

Major and Minor Enrollment Rollins College of Business Fall 2021 through Spring 2025

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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 Majors¹

Department and Major/Concentration	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Accounting	252	231	257	237	251	242	248	260
BSBA Accounting	252	231	257	237	251	242	248	260
Data Analytics	79	78	87	87	100	94	116	34
BSBA Business Analytics	79	78	87	87	100	94	116	34
Finance and Economics	441	404	435	390	431	406	486	452
BA Economics	17	19	27	18	21	17	16	13
BA Economics: International Public Policy	0	0	1	1	2	2	2	3
BSBA Economics	57	48	53	48	40	34	41	31
BSBA Economics: Financial Economics	2	2	6	8	11	14	18	16
BSBA Finance: Business Finance	272	251	242	217	253	246	285	268
BSBA Finance: Investments	93	84	106	98	104	93	124	121
Management	586	525	560	504	558	508	560	624
BSBA Human Resource Management	100	86	88	76	86	76	75	67
BSBA Management	486	439	472	428	472	432	485	471
BSBA Management: Business Analytics	—	—	—	—	—	—	—	86

Undergraduate Majors, cont'd

Department and Major/Concentration	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Marketing and Entrepreneurship	708	637	705	639	694	613	669	595
<i>BSBA Entrepreneurship</i>	165	143	163	141	160	132	152	115
<i>BSBA Marketing</i>	537	481	502	452	482	424	448	411
<i>BSBA Marketing: Professional Sales</i>	6	13	40	46	52	57	69	69
College Total	2,066	1,875	2,044	1,857	2,034	1,769	2,079	1,965

¹Includes primary and secondary majors

Graduate Programs

Department and Major/Concentration	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Accounting	13	11	12	12	26	26	41	39
<i>MACC Accountancy</i>	13	11	12	12	26	26	41	39
<i>MACC Accountancy: Forensic Data Analytics</i>	0	0	0	0	0	0	0	0
Data Analytics	109	104	105	97	104	107	103	100
<i>MSDA Data Analytics</i>	49	55	55	52	52	57	52	46
<i>MBA Business Administration: Business Analytics</i>	58	47	48	43	50	48	47	51
<i>PB Business Analytics</i>	2	2	2	2	2	2	4	3
Management	163	189	181	153	169	184	217	233
<i>MBA Business Administration: Accounting</i>	—	—	—	—	—	3	4	9
<i>MBA Business Administration: Finance</i>	35	40	36	30	27	29	24	20
<i>MBA Business Administration: General</i>	103	119	119	101	111	118	127	130
<i>MBA Business Administration: Healthcare Administration</i>	25	30	26	22	31	27	34	40
<i>MS Management</i>	—	—	—	—	—	7	28	34
College Total	285	304	298	262	299	210	361	372

*Minor Programs*²

Department and Major/Concentration	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Finance and Economics	54	60	52	50	58	57	66	57
<i>Economics</i>	33	41	34	27	29	26	30	25
<i>Personal Finance</i>	21	19	15	18	21	19	18	23
<i>Real Estate Finance</i>	—	—	3	5	8	12	18	9
Management	191	198	186	191	166	172	144	158
<i>Management</i>	—	—	—	—	—	—	—	9
<i>Business Administration</i>	191	198	186	191	166	172	144	149
Marketing and Entrepreneurship	102	110	101	124	136	157	136	116
<i>Entrepreneurship</i>	47	50	41	49	41	40	31	32
<i>Professional Sales</i>	2	5	11	18	24	23	24	24
<i>Promotion</i>	53	55	49	57	71	94	81	60
College Total	347	368	339	365	360	386	346	331

²Includes first, second, and third minors