

SAN DIEGO MESA COLLEGE

School of Business & Technology Annual Program Outcomes

		Enrollment	Retention Counts	Retention Rate	Success Counts	Success Rate	Program GPA
Accounting	2009/10	2,695	2,193	81%	1,817	67%	2.63
	2010/11	2,664	2,072	78%	1,691	63%	2.68
	2011/12	2,501	1,929	77%	1,592	64%	2.70
	2012/13	2,687	2,179	81%	1,734	65%	2.57
	2013/14	2,424	1,995	82%	1,670	69%	2.77
Business	2009/10	3,208	2,829	88%	2,340	73%	2.86
	2010/11	3,252	2,789	86%	2,339	72%	2.85
	2011/12	3,217	2,726	85%	2,290	71%	2.89
	2012/13	3,446	2,943	85%	2,420	70%	2.79
	2013/14	3,425	2,957	86%	2,401	70%	2.72
Computer Business Technology	2009/10	2,624	1,771	67%	1,109	42%	2.33
	2010/11	2,629	1,799	68%	1,147	44%	2.31
	2011/12	2,194	1,367	62%	926	42%	2.39
	2012/13	1,712	1,060	62%	779	46%	2.59
	2013/14	1,172	756	65%	527	45%	2.37
Computer Information Sciences	2009/10	2,011	1,519	76%	1,145	57%	2.58
	2010/11	2,336	1,835	79%	1,344	58%	2.50
	2011/12	2,163	1,550	72%	1,188	55%	2.63
	2012/13	2,029	1,551	76%	1,224	60%	2.66
	2013/14	2,003	1,593	80%	1,236	62%	2.67
Economics	2009/10	3,290	2,831	86%	2,139	65%	2.41
	2010/11	2,443	2,186	89%	1,784	73%	2.66
	2011/12	2,000	1,711	86%	1,385	69%	2.67
	2012/13	2,037	1,813	89%	1,498	74%	2.64
	2013/14	2,036	1,822	89%	1,522	75%	2.68
Fashion	2009/10	1,268	1,074	85%	890	70%	2.67
	2010/11	1,355	1,154	85%	919	68%	2.57
	2011/12	1,144	954	83%	766	67%	2.57
	2012/13	1,131	967	85%	786	69%	2.57
	2013/14	1,186	984	83%	774	65%	2.44
Geographic Information Systems	2009/10	237	192	81%	157	66%	2.77
	2010/11	410	343	84%	305	74%	3.12
	2011/12	350	294	84%	252	72%	3.08
	2012/13	364	310	85%	280	77%	3.16
	2013/14	329	284	86%	246	75%	3.06
Hospitality	2009/10	740	647	87%	562	76%	2.93
	2010/11	870	803	92%	674	77%	2.78
	2011/12	721	654	91%	564	78%	2.78
	2012/13	777	683	88%	590	76%	2.94
	2013/14	706	620	88%	556	79%	3.10

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Marketing	2009/10	357	301	84%	226	63%	2.46
	2010/11	316	252	80%	193	61%	2.55
	2011/12	432	332	77%	254	59%	2.53
	2012/13	400	334	84%	270	68%	2.63
	2013/14	430	381	89%	277	64%	2.31
Multimedia	2009/10	793	676	85%	520	66%	2.87
	2010/11	869	704	81%	519	60%	2.66
	2011/12	803	682	85%	534	67%	2.79
	2012/13	896	721	80%	571	64%	2.87
	2013/14	836	671	80%	521	62%	2.77
Real Estate	2009/10	857	722	84%	547	64%	2.50
	2010/11	697	559	80%	413	59%	2.48
	2011/12	667	513	77%	399	60%	2.69
	2012/13	674	567	84%	429	64%	2.51
	2013/14	694	577	83%	391	56%	2.12
Web Development	2010/11	145	110	76%	90	62%	3.23
	2011/12	429	327	76%	246	57%	2.85
	2012/13	700	516	74%	410	59%	2.99
	2013/14	688	539	78%	443	64%	3.03

Source: SDCCD Information System