

Major and Minor Enrollment Rollins College of Business Spring 2022 through Fall 2025

[Undergraduate Major Programs..... 1](#)

[Graduate Programs 2](#)

[Undergraduate Minor Programs..... 3](#)

" — " 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	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025
Accounting	231	257	237	251	242	248	260	331
BSBA Accounting	231	257	237	251	242	248	260	331
Data Analytics	78	87	87	100	94	116	120	119
BSBA Business Analytics	78	87	87	100	94	116	120	119
Finance and Economics	404	435	390	431	406	486	452	513
BA Economics	19	27	18	21	17	16	13	9
BA Economics: International Public Policy	0	1	1	2	2	2	3	4
BSBA Economics	48	53	48	40	34	41	31	29
BSBA Economics: Financial Economics	2	6	8	11	14	18	16	19
BSBA Finance: Business Finance	251	242	217	253	246	285	268	311
BSBA Finance: Investments	84	106	98	104	93	124	121	141
Management	525	560	504	558	508	560	538	633
BSBA Human Resource Management	86	88	76	86	76	75	67	77
BSBA Management	439	472	428	472	432	485	471	556

Undergraduate Majors, cont'd

Department and Major/Concentration	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025
Marketing and Entrepreneurship	637	705	639	694	613	669	595	645
BSBA Entrepreneurship	143	163	141	160	132	152	115	138
BSBA Marketing	481	502	452	482	424	448	411	428
BSBA Marketing: Professional Sales	13	40	46	52	57	69	69	79
College Total	1,875	2,044	1,857	2,034	1,769	2,079	1,965	2,241

¹Includes primary and secondary majors

Graduate Programs

Department and Major/Concentration	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025
Accounting	11	12	12	26	26	41	39	61
MACC Accountancy	11	12	12	26	26	41	39	39
MACC Accountancy: Executive	—	—	—	—	—	—	—	19
MACC Accountancy: Forensic Data Analytics	0	0	0	0	0	0	0	3
Data Analytics	104	105	97	104	107	103	100	93
MSDA Data Analytics	55	55	52	52	57	52	46	46
MBA Business Administration: Business Analytics	47	48	43	50	48	47	51	40
PB Business Analytics	2	2	2	2	2	4	3	7
Management	189	181	153	169	184	217	233	245
MBA Business Administration: Accounting	—	—	—	—	3	4	9	7
MBA Business Administration: Finance	40	36	30	27	29	24	20	27
MBA Business Administration: General	119	119	101	111	118	127	130	134
MBA Business Administration: Healthcare Administration	30	26	22	31	27	34	40	34
MS Management	—	—	—	—	7	28	34	43
College Total	304	298	262	299	210	361	372	399



Minor Programs ²

Department and Major/Concentration	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025
Finance and Economics	60	52	50	58	57	66	57	64
<i>Economics</i>	41	34	27	29	26	30	25	30
<i>Personal Finance</i>	19	15	18	21	19	18	23	21
<i>Real Estate Finance</i>	—	3	5	8	12	18	9	13
Management	198	186	191	166	172	144	158	149
<i>Management</i>	—	—	—	—	—	—	9	15
<i>Business Administration</i>	198	186	191	166	172	144	149	134
Marketing and Entrepreneurship	110	101	124	136	157	136	116	168
<i>Entrepreneurship</i>	50	41	49	41	40	31	32	40
<i>Marketing</i>	—	—	—	—	—	—	—	70
<i>Professional Sales</i>	5	11	18	24	23	24	24	31
<i>Promotion</i>	55	49	57	71	94	81	60	27
College Total	368	339	365	360	386	346	331	381

²Includes first, second, and third minors