

**Major and Minor Enrollment  
 Rollins College of Business  
 Fall 2018 through Fall 2021**

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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. Programs phasing to inactivity are shaded in grey.*

***Undergraduate Majors***<sup>1</sup>

Department and Major/Concentration	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021
<b>Accounting</b>	<b>315</b>	<b>295</b>	<b>283</b>	<b>253</b>	<b>275</b>	<b>234</b>	<b>252</b>
<i>BSBA Accounting</i>	315	295	283	253	275	234	252
<b>Finance and Economics</b>	<b>392</b>	<b>370</b>	<b>403</b>	<b>385</b>	<b>440</b>	<b>416</b>	<b>441</b>
<i>BA Economics</i>	16	13	17	13	24	18	17
<i>BA Economics: International Public Policy</i>	—	—	—	—	—	—	0
<i>BSBA Economics</i>	19	17	27	26	37	46	55
<i>BSBA Economics: Financial Economics</i>	—	—	—	—	—	—	2
<i>BSBA Finance: Business Finance</i>	253	259	273	270	293	275	272
<i>BSBA Finance: Investments</i>	65	53	71	64	78	73	93
<b>Management</b>	<b>720</b>	<b>643</b>	<b>711</b>	<b>640</b>	<b>703</b>	<b>646</b>	<b>665</b>
<i>BSBA Human Resource Management</i>	122	113	112	99	103	102	100
<i>BSBA Management</i>	549	484	539	484	518	463	486
<i>BSBA Management: Business Analytics</i>	49	46	60	57	82	81	79

***Undergraduate Majors, cont'd***

Department and Major/Concentration	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021
<b>Marketing and Entrepreneurship</b>	<b>746</b>	<b>669</b>	<b>750</b>	<b>676</b>	<b>728</b>	<b>660</b>	<b>708</b>
<i>BSBA Entrepreneurship</i>	191	180	180	146	169	155	165
<i>BSBA Marketing</i>	555	489	570	530	559	505	537
<i>BSBA Marketing: Professional Sales</i>	—	—	—	—	—	—	6
<b>College Total</b>	<b>2,173</b>	<b>1,977</b>	<b>2,147</b>	<b>1,954</b>	<b>2,146</b>	<b>1,956</b>	<b>2,066</b>

<sup>1</sup>Includes primary and secondary majors

***Graduate Programs***

Department and Major/Concentration	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021
<b>Accounting</b>	<b>23</b>	<b>16</b>	<b>21</b>	<b>21</b>	<b>13</b>	<b>15</b>	<b>13</b>
<i>MACC Accountancy</i>	21	15	21	21	13	15	13
<i>MACC Forensic Data Analytics</i>	2	1	0	0	0	0	0
<b>Management</b>	<b>291</b>	<b>274</b>	<b>254</b>	<b>261</b>	<b>283</b>	<b>284</b>	<b>272</b>
<i>MBA Business Administration</i>	28	13	4	3	2	2	—
<i>MBA Business Administration: Business Analytics</i>	77	85	74	72	63	69	58
<i>MBA Business Administration: Finance</i>	18	22	26	21	35	38	35
<i>MBA Business Administration: General</i>	99	109	113	110	116	112	103
<i>MBA Business Administration: Healthcare Administration</i>	20	22	23	32	27	24	25
<i>MBA Business Administration: Human Resources</i>	8	6	2	1	1	—	—
<i>MBA Business Administration: Professional Business</i>	12	5	4	1	1	1	—
<i>MBA Business Administration: Professional Business Analytics</i>	18	6	3	2	—	—	—
<i>MSDA Data Analytics</i>	—	—	3	12	35	37	49
<i>PB Business Analytics</i>	11	6	5	7	3	1	2
<b>College Total</b>	<b>314</b>	<b>290</b>	<b>278</b>	<b>282</b>	<b>296</b>	<b>299</b>	<b>285</b>



*Minor Programs*<sup>2</sup>

Department and Major/Concentration	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020	Spring 2021	Fall 2021
<b>Finance and Economics</b>	<b>24</b>	<b>31</b>	<b>31</b>	<b>38</b>	<b>49</b>	<b>55</b>	<b>54</b>
<i>Economics</i>	23	27	23	23	30	32	33
<i>Personal Finance</i>	1	4	8	15	19	23	21
<b>Management</b>	<b>215</b>	<b>205</b>	<b>188</b>	<b>202</b>	<b>210</b>	<b>227</b>	<b>191</b>
<i>Business Administration</i>	215	205	188	202	210	227	191
<b>Marketing and Entrepreneurship</b>	<b>42</b>	<b>51</b>	<b>68</b>	<b>83</b>	<b>93</b>	<b>93</b>	<b>102</b>
<i>Entrepreneurship</i>	22	26	37	48	48	49	47
<i>Professional Sales</i>	—	—	—	—	—	—	2
<i>Promotion</i>	20	25	31	35	45	44	53
<b>College Total</b>	<b>281</b>	<b>287</b>	<b>287</b>	<b>323</b>	<b>352</b>	<b>375</b>	<b>347</b>

<sup>2</sup>Includes first, second, and third minors

