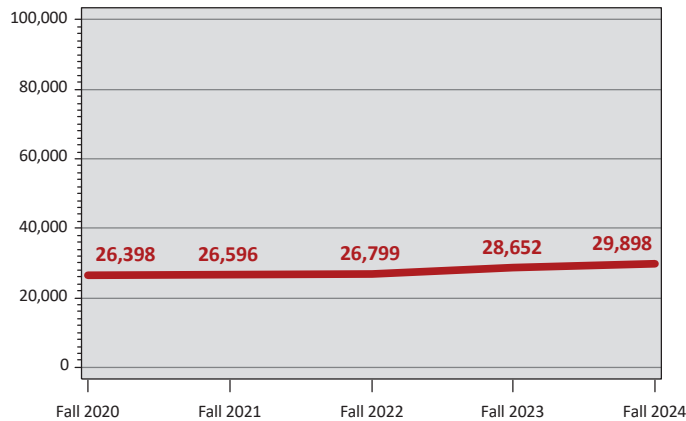
††Due to the interdisciplinary nature of the Mathematical Economics program, students in that major are reported in both the College of Business & College of Science.

†††The Masters of Business Administration is an interdisciplinary major that utilizes faculty/courses from multiple departments within the College. Since it cannot be classified under a single department, it is listed separately.



GORDON FORD COLLEGE OF BUSINESS

at a
glance...



Gordon Ford College of Business Student Credit Hour Production* 2020 - 2024

The Gordon Ford College of Business saw a 13% growth in student credit hour production over the past five years. This is a difference of 3,501 student credit hours.

SCHP, Gordon Ford College of Business

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	24,829.0	25,120.0	25,598.0	27,422.0	28,488.0
Graduate	1,568.5	1,476.0	1,201.0	1,230.0	1,410.0
Total SCHP	26,397.5	26,596.0	26,799.0	28,652.0	29,898.0

SCHP by Faculty Designation, Gordon Ford College of Business

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	20,101.5	21,545.0	21,368.0	22,917.0	22,614.0
Part-Time	6,128.0	5,051.0	5,431.0	5,735.0	7,284.0
Transitional Retiree	168.0	0.0	0.0	0.0	0.0
Total SCHP	26,397.5	26,596.0	26,799.0	28,652.0	29,898.0

SCHP by Source, Gordon Ford College of Business

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	15,286.0	18,756.0	19,196.0	19,450.0	19,556.0
E-town/Ft. Knox	30.0	15.0	12.0	3.0	24.0
Glasgow	135.0	42.0	78.0	168.0	330.0
Owensboro	54.0	33.0	39.0	33.0	51.0
Web	10,342.0	7,270.0	6,880.0	8,473.0	9,646.0
Other	550.5	480.0	594.0	525.0	291.0
Total SCHP	26,397.5	26,596.0	26,799.0	28,652.0	29,898.0

Honors SCHP*, Gordon Ford College of Business

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	138.0	177.0	51.0	48.0	72.0
Upper Division	228.0	0.0	0.0	57.0	18.0
Total Honors SCHP	366.0	177.0	51.0	105.0	90.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.



GORDON FORD COLLEGE OF BUSINESS

Gordon Ford College of Business Full-Time Faculty Profile Fall 2024

	N	%		N	%
Total Full-Time Faculty:	68	100.0	Rank:		
Sex:			Professor	22	32.4
Male	43	63.2	Associate Professor	15	22.1
Female	25	36.8	Assistant Professor	14	20.6
Ethnicity:			Pedagogical Assoc. Professor	4	5.9
White	45	66.2	Pedagogical Asst. Professor	2	2.9
Black	4	5.9	Visiting Asst. Professor	2	2.9
Non-Resident Alien	1	1.5	Instructor I	7	10.3
Other	17	25.0	Instructor II	2	2.9
Not Supplied	1	1.5	Tenure Status:		
Terminal Degrees:			Tenured	40	58.8
Terminal Degree	54	79.4	Tenure-Track	17	25.0
Degree is not Terminal	14	20.6	Non Tenure-Track	11	16.2

Faculty by Department

	N	%
Accounting	11	16.2
Analytics and Information Systems	10	14.7
Economics	13	19.1
Finance	9	13.2
Management	15	22.1
Marketing	10	14.7

B
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SCHP by Department, Gordon Ford College of Business

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
99BU: Exploratory/Undeclared	1,158.5	1,259.0	1,446.0	1,665.0	1,716.0
Accounting	3,320.0	3,166.0	3,447.0	3,565.0	3,408.0
Analytics and Information Systems	3,294.0	4,176.0	3,331.0	3,458.0	4,159.0
Economics	5,742.0	5,333.0	5,442.0	4,954.0	5,041.0
Finance	3,160.0	3,444.0	3,848.0	3,786.0	4,077.0
Management	6,318.0	5,735.0	5,803.0	7,266.0	7,552.0
Marketing	3,405.0	3,483.0	3,482.0	3,958.0	3,945.0
Total SCHP	26,397.5	26,596.0	26,799.0	28,652.0	29,898.0



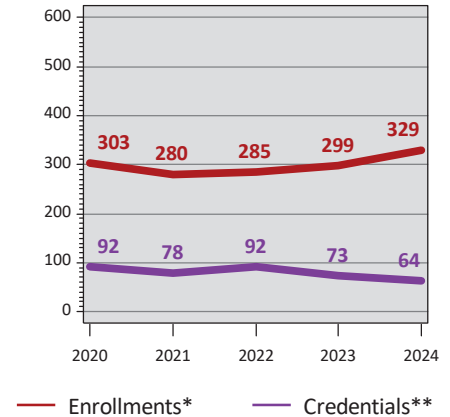
ACCOUNTING

Fall 2024 Student Profile: Accounting

	N	%		N	%
Unduplicated Headcount Enrollment*: 329	Sex:		Status:		
	Male	175 53.2%	Full-Time	320	97.3%
	Female	154 46.8%	Part-Time	9	2.7%
	Ethnicity:		Level:		
	White	245 74.5%	Undergraduate	320	97.3%
	Black	17 5.2%	Graduate	9	2.7%
	Non-Resident Alien	1 0.3%	Avg ACT:		23
	Other	62 18.8%			
	Not Supplied	4 1.2%			

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Accounting (seeking admission), BS (#602P) ***	139	142	9	0	0		0	0	0	0	0	
Accounting, BS (#602)	152	132	265	293	320		71	64	74	56	56	
Overall Undergraduate Degree Program	291	274	274	293	320	10.0%	71	64	74	56	56 (21.1%)	
Accountancy & Data Analysis, MACC (#0501)	0	6	11	6	9		0	0	17	17	8	
Accountancy, MACC (#0445) ***	12	0	0	0	0		21	14	1	0	0	
Overall Graduate Degree Program	12	6	11	6	9 (25.0%)		21	14	18	17	8 (61.9%)	
Overall Degree Program	303	280	285	299	329	8.6%	92	78	92	73	64 (30.4%)	
Grand Total	303	280	285	299	329	8.6%	92	78	92	73	64 (30.4%)	

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

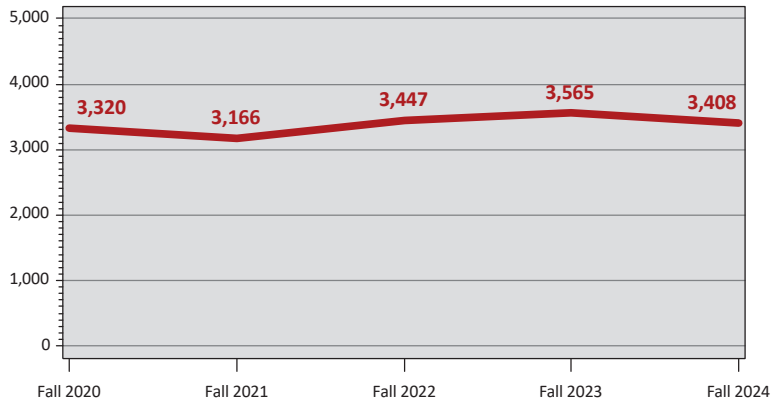
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

***Program closed.



ACCOUNTING

Student Credit Hour Production (SCHP*)
Fall 2020-Fall 2024



SCHP*, Accounting

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	3,155.0	2,986.0	3,273.0	3,463.0	3,270.0
Graduate	165.0	180.0	174.0	102.0	138.0
Total	3,320.0	3,166.0	3,447.0	3,565.0	3,408.0

SCHP* by Faculty Designation, Accounting

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	2,828.0	3,136.0	3,446.0	3,565.0	3,120.0
Part-Time	492.0	30.0	1.0	0.0	288.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,320.0	3,166.0	3,447.0	3,565.0	3,408.0

SCHP* by Source, Accounting

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	2,166.0	2,932.0	3,117.0	3,361.0	3,117.0
E-town/Ft. Knox	0.0	0.0	0.0	0.0	0.0
Glasgow	0.0	0.0	0.0	0.0	63.0
Owensboro	0.0	0.0	0.0	0.0	0.0
Web	1,154.0	234.0	330.0	204.0	228.0
Other	0.0	0.0	0.0	0.0	0.0
Total	3,320.0	3,166.0	3,447.0	3,565.0	3,408.0

Honors SCHP*, Accounting

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	0.0	51.0	0.0	48.0	72.0
Upper Division	0.0	0.0	0.0	24.0	0.0
Total	0.0	51.0	0.0	72.0	72.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Accounting

Total Full-Time Faculty: 11

	N	%
Sex:		
Male	7	63.6%
Female	4	36.4%
Ethnicity:		
White	8	72.7%
Other	3	27.3%
Rank:		
Professor	1	9.1%
Associate Professor	5	45.5%
Assistant Professor	3	27.3%
Pedagogical Asst. Professor	2	18.2%
Tenure Status:		
Tenured	5	45.5%
Tenure-Track	6	54.5%
Terminal Degrees:		
Terminal Degree	9	81.8%
Degree is not Terminal	2	18.2%



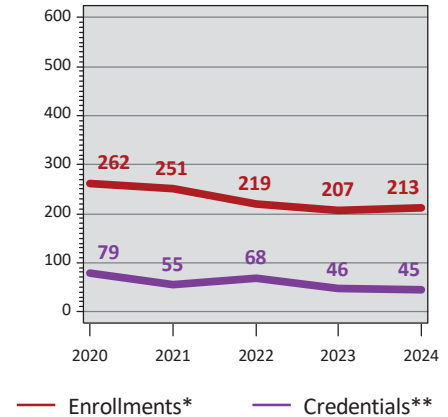
ECONOMICS

Fall 2024 Student Profile: Economics

	N	%		N	%
Unduplicated Headcount Enrollment*: 213	Sex:		Status:		
	Male	154	72.3%	Full-Time	205
	Female	59	27.7%	Part-Time	8
	Ethnicity:		Level:		
	White	155	72.8%	Undergraduate	208
	Black	16	7.5%	Graduate	5
	Non-Resident Alien	3	1.4%	Avg ACT: 24	
	Other	37	17.4%		
	Not Supplied	2	0.9%		

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Economic Data Analytics, CER (#0491)	1	0	0	0	0		11	1	0	0	2	
Overall Graduate Certificates	1	0	0	0	0		11	1	0	0	2 (81.8%)	
Business Economics (seeking admission), BS(#724P) ***	113	123	18	0	0		0	0	0	0	0	
Business Economics, BS (#724)	23	25	133	151	157		12	11	16	14	20	
Economics (seeking admission), AB (#638P) ***	13	24	2	0	0		0	0	0	0	0	
Economics, AB (#638)	33	28	29	27	24		28	15	21	13	10	
Mathematical Economics (seeking admission), BS(#731P) *** †	22	14	7	0	1		0	0	0	0	0	
Mathematical Economics, BS (#731) †	40	28	21	26	26		14	19	18	10	9	
Overall Undergraduate Degree Program	244	242	210	204	208 (14.8%)		54	45	55	37	39 (27.8%)	
Applied Economics, MA (#0410)	17	9	9	3	5		14	9	13	9	4	
Overall Graduate Degree Program	17	9	9	3	5 (70.6%)		14	9	13	9	4 (71.4%)	
Overall Certificates	1	0	0	0	0		11	1	0	0	2 (81.8%)	
Overall Degree Program	261	251	219	207	213 (18.4%)		68	54	68	46	43 (36.8%)	
Grand Total	262	251	219	207	213 (18.7%)		79	55	68	46	45 (43.0%)	

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

***Program closed.

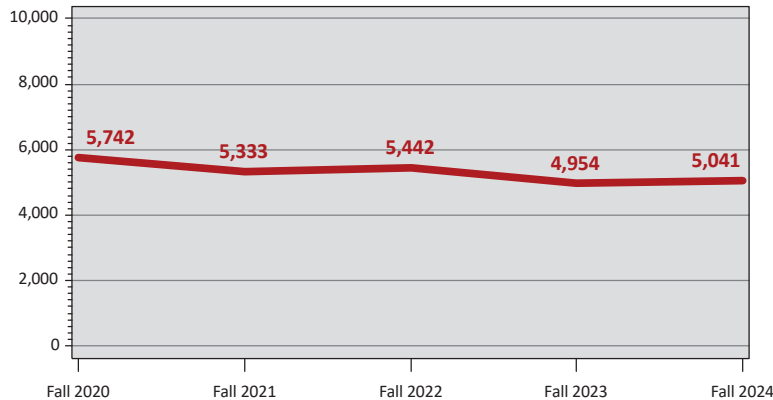
†Due to the interdisciplinary nature of the program, students in the Mathematical Economics major are reported in both the College of Business & College of Science.



ECONOMICS

Student Credit Hour Production (SCHP*)

Fall 2020-Fall 2024



SCHP*, Economics

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	5,444.0	5,147.0	5,354.0	4,888.0	4,975.0
Graduate	298.0	186.0	88.0	66.0	66.0
Total	5,742.0	5,333.0	5,442.0	4,954.0	5,041.0

SCHP* by Faculty Designation, Economics

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	5,244.0	4,904.0	4,935.0	4,456.0	4,435.0
Part-Time	498.0	429.0	507.0	498.0	606.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	5,742.0	5,333.0	5,442.0	4,954.0	5,041.0

SCHP* by Source, Economics

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	4,008.0	4,181.0	4,425.0	4,009.0	4,069.0
E-town/Ft. Knox	6.0	3.0	0.0	0.0	0.0
Glasgow	45.0	33.0	57.0	33.0	72.0
Owensboro	9.0	6.0	0.0	0.0	0.0
Web	1,644.0	1,110.0	945.0	888.0	888.0
Other	30.0	0.0	15.0	24.0	12.0
Total	5,742.0	5,333.0	5,442.0	4,954.0	5,041.0

Honors SCHP*, Economics

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	90.0	75.0	18.0	0.0	0.0
Upper Division	51.0	0.0	0.0	33.0	0.0
Total	141.0	75.0	18.0	33.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Economics

Total Full-Time Faculty: 13

	N	%
Sex:		
Male	10	76.9%
Female	3	23.1%
Ethnicity:		
White	7	53.8%
Other	5	38.5%
Not Supplied	1	7.7%
Rank:		
Professor	3	23.1%
Associate Professor	5	38.5%
Assistant Professor	3	23.1%
Visiting Asst. Professor	1	7.7%
Instructor I	1	7.7%
Tenure Status:		
Tenured	8	61.5%
Tenure-Track	3	23.1%
Non Tenure-Track	2	15.4%
Terminal Degrees:		
Terminal Degree	10	76.9%
Degree is not Terminal	3	23.1%



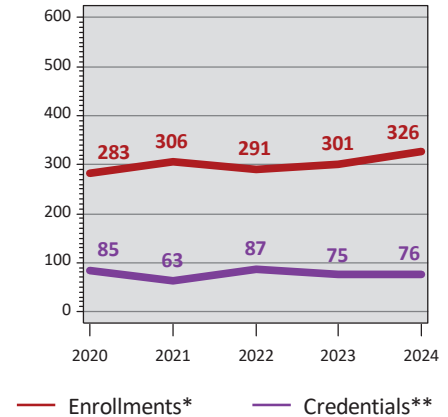
FINANCE

Fall 2024 Student Profile: Finance

	N	%		N	%
Unduplicated Headcount Enrollment*: 317	Sex:		Status:		
	Male	245 77.3%	Full-Time	313 98.7%	
	Female	72 22.7%	Part-Time	4 1.3%	
	Ethnicity:		Level:		
	White	242 76.3%	Undergraduate	317 100%	
	Black	17 5.4%	Graduate	0 0.0%	
	Non-Resident Alien	2 0.6%	Avg ACT:		23
	Other	48 15.1%			
	Not Supplied	8 2.5%			

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Accredited Financial Counselor, CER (#1758)	0	1	1	0	4		0	0	1	0	0	
Financial Planning, CER (#200)	14	16	7	6	9		10	8	8	9	7	
Overall Undergraduate Certificates	14	17	8	6	13	(7.1%)	10	8	9	9	7	(30.0%)
Finance (seeking admission), BS (#664P) ***	162	176	7	1	0		0	0	0	0	0	
Finance, BS (#664)	107	113	276	294	313		75	55	78	66	69	
Overall Undergraduate Degree Program	269	289	283	295	313	16.4%	75	55	78	66	69	(8.0%)
Overall Certificates	14	17	8	6	13	(7.1%)	10	8	9	9	7	(30.0%)
Overall Degree Program	269	289	283	295	313	16.4%	75	55	78	66	69	(8.0%)
Grand Total	283	306	291	301	326	15.2%	85	63	87	75	76	(10.6%)

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

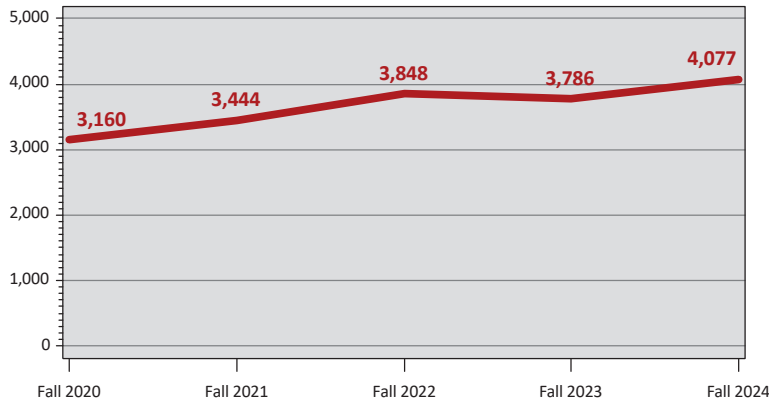
***Program closed.



FINANCE

Student Credit Hour Production (SCHP*)

Fall 2020-Fall 2024



SCHP*, Finance

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	3,160.0	3,444.0	3,848.0	3,786.0	4,077.0
Graduate	0.0	0.0	0.0	0.0	0.0
Total	3,160.0	3,444.0	3,848.0	3,786.0	4,077.0

SCHP* by Faculty Designation, Finance

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	2,569.0	2,697.0	2,852.0	2,994.0	3,162.0
Part-Time	591.0	747.0	996.0	792.0	915.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,160.0	3,444.0	3,848.0	3,786.0	4,077.0

SCHP* by Source, Finance

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	2,386.0	2,663.0	2,915.0	2,947.0	3,306.0
E-town/Ft. Knox	6.0	3.0	3.0	0.0	9.0
Glasgow	18.0	3.0	12.0	66.0	93.0
Owensboro	6.0	6.0	15.0	9.0	9.0
Web	372.0	388.0	471.0	479.0	495.0
Other	372.0	381.0	432.0	285.0	165.0
Total	3,160.0	3,444.0	3,848.0	3,786.0	4,077.0

Honors SCHP*, Finance

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	48.0	51.0	33.0	0.0	0.0
Upper Division	57.0	0.0	0.0	0.0	18.0
Total	105.0	51.0	33.0	0.0	18.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Finance

Total Full-Time Faculty: 9

	N	%
Sex:		
Male	7	77.8%
Female	2	22.2%
Ethnicity:		
White	5	55.6%
Black	1	11.1%
Other	3	33.3%
Rank:		
Professor	3	33.3%
Associate Professor	1	11.1%
Assistant Professor	2	22.2%
Pedagogical Assoc. Professor	2	22.2%
Instructor II	1	11.1%
Tenure Status:		
Tenured	6	66.7%
Tenure-Track	2	22.2%
Non Tenure-Track	1	11.1%
Terminal Degrees:		
Terminal Degree	8	88.9%
Degree is not Terminal	1	11.1%



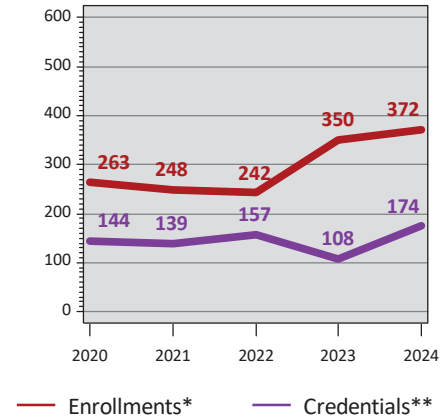
ANALYTICS AND INFORMATION SYSTEMS

Fall 2024 Student Profile: Analytics and Information Systems

	N	%		N	%
Unduplicated Headcount Enrollment*: 359	Sex:		Status:		
	Male	197 54.9%	Full-Time	319 88.9%	
	Female	162 45.1%	Part-Time	40 11.1%	
	Ethnicity:		Level:		
	White	253 70.5%	Undergraduate	327 91.1%	
	Black	29 8.1%	Graduate	32 8.9%	
	Non-Resident Alien	4 1.1%	Avg ACT: 24		
	Other	70 19.5%			
	Not Supplied	3 0.8%			

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Applied Data Analytics, CER (#1734)	180	168	142	215	216		108	106	117	80	115	
Artificial Intelligence and Analytics (AIA), CER(#1783)	0	0	0	0	6		0	0	0	0	0	
Overall Undergraduate Certificates	180	168	142	215	222	23.3%	108	106	117	80	115	6.5%
Cybersecurity Data Analytics, CER (#1754)	0	0	3	1	4		0	0	0	1	4	
Data Analytics, CER (#1753)	0	2	4	8	4		0	0	5	5	12	
Overall Graduate Certificates	0	2	7	9	8		0	0	5	6	16	
Business Data Analytics (seeking admission), BS(#504P) ***	25	31	4	0	0		0	0	0	0	0	
Business Data Analytics, BS (#504)	58	46	86	112	118		34	32	34	21	40	
Business Informatics, BS (#507) ***	0	1	0	0	0		2	1	1	0	0	
Overall Undergraduate Degree Program	83	78	90	112	118	42.2%	36	33	35	21	40	11.1%
Cybersecurity Data Analytics, MS (#0502)	0	0	3	14	24		0	0	0	1	3	
Overall Graduate Degree Program	0	0	3	14	24		0	0	0	1	3	
Overall Certificates	180	170	149	224	230	27.8%	108	106	122	86	131	21.3%
Overall Degree Program	83	78	93	126	142	71.1%	36	33	35	22	43	19.4%
Grand Total	263	248	242	350	372	41.4%	144	139	157	108	174	20.8%

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

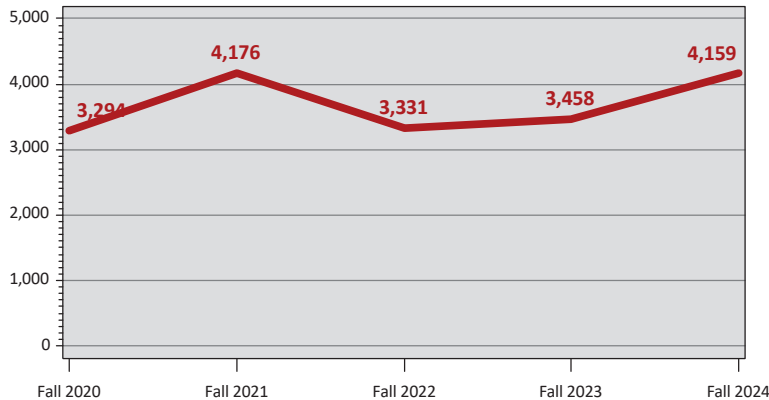
***Program closed.



ANALYTICS AND INFORMATION SYSTEMS

Student Credit Hour Production (SCHP*)

Fall 2020-Fall 2024



SCHP*, Analytics and Information Systems

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	3,030.0	3,879.0	3,034.0	3,131.0	3,811.0
Graduate	264.0	297.0	297.0	327.0	348.0
Total	3,294.0	4,176.0	3,331.0	3,458.0	4,159.0

SCHP* by Faculty Designation, Analytics and Information Systems

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	2,304.0	2,829.0	2,697.0	2,513.0	2,911.0
Part-Time	990.0	1,347.0	634.0	945.0	1,248.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,294.0	4,176.0	3,331.0	3,458.0	4,159.0

SCHP* by Source, Analytics and Information Systems

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	840.0	1,782.0	1,861.0	1,298.0	1,576.0
E-town/Ft. Knox	0.0	0.0	0.0	0.0	0.0
Glasgow	0.0	0.0	0.0	0.0	0.0
Owensboro	0.0	0.0	0.0	0.0	0.0
Web	2,433.0	2,385.0	1,470.0	2,160.0	2,583.0
Other	21.0	9.0	0.0	0.0	0.0
Total	3,294.0	4,176.0	3,331.0	3,458.0	4,159.0

Honors SCHP*, Analytics and Information Systems

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	0.0	0.0	0.0	0.0	0.0
Upper Division	15.0	0.0	0.0	0.0	0.0
Total	15.0	0.0	0.0	0.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Analytics and Information Systems

Total Full-Time Faculty: 10

	N	%
Sex:		
Male	8	80.0%
Female	2	20.0%
Ethnicity:		
White	7	70.0%
Other	3	30.0%
Rank:		
Professor	5	50.0%
Associate Professor	1	10.0%
Assistant Professor	2	20.0%
Instructor I	1	10.0%
Instructor II	1	10.0%
Tenure Status:		
Tenured	6	60.0%
Tenure-Track	2	20.0%
Non Tenure-Track	2	20.0%
Terminal Degrees:		
Terminal Degree	8	80.0%
Degree is not Terminal	2	20.0%



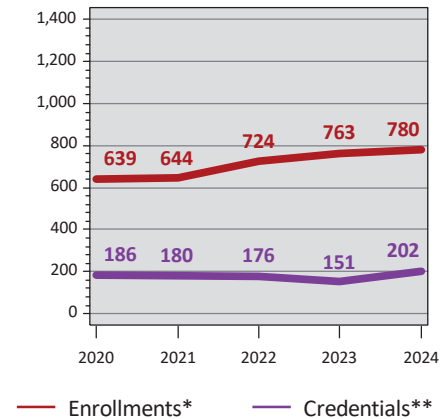
MANAGEMENT

Fall 2024 Student Profile: Management

	N	%		N	%
Unduplicated Headcount Enrollment*: 751	Sex:		Status:		
	Male	387 51.5%	Full-Time	690 91.9%	
	Female	364 48.5%	Part-Time	61 8.1%	
	Ethnicity:		Level:		
	White	552 73.5%	Undergraduate	751 100%	
	Black	63 8.4%	Graduate	0 0.0%	
	Non-Resident Alien	9 1.2%	Avg ACT:		21
	Other	121 16.1%			
	Not Supplied	6 0.8%			

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Creativity and Innovation Management, CER(#1773)	0	0	0	1	10		0	0	0	0	0	
Executive Influence in Organizations, CER(#1774)	0	0	0	0	16		0	0	0	0	1	
Managing Inclusive Organizations, CER (#1775)	0	0	0	1	12		0	0	0	0	1	
Overall Undergraduate Certificates	0	0	0	2	38		0	0	0	0	2	
Entrepreneurship (seeking admission), BS(#542P)***	46	30	5	0	0		0	0	0	0	0	
Entrepreneurship, BS (#542)***	19	21	16	5	2		9	7	14	10	5	
International Business (seeking admission), BS(#569P)***	34	28	4	0	0		0	0	0	0	0	
International Business, BS (#569)***	30	24	18	11	0		15	14	18	10	10	
Management (seeking admission), BS (#723P)***	230	323	35	0	0		0	0	0	0	0	
Management, BS(#723)	280	218	646	745	740		162	159	144	131	185	
Overall Undergraduate Degree Program	639	644	724	761	742	16.1%	186	180	176	151	200	7.5%
Overall Certificates	0	0	0	2	38		0	0	0	0	2	
Overall Degree Program	639	644	724	761	742	16.1%	186	180	176	151	200	7.5%
Grand Total	639	644	724	763	780	22.1%	186	180	176	151	202	8.6%

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

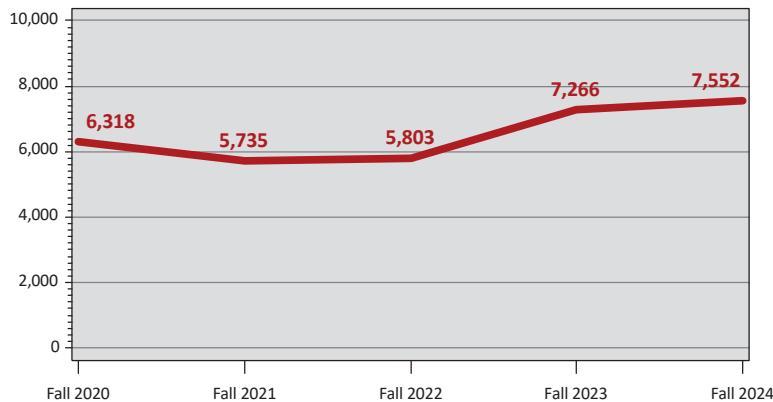
***Program closed.



MANAGEMENT

Student Credit Hour Production (SCHP*)

Fall 2020-Fall 2024



SCHP*, Management

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	6,252.0	5,696.0	5,803.0	7,266.0	7,552.0
Graduate	66.0	39.0	0.0	0.0	0.0
Total	6,318.0	5,735.0	5,803.0	7,266.0	7,552.0

SCHP* by Faculty Designation, Management

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	3,393.0	4,256.0	3,976.0	5,587.0	4,954.0
Part-Time	2,757.0	1,479.0	1,827.0	1,679.0	2,598.0
Transitional Retiree	168.0	0.0	0.0	0.0	0.0
Total	6,318.0	5,735.0	5,803.0	7,266.0	7,552.0

SCHP* by Source, Management

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	3,525.0	3,615.0	3,282.0	4,159.0	3,929.0
E-town/Ft. Knox	18.0	9.0	3.0	3.0	15.0
Glasgow	33.0	6.0	0.0	69.0	81.0
Owensboro	33.0	21.0	18.0	24.0	27.0
Web	2,697.0	2,072.0	2,467.0	3,011.0	3,500.0
Other	12.0	12.0	33.0	0.0	0.0
Total	6,318.0	5,735.0	5,803.0	7,266.0	7,552.0

Honors SCHP*, Management

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	0.0	0.0	0.0	0.0	0.0
Upper Division	105.0	0.0	0.0	0.0	0.0
Total	105.0	0.0	0.0	0.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Management

Total Full-Time Faculty: 15

	N	%
Sex:		
Male	7	46.7%
Female	8	53.3%
Ethnicity:		
White	9	60.0%
Black	3	20.0%
Non-Resident Alien	1	6.7%
Other	2	13.3%
Rank:		
Professor	6	40.0%
Associate Professor	2	13.3%
Assistant Professor	2	13.3%
Pedagogical Assoc. Professor	2	13.3%
Visiting Asst. Professor	1	6.7%
Instructor I	2	13.3%
Tenure Status:		
Tenured	10	66.7%
Tenure-Track	2	13.3%
Non Tenure-Track	3	20.0%
Terminal Degrees:		
Terminal Degree	12	80.0%
Degree is not Terminal	3	20.0%



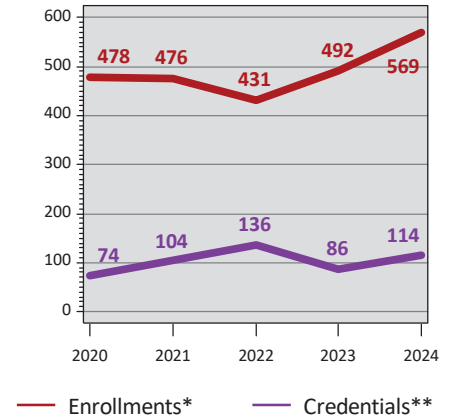
MARKETING

Fall 2024 Student Profile: Marketing

	N	%		N	%
Unduplicated Headcount Enrollment*: 558	Sex:		Status:		
	Male	215 38.5%	Full-Time	550 98.6%	
	Female	343 61.5%	Part-Time	8 1.4%	
	Ethnicity:		Level:		
	White	445 79.7%	Undergraduate	558 100%	
	Black	37 6.6%	Graduate	0 0.0%	
	Non-Resident Alien	2 0.4%	Avg ACT:		21
	Other	69 12.4%			
	Not Supplied	5 0.9%			

*Data reflect student headcount. Students with more than one major in a department are counted only once.

Enrollments* & Credentials** 2020-2024



	Duplicated Enrollments *						Duplicated Credentials **					
	2020	2021	2022	2023	2024	5 Yr Diff	19/20	20/21	21/22	22/23	23/24	5 Yr Diff
Sales Certificate, CER (#1776)	0	0	0	2	39		0	0	0	0	5	
Overall Undergraduate Certificates	0	0	0	2	39		0	0	0	0	5	
Marketing (seeking admission), BS (#720P)***	277	277	17	0	0		0	0	0	0	0	
Marketing, BS (#720)	201	199	414	490	530		74	104	136	86	109	
Overall Undergraduate Degree Program	478	476	431	490	530	10.9%	74	104	136	86	109	47.3%
Overall Certificates	0	0	0	2	39		0	0	0	0	5	
Overall Degree Program	478	476	431	490	530	10.9%	74	104	136	86	109	47.3%
Grand Total	478	476	431	492	569	19.0%	74	104	136	86	114	54.1%

*Duplicated enrollments count multiple majors of all credential-seeking students: certificate, associate, baccalaureate, masters, rank, specialist, & doctoral. Fall stats reported.

**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2023/24 academic year would include degrees awarded in summer 2023, fall 2023 & spring 2024.

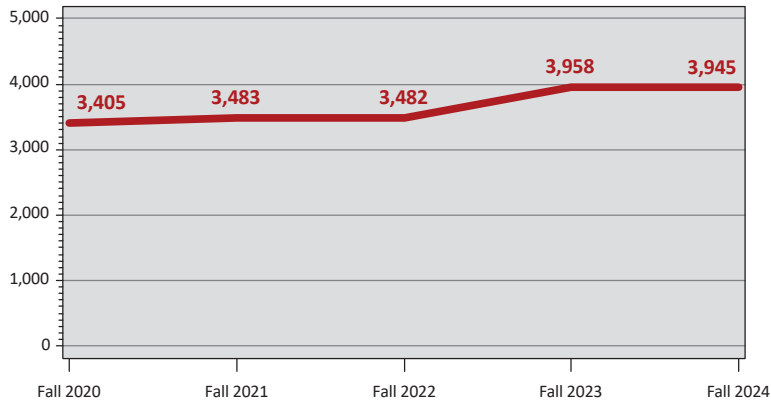
***Program closed.



MARKETING

Student Credit Hour Production (SCHP*)

Fall 2020-Fall 2024



SCHP*, Marketing

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Undergraduate	3,405.0	3,483.0	3,482.0	3,958.0	3,945.0
Graduate	0.0	0.0	0.0	0.0	0.0
Total	3,405.0	3,483.0	3,482.0	3,958.0	3,945.0

SCHP* by Faculty Designation, Marketing

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Full-Time	3,102.0	3,060.0	2,976.0	3,217.0	3,333.0
Part-Time	303.0	423.0	506.0	741.0	612.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,405.0	3,483.0	3,482.0	3,958.0	3,945.0

SCHP* by Source, Marketing

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Bowling Green	2,358.0	3,030.0	2,984.0	2,980.0	2,907.0
E-town/Ft. Knox	0.0	0.0	6.0	0.0	0.0
Glasgow	39.0	0.0	9.0	0.0	21.0
Owensboro	6.0	0.0	6.0	0.0	15.0
Web	954.0	411.0	363.0	762.0	888.0
Other	48.0	42.0	114.0	216.0	114.0
Total	3,405.0	3,483.0	3,482.0	3,958.0	3,945.0

Honors SCHP*, Marketing

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Lower Division	0.0	0.0	0.0	0.0	0.0
Upper Division	0.0	0.0	0.0	0.0	0.0
Total	0.0	0.0	0.0	0.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, & 99SC, for which SCHP are reported in the home department of the full-time faculty member. An additional exception is online and weekend MBA courses taught by full-time faculty—these courses and faculty are reported under the 99BU department.

Fall 2024 Full-Time Faculty: Marketing

Total Full-Time Faculty: 10

	N	%
Sex:		
Male	4	40.0%
Female	6	60.0%
Ethnicity:		
White	9	90.0%
Other	1	10.0%
Rank:		
Professor	4	40.0%
Associate Professor	1	10.0%
Assistant Professor	2	20.0%
Instructor I	3	30.0%
Tenure Status:		
Tenured	5	50.0%
Tenure-Track	2	20.0%
Non Tenure-Track	3	30.0%
Terminal Degrees:		
Terminal Degree	7	70.0%
Degree is not Terminal	3	30.0%