

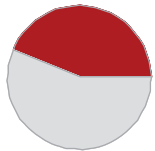


GORDON FORD COLLEGE OF BUSINESS

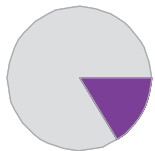


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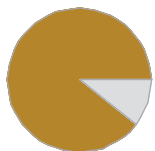
Gordon Ford College of Business Student Profile Fall 2018 - 2022



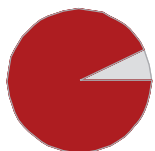
In Business, **females** make up **44%** of the student population.



Underrepresented Minority ** students represent **16%** of the Business student body.



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



The majority, or **93%**, of Business students are at the **undergraduate** level.

quick facts...

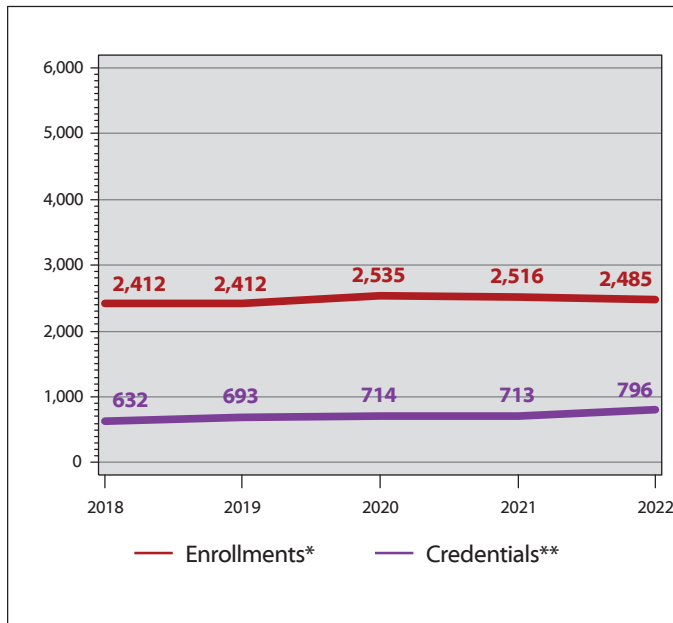
	2018	2019	2020	2021	2022
Total Students *:	2,194	2,063	2,210	2,226	2,249
Gender:					
Male	1,282	1,188	1,214	1,214	1,268
Female	912	875	996	1,012	981
Ethnicity:					
White	1,757	1,673	1,791	1,762	1,745
Black	134	105	134	135	139
Non-Resident Alien	101	66	42	43	39
Other	195	211	238	277	308
Not Supplied	7	8	5	9	18
Status:					
Full-Time	1,963	1,854	1,970	1,970	2,012
Part-Time	231	209	240	256	237
Level:					
Undergraduate	2,044	1,949	2,025	2,048	2,085
Graduate	150	114	185	178	164
Avg ACT:	24	24	24	23	23

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

**Underrepresented Minority (URM) includes students who categorized themselves as Hispanic or Latino, American Indian or Alaska Native, Black or African American, Native Hawaiian or Pacific Islander, or two or more races.



GORDON FORD COLLEGE OF BUSINESS



Gordon Ford College of Business Enrollments * and Credentials ** 2018 - 2022

The Gordon Ford College of Business had a 3% increase in enrollments from Fall 2018 to Fall 2022. Additionally, the Gordon Ford College of Business saw an increase of 26% in credentials awarded over five years.

at a
glance...

	Duplicated Enrollments *					5 Yr Diff	Duplicated Credentials **					5 Yr Diff
	2018	2019	2020	2021	2022		17/18	18/19	19/20	20/21	21/22	
99BU: Exploratory/Undeclared	72	50	68	83	108	50.0%	0	0	0	0	0	--
Accounting	341	298	303	280	285	(16.4%)	66	90	92	78	92	39.4%
Advanced Professionalism, CER †	17	106	81	61	48	182.4%	3	8	2	8	2	(33.3%)
Business Core Competencies, CER †	12	15	11	9	2	(83.3%)	1	0	3	3	3	200.0%
Business Sustainability, CER †	10	9	8	11	2	(80.0%)	3	5	2	4	4	33.3%
Economics ††	268	250	262	251	219	(18.3%)	67	70	79	55	68	1.5%
Finance	292	273	283	306	291	(0.3%)	77	72	85	63	87	13.0%
Information Systems	200	264	263	248	242	21.0%	61	109	144	139	157	157.4%
Management	721	679	639	644	724	0.4%	202	203	186	180	176	(12.9%)
Marketing	385	399	478	476	431	11.9%	87	90	74	104	136	56.3%
Masters of Business Administration, MBA †††	94	69	139	147	133	41.5%	65	46	47	79	71	9.2%
Gordon Ford College of Business	2,412	2,412	2,535	2,516	2,485	3.0%	632	693	714	713	796	25.9%

*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 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

†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.

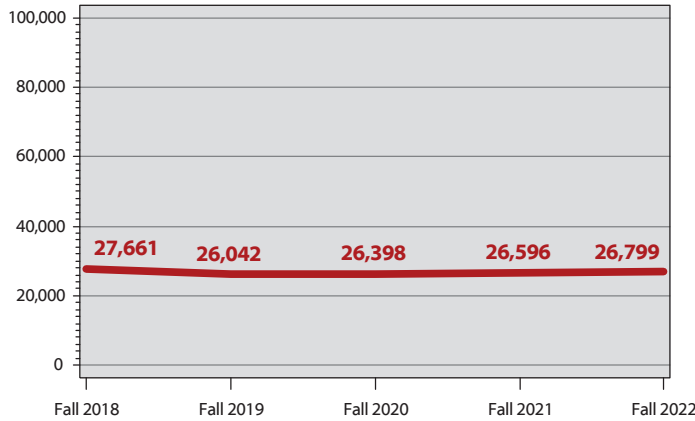
††Due to the interdisciplinary nature of the Mathematical Economics program, students in that major are reported in both the College of Business & College of Science.

†††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* 2018 - 2022

The Gordon Ford College of Business had a decrease of 3% in student credit hour production over the past five years. This is a difference of 862 student credit hours.

SCHP, Gordon Ford College of Business

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	26,382.0	25,085.0	24,829.0	25,120.0	25,598.0
Graduate	1,279.0	957.0	1,568.5	1,476.0	1,201.0
Total SCHP	27,661.0	26,042.0	26,397.5	26,596.0	26,799.0

SCHP by Faculty Designation, Gordon Ford College of Business

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	20,749.0	20,022.0	20,101.5	21,545.0	21,368.0
Part-Time	5,937.0	5,339.0	6,128.0	5,051.0	5,431.0
Transitional Retiree	975.0	681.0	168.0	0.0	0.0
Total SCHP	27,661.0	26,042.0	26,397.5	26,596.0	26,799.0

SCHP by Source, Gordon Ford College of Business

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	21,852.0	20,596.0	15,286.0	18,756.0	19,196.0
E-town/Ft. Knox	15.0	39.0	30.0	15.0	12.0
Glasgow	546.0	429.0	135.0	42.0	78.0
Owensboro	111.0	42.0	54.0	33.0	39.0
Web	4,747.0	4,405.0	10,342.0	7,270.0	6,880.0
Other	390.0	531.0	550.5	480.0	594.0
Total SCHP	27,661.0	26,042.0	26,397.5	26,596.0	26,799.0

Honors SCHP*, Gordon Ford College of Business

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	312.0	237.0	138.0	177.0	51.0
Upper Division	102.0	153.0	228.0	0.0	0.0
Total Honors SCHP	414.0	390.0	366.0	177.0	51.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022

	N	%		N	%
Total Full-Time Faculty:	67	100.0	Rank:		
Gender:			Professor	21	31.3
Male	43	64.2	Associate Professor	12	17.9
Female	24	35.8	Assistant Professor	18	26.9
Ethnicity:			Pedagogical Assoc. Professor	3	4.5
White	45	67.2	Pedagogical Asst. Professor	2	3.0
Black	3	4.5	Visiting Asst. Professor	1	1.5
Non-Resident Alien	1	1.5	Instructor I	7	10.4
Other	17	25.4	Instructor II	2	3.0
Not Supplied	1	1.5	Visiting In-Residence	1	1.5
Terminal Degrees:			Tenure Status:		
Terminal Degree	53	79.1	Tenured	33	49.3
Degree is not Terminal	14	20.9	Tenure-Track	23	34.3
			Non Tenure-Track	11	16.4

Faculty by Department

	N	%
Accounting	10	14.9
Economics	13	19.4
Finance	9	13.4
Information Systems	10	14.9
Management	15	22.4
Marketing	10	14.9

SCHP by Department, Gordon Ford College of Business

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
99BU: Exploratory/Undeclared	1,236.0	719.0	1,158.5	1,259.0	1,446.0
Accounting	3,661.0	3,457.0	3,320.0	3,166.0	3,447.0
Economics	6,115.0	5,524.0	5,742.0	5,333.0	5,442.0
Finance	2,812.0	3,010.0	3,160.0	3,444.0	3,848.0
Information Systems	3,218.0	3,300.0	3,294.0	4,176.0	3,331.0
Management	6,893.0	6,243.0	6,318.0	5,735.0	5,803.0
Marketing	3,726.0	3,789.0	3,405.0	3,483.0	3,482.0
Total SCHP	27,661.0	26,042.0	26,397.5	26,596.0	26,799.0



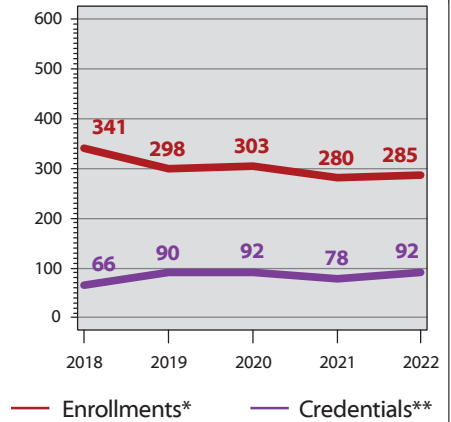
ACCOUNTING

Fall 2022 Student Profile: Accounting

	N	%		N	%	
Unduplicated Headcount Enrollment*: 285	Gender:		Status:			
	Male	143	50.2%	Full-Time	269	94.4%
	Female	142	49.8%	Part-Time	16	5.6%
	Ethnicity:		Level:			
	White	212	74.4%	Undergraduate	274	96.1%
	Black	17	6.0%	Graduate	11	3.9%
	Non-Resident Alien	7	2.5%	Avg ACT: 24		
	Other	49	17.2%			
	Not Supplied	0	0.0%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *					5 Yr Diff	Duplicated Credentials **					5 Yr Diff
	2018	2019	2020	2021	2022		17/18	18/19	19/20	20/21	21/22	
Accounting (seeking admission), BS (#602P) ***	175	149	139	142	9		0	0	0	0	0	
Accounting, BS (#602)	146	139	152	132	265		55	64	71	64	74	
Overall Undergraduate Degree Program	321	288	291	274	274	(14.6%)	55	64	71	64	74	34.5%
Accountancy & Data Analysis, MACC (#0501)	0	0	0	6	11		0	0	0	0	17	
Accountancy, MACC (#0445) ***	20	10	12	0	0		11	26	21	14	1	
Overall Graduate Degree Program	20	10	12	6	11	(45.0%)	11	26	21	14	18	63.6%
Overall Degree Program	341	298	303	280	285	(16.4%)	66	90	92	78	92	39.4%
Grand Total	341	298	303	280	285	(16.4%)	66	90	92	78	92	39.4%

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

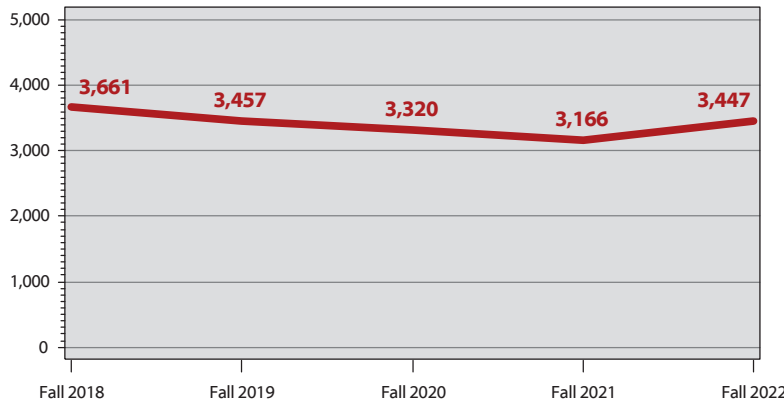
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

***Program closed.



ACCOUNTING

Student Credit Hour Production (SCHP*)
Fall 2018-Fall 2022



SCHP*, Accounting

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	3,310.0	3,196.0	3,155.0	2,986.0	3,273.0
Graduate	351.0	261.0	165.0	180.0	174.0
Total	3,661.0	3,457.0	3,320.0	3,166.0	3,447.0

SCHP* by Faculty Designation, Accounting

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	3,604.0	3,457.0	2,828.0	3,136.0	3,446.0
Part-Time	57.0	0.0	492.0	30.0	1.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,661.0	3,457.0	3,320.0	3,166.0	3,447.0

SCHP* by Source, Accounting

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	3,604.0	3,457.0	2,166.0	2,932.0	3,117.0
E-town/Ft. Knox	0.0	0.0	0.0	0.0	0.0
Glasgow	57.0	0.0	0.0	0.0	0.0
Owensboro	0.0	0.0	0.0	0.0	0.0
Web	0.0	0.0	1,154.0	234.0	330.0
Other	0.0	0.0	0.0	0.0	0.0
Total	3,661.0	3,457.0	3,320.0	3,166.0	3,447.0

Honors SCHP*, Accounting

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	93.0	15.0	0.0	51.0	0.0
Upper Division	0.0	0.0	0.0	0.0	0.0
Total	93.0	15.0	0.0	51.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022 Full-Time Faculty: Accounting

Total Full-Time Faculty: 10

	N	%
Gender:		
Male	6	60.0%
Female	4	40.0%
Ethnicity:		
White	7	70.0%
Other	3	30.0%
Rank:		
Professor	1	10.0%
Associate Professor	5	50.0%
Assistant Professor	2	20.0%
Pedagogical Asst. Professor	2	20.0%
Tenure Status:		
Tenured	4	40.0%
Tenure-Track	6	60.0%
Terminal Degrees:		
Terminal Degree	8	80.0%
Degree is not Terminal	2	20.0%



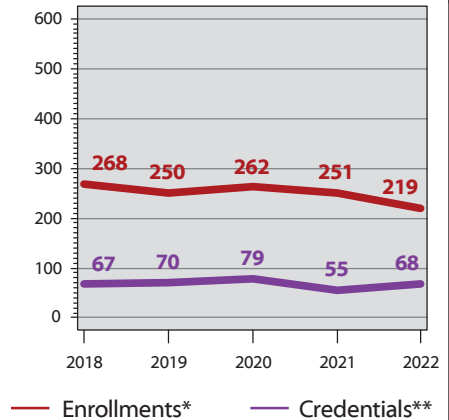
ECONOMICS

Fall 2022 Student Profile: Economics

	N	%		N	%	
Unduplicated Headcount Enrollment*: 218	Gender:		Status:			
	Male	168	77.1%	Full-Time	209	95.9%
	Female	50	22.9%	Part-Time	9	4.1%
	Ethnicity:		Level:			
	White	164	75.2%	Undergraduate	209	95.9%
	Black	11	5.0%	Graduate	9	4.1%
	Non-Resident Alien	8	3.7%	Avg ACT: 24		
	Other	32	14.7%			
	Not Supplied	3	1.4%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *					5 Yr Diff	Duplicated Credentials **					5 Yr Diff
	2018	2019	2020	2021	2022		17/18	18/19	19/20	20/21	21/22	
Economic Data Analytics, CER (#0491)	1	6	1	0	0		1	6	11	1	0	
Overall Graduate Certificates	1	6	1	0	0		1	6	11	1	0	
Business Economics (seeking admission), BS(#724P) ***	86	94	113	123	18		0	0	0	0	0	
Business Economics, BS (#724)	30	20	23	25	133		10	10	12	11	16	
Economics (seeking admission), AB (#638P) ***	26	25	13	24	2		0	0	0	0	0	
Economics, AB (#638)	48	36	33	28	29		29	29	28	15	21	
Mathematical Economics (seeking admission), BS(#731P) †	28	27	22	14	7		0	0	0	0	0	
Mathematical Economics, BS (#731) †	33	30	40	28	21		12	17	14	19	18	
Overall Undergraduate Degree Program	251	232	244	242	210	(16.3%)	51	56	54	45	55	7.8%
Applied Economics, MA (#0410)	16	12	17	9	9		15	8	14	9	13	
Overall Graduate Degree Program	16	12	17	9	9	(43.8%)	15	8	14	9	13	(13.3%)
Overall Certificates	1	6	1	0	0		1	6	11	1	0	
Overall Degree Program	267	244	261	251	219	(18.0%)	66	64	68	54	68	3.0%
Grand Total	268	250	262	251	219	(18.3%)	67	70	79	55	68	1.5%

*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 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

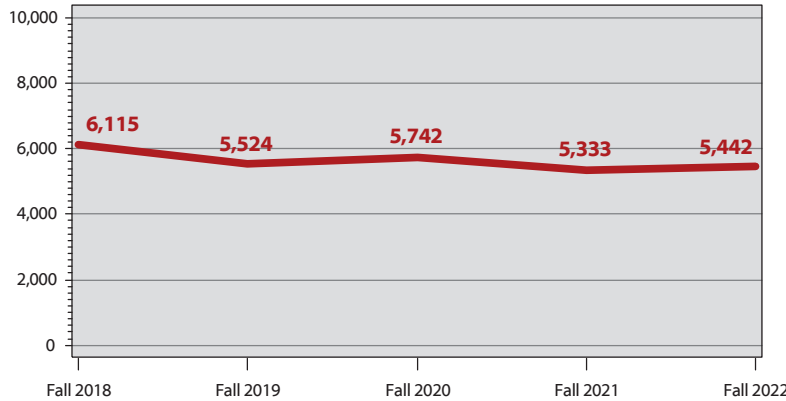
***Program closed.

†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 2018-Fall 2022



SCHP*, Economics

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	5,802.0	5,302.0	5,444.0	5,147.0	5,354.0
Graduate	313.0	222.0	298.0	186.0	88.0
Total	6,115.0	5,524.0	5,742.0	5,333.0	5,442.0

SCHP* by Faculty Designation, Economics

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	4,495.0	4,645.0	5,244.0	4,904.0	4,935.0
Part-Time	1,062.0	711.0	498.0	429.0	507.0
Transitional Retiree	558.0	168.0	0.0	0.0	0.0
Total	6,115.0	5,524.0	5,742.0	5,333.0	5,442.0

SCHP* by Source, Economics

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	5,428.0	4,786.0	4,008.0	4,181.0	4,425.0
E-town/Ft. Knox	0.0	0.0	6.0	3.0	0.0
Glasgow	120.0	147.0	45.0	33.0	57.0
Owensboro	0.0	0.0	9.0	6.0	0.0
Web	546.0	576.0	1,644.0	1,110.0	945.0
Other	21.0	15.0	30.0	0.0	15.0
Total	6,115.0	5,524.0	5,742.0	5,333.0	5,442.0

Honors SCHP*, Economics

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	132.0	90.0	90.0	75.0	18.0
Upper Division	30.0	0.0	51.0	0.0	0.0
Total	162.0	90.0	141.0	75.0	18.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022 Full-Time Faculty: Economics

Total Full-Time Faculty: 13

	N	%
Gender:		
Male	11	84.6%
Female	2	15.4%
Ethnicity:		
White	8	61.5%
Other	4	30.8%
Not Supplied	1	7.7%
Rank:		
Professor	4	30.8%
Associate Professor	3	23.1%
Assistant Professor	4	30.8%
Visiting Asst. Professor	1	7.7%
Instructor I	1	7.7%
Tenure Status:		
Tenured	7	53.8%
Tenure-Track	4	30.8%
Non Tenure-Track	2	15.4%
Terminal Degrees:		
Terminal Degree	11	84.6%
Degree is not Terminal	2	15.4%



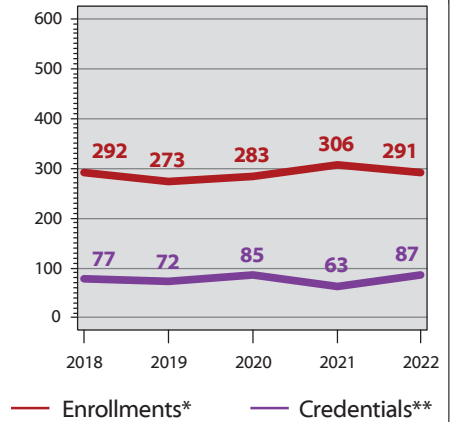
FINANCE

Fall 2022 Student Profile: Finance

	N	%		N	%	
Unduplicated Headcount Enrollment*: 288	Gender:		Status:			
	Male	206	71.5%	Full-Time	279	96.9%
	Female	82	28.5%	Part-Time	9	3.1%
	Ethnicity:		Level:			
	White	234	81.3%	Undergraduate	288	100%
	Black	16	5.6%	Graduate	0	0.0%
	Non-Resident Alien	5	1.7%	Avg ACT:		24
	Other	30	10.4%			
	Not Supplied	3	1.0%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *					5 Yr Diff	Duplicated Credentials **					5 Yr Diff
	2018	2019	2020	2021	2022		17/18	18/19	19/20	20/21	21/22	
Accredited Financial Counselor, CER (#1758)	0	0	0	1	1		0	0	0	0	1	
Financial Planning, CER (#200)	22	17	14	16	7		11	20	10	8	8	
Overall Undergraduate Certificates	22	17	14	17	8	(63.6%)	11	20	10	8	9	(18.2%)
Finance (seeking admission), BS (#664P) ***	154	153	162	176	7		0	0	0	0	0	
Finance, BS (#664)	116	103	107	113	276		66	52	75	55	78	
Overall Undergraduate Degree Program	270	256	269	289	283	4.8%	66	52	75	55	78	18.2%
Overall Certificates	22	17	14	17	8	(63.6%)	11	20	10	8	9	(18.2%)
Overall Degree Program	270	256	269	289	283	4.8%	66	52	75	55	78	18.2%
Grand Total	292	273	283	306	291	(0.3%)	77	72	85	63	87	13.0%

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

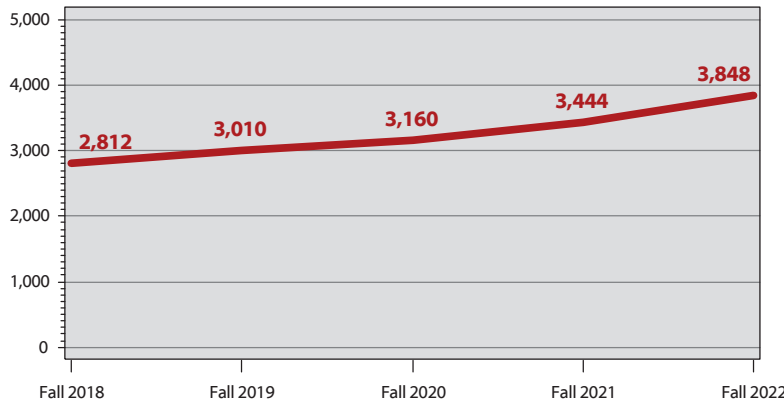
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

***Program closed.



FINANCE

Student Credit Hour Production (SCHP*)
Fall 2018-Fall 2022



SCHP*, Finance

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	2,812.0	3,010.0	3,160.0	3,444.0	3,848.0
Graduate	0.0	0.0	0.0	0.0	0.0
Total	2,812.0	3,010.0	3,160.0	3,444.0	3,848.0

SCHP* by Faculty Designation, Finance

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	2,350.0	2,347.0	2,569.0	2,697.0	2,852.0
Part-Time	462.0	663.0	591.0	747.0	996.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	2,812.0	3,010.0	3,160.0	3,444.0	3,848.0

SCHP* by Source, Finance

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	2,434.0	2,479.0	2,386.0	2,663.0	2,915.0
E-town/Ft. Knox	3.0	15.0	6.0	3.0	3.0
Glasgow	12.0	27.0	18.0	3.0	12.0
Owensboro	24.0	9.0	6.0	6.0	15.0
Web	135.0	123.0	372.0	388.0	471.0
Other	204.0	357.0	372.0	381.0	432.0
Total	2,812.0	3,010.0	3,160.0	3,444.0	3,848.0

Honors SCHP*, Finance

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	60.0	48.0	48.0	51.0	33.0
Upper Division	54.0	63.0	57.0	0.0	0.0
Total	114.0	111.0	105.0	51.0	33.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022 Full-Time Faculty: Finance

Total Full-Time Faculty: 9

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





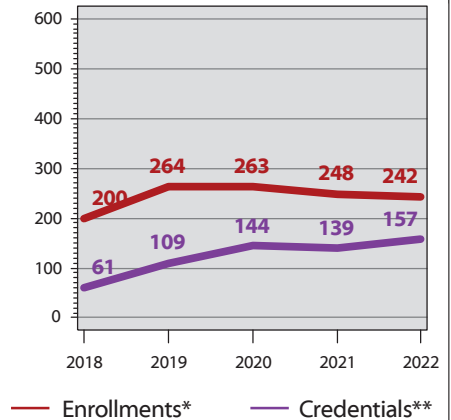
INFORMATION SYSTEMS

Fall 2022 Student Profile: Information Systems

	N	%		N	%	
Unduplicated Headcount Enrollment*: 239	Gender:		Status:			
	Male	134	56.1%	Full-Time	217	90.8%
	Female	105	43.9%	Part-Time	22	9.2%
	Ethnicity:		Level:			
	White	174	72.8%	Undergraduate	230	96.2%
	Black	17	7.1%	Graduate	9	3.8%
	Non-Resident Alien	4	1.7%	Avg ACT: 24		
	Other	44	18.4%			
	Not Supplied	0	0.0%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *						Duplicated Credentials **					
	2018	2019	2020	2021	2022	5 Yr Diff	17/18	18/19	19/20	20/21	21/22	5 Yr Diff
Applied Data Analytics, CER (#1734)	128	168	180	168	142		30	80	108	106	117	
Overall Undergraduate Certificates	128	168	180	168	142	10.9%	30	80	108	106	117	290.0%
Cybersecurity Data Analytics, CER (#1754)	0	0	0	0	3		0	0	0	0	0	
Data Analytics, CER (#1753)	0	0	0	2	4		0	0	0	0	5	
Overall Graduate Certificates	0	0	0	2	7		0	0	0	0	5	
Business Data Analytics (seeking admission), BS(#504P)***	26	35	25	31	4		0	0	0	0	0	
Business Data Analytics, BS (#504)	38	58	58	46	86		13	25	34	32	34	
Business Informatics, BS (#507)***	8	3	0	1	0		18	4	2	1	1	
Overall Undergraduate Degree Program	72	96	83	78	90	25.0%	31	29	36	33	35	12.9%
Cybersecurity Data Analytics, MS (#0502)	0	0	0	0	3		0	0	0	0	0	
Overall Graduate Degree Program	0	0	0	0	3		0	0	0	0	0	
Overall Certificates	128	168	180	170	149	16.4%	30	80	108	106	122	306.7%
Overall Degree Program	72	96	83	78	93	29.2%	31	29	36	33	35	12.9%
Grand Total	200	264	263	248	242	21.0%	61	109	144	139	157	157.4%

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

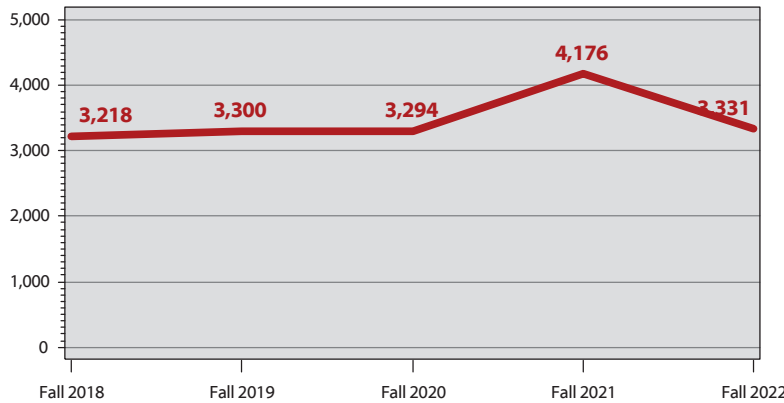
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

***Program closed.



INFORMATION SYSTEMS

Student Credit Hour Production (SCHP*)
Fall 2018-Fall 2022



SCHP*, Information Systems

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	3,218.0	3,300.0	3,030.0	3,879.0	3,034.0
Graduate	0.0	0.0	264.0	297.0	297.0
Total	3,218.0	3,300.0	3,294.0	4,176.0	3,331.0

SCHP* by Faculty Designation, Information Systems

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	2,621.0	2,340.0	2,304.0	2,829.0	2,697.0
Part-Time	597.0	786.0	990.0	1,347.0	634.0
Transitional Retiree	0.0	174.0	0.0	0.0	0.0
Total	3,218.0	3,300.0	3,294.0	4,176.0	3,331.0

SCHP* by Source, Information Systems

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	1,734.0	1,959.0	840.0	1,782.0	1,861.0
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	1,448.0	1,338.0	2,433.0	2,385.0	1,470.0
Other	36.0	3.0	21.0	9.0	0.0
Total	3,218.0	3,300.0	3,294.0	4,176.0	3,331.0

Honors SCHP*, Information Systems

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	21.0	84.0	0.0	0.0	0.0
Upper Division	15.0	90.0	15.0	0.0	0.0
Total	36.0	174.0	15.0	0.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022 Full-Time Faculty: Information Systems

Total Full-Time Faculty: 10

	N	%
Gender:		
Male	8	80.0%
Female	2	20.0%
Ethnicity:		
White	7	70.0%
Non-Resident Alien	1	10.0%
Other	2	20.0%
Rank:		
Professor	3	30.0%
Associate Professor	3	30.0%
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%



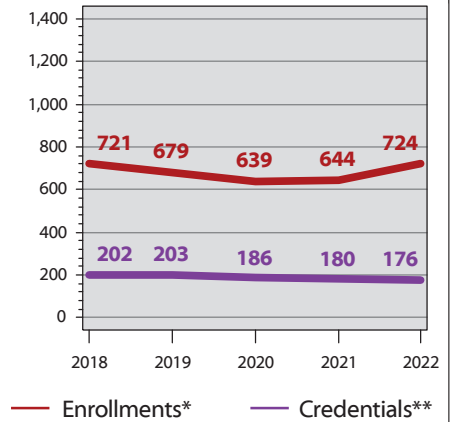
MANAGEMENT

Fall 2022 Student Profile: Management

	N	%		N	%	
Unduplicated Headcount Enrollment*: 724	Gender:		Status:			
	Male	382	52.8%	Full-Time	648	89.5%
	Female	342	47.2%	Part-Time	76	10.5%
	Ethnicity:		Level:			
	White	555	76.7%	Undergraduate	724	100%
	Black	55	7.6%	Graduate	0	0.0%
	Non-Resident Alien	11	1.5%	Avg ACT: 22		
	Other	97	13.4%			
	Not Supplied	6	0.8%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *					5 Yr Diff	Duplicated Credentials **					5 Yr Diff
	2018	2019	2020	2021	2022		17/18	18/19	19/20	20/21	21/22	
Entrepreneurship (seeking admission), BS(#542P) ***	37	38	46	30	5		0	0	0	0	0	
Entrepreneurship, BS (#542) ***	12	14	19	21	16		10	11	9	7	14	
International Business (seeking admission), BS(#569P) ***	43	37	34	28	4		0	0	0	0	0	
International Business, BS (#569) ***	30	32	30	24	18		15	17	15	14	18	
Management (seeking admission), BS (#723P) ***	312	289	230	323	35		0	0	0	0	0	
Management, BS(#723)	287	269	280	218	646		177	175	162	159	144	
Overall Undergraduate Degree Program	721	679	639	644	724	0.4%	202	203	186	180	176	(12.9%)
Overall Degree Program	721	679	639	644	724	0.4%	202	203	186	180	176	(12.9%)
Grand Total	721	679	639	644	724	0.4%	202	203	186	180	176	(12.9%)

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

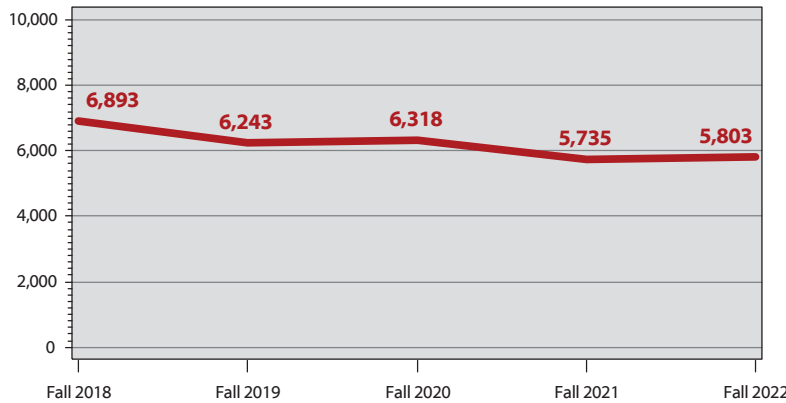
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

***Program closed.



MANAGEMENT

Student Credit Hour Production (SCHP*)
Fall 2018-Fall 2022



SCHP*, Management

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	6,815.0	6,210.0	6,252.0	5,696.0	5,803.0
Graduate	78.0	33.0	66.0	39.0	0.0
Total	6,893.0	6,243.0	6,318.0	5,735.0	5,803.0

SCHP* by Faculty Designation, Management

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	4,592.0	3,939.0	3,393.0	4,256.0	3,976.0
Part-Time	1,884.0	1,965.0	2,757.0	1,479.0	1,827.0
Transitional Retiree	417.0	339.0	168.0	0.0	0.0
Total	6,893.0	6,243.0	6,318.0	5,735.0	5,803.0

SCHP* by Source, Management

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	4,839.0	4,401.0	3,525.0	3,615.0	3,282.0
E-town/Ft. Knox	9.0	18.0	18.0	9.0	3.0
Glasgow	114.0	96.0	33.0	6.0	0.0
Owensboro	72.0	24.0	33.0	21.0	18.0
Web	1,835.0	1,659.0	2,697.0	2,072.0	2,467.0
Other	24.0	45.0	12.0	12.0	33.0
Total	6,893.0	6,243.0	6,318.0	5,735.0	5,803.0

Honors SCHP*, Management

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Lower Division	6.0	0.0	0.0	0.0	0.0
Upper Division	3.0	0.0	105.0	0.0	0.0
Total	9.0	0.0	105.0	0.0	0.0

*SCHP are reported in the department that owns the courses, except in department codes of 99AR, 99BU, 99ED, 99HH, 99IS, & 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 2022 Full-Time Faculty: Management

Total Full-Time Faculty: 15

	N	%
Gender:		
Male	7	46.7%
Female	8	53.3%
Ethnicity:		
White	8	53.3%
Black	2	13.3%
Other	5	33.3%
Rank:		
Professor	6	40.0%
Associate Professor	1	6.7%
Assistant Professor	4	26.7%
Pedagogical Assoc. Professor	1	6.7%
Instructor I	2	13.3%
Visiting In-Residence	1	6.7%
Tenure Status:		
Tenured	7	46.7%
Tenure-Track	5	33.3%
Non Tenure-Track	3	20.0%
Terminal Degrees:		
Terminal Degree	12	80.0%
Degree is not Terminal	3	20.0%





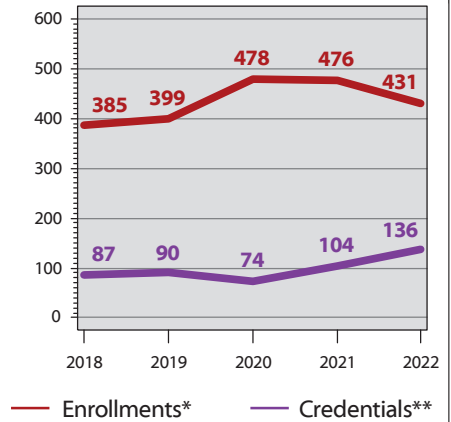
MARKETING

Fall 2022 Student Profile: Marketing

	N	%		N	%	
Unduplicated Headcount Enrollment*: 431	Gender:		Status:			
	Male	175	40.6%	Full-Time	421	97.7%
	Female	256	59.4%	Part-Time	10	2.3%
	Ethnicity:		Level:			
	White	358	83.1%	Undergraduate	431	100%
	Black	17	3.9%	Graduate	0	0.0%
	Non-Resident Alien	3	0.7%	Avg ACT: 22		
	Other	51	11.8%			
	Not Supplied	2	0.5%			

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

Enrollments * & Credentials ** 2018-2022



BU

	Duplicated Enrollments *						Duplicated Credentials **					
	2018	2019	2020	2021	2022	5 Yr Diff	17/18	18/19	19/20	20/21	21/22	5 Yr Diff
Marketing (seeking admission), BS (#720P)***	262	264	277	277	17		0	0	0	0	0	
Marketing, BS (#720)	123	135	201	199	414		87	90	74	104	136	
Overall Undergraduate Degree Program	385	399	478	476	431	11.9%	87	90	74	104	136	56.3%
Overall Degree Program	385	399	478	476	431	11.9%	87	90	74	104	136	56.3%
Grand Total	385	399	478	476	431	11.9%	87	90	74	104	136	56.3%

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

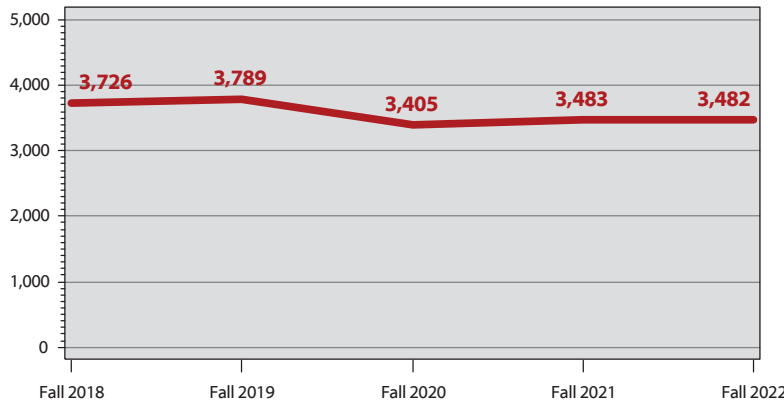
**Duplicated credentials count multiple majors & include certificate, associate, baccalaureate, rank, masters, specialist & doctoral credentials awarded. Academic year reported includes summer, fall & spring. For example, the 2021/22 academic year would include degrees awarded in summer 2021, fall 2021 & spring 2022.

***Program closed.



MARKETING

Student Credit Hour Production (SCHP*)
Fall 2018-Fall 2022



SCHP*, Marketing

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Undergraduate	3,726.0	3,789.0	3,405.0	3,483.0	3,482.0
Graduate	0.0	0.0	0.0	0.0	0.0
Total	3,726.0	3,789.0	3,405.0	3,483.0	3,482.0

SCHP* by Faculty Designation, Marketing

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Full-Time	2,550.0	2,895.0	3,102.0	3,060.0	2,976.0
Part-Time	1,176.0	894.0	303.0	423.0	506.0
Transitional Retiree	0.0	0.0	0.0	0.0	0.0
Total	3,726.0	3,789.0	3,405.0	3,483.0	3,482.0

SCHP* by Source, Marketing

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Bowling Green	2,985.0	3,174.0	2,358.0	3,030.0	2,984.0
E-town/Ft. Knox	3.0	6.0	0.0	0.0	6.0
Glasgow	243.0	159.0	39.0	0.0	9.0
Owensboro	15.0	9.0	6.0	0.0	6.0
Web	429.0	402.0	954.0	411.0	363.0
Other	51.0	39.0	48.0	42.0	114.0
Total	3,726.0	3,789.0	3,405.0	3,483.0	3,482.0

Honors SCHP*, Marketing

	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
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, 99IS, & 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 2022 Full-Time Faculty: Marketing

Total Full-Time Faculty: 10

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