

**Major and Minor Enrollment  
 Rollins College of Business  
 Fall 2020 through Spring 2024**

[Undergraduate Major Programs..... 1](#)  
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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 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
<b>Accounting</b>	<b>275</b>	<b>234</b>	<b>252</b>	<b>231</b>	<b>257</b>	<b>237</b>	<b>251</b>	<b>242</b>	<b>248</b>
<i>BSBA Accounting</i>	275	234	252	231	257	237	251	242	248
<b>Data Analytics</b>	<b>82</b>	<b>81</b>	<b>79</b>	<b>78</b>	<b>87</b>	<b>87</b>	<b>100</b>	<b>94</b>	<b>116</b>
<i>BSBA Management: Business Analytics</i>	82	81	79	78	87	87	100	94	116
<b>Finance and Economics</b>	<b>440</b>	<b>416</b>	<b>441</b>	<b>404</b>	<b>435</b>	<b>390</b>	<b>431</b>	<b>406</b>	<b>486</b>
<i>BA Economics</i>	24	18	17	19	27	18	21	17	16
<i>BA Economics: International Public Policy</i>	—	—	0	0	1	1	2	2	2
<i>BSBA Economics</i>	45	50	57	48	53	48	40	34	41
<i>BSBA Economics: Financial Economics</i>	—	—	2	2	6	8	11	14	18
<i>BSBA Finance: Business Finance</i>	293	275	272	251	242	217	253	246	285
<i>BSBA Finance: Investments</i>	78	73	93	84	106	98	104	93	124
<b>Management</b>	<b>621</b>	<b>565</b>	<b>586</b>	<b>525</b>	<b>560</b>	<b>504</b>	<b>558</b>	<b>508</b>	<b>560</b>
<i>BSBA Human Resource Management</i>	103	102	100	86	88	76	86	76	75
<i>BSBA Management</i>	518	463	486	439	472	428	472	432	485

**Undergraduate Majors, cont'd**

Department and Major/Concentration	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
<b>Marketing and Entrepreneurship</b>	<b>728</b>	<b>660</b>	<b>708</b>	<b>637</b>	<b>705</b>	<b>639</b>	<b>694</b>	<b>613</b>	<b>669</b>
<i>BSBA Entrepreneurship</i>	169	155	165	143	163	141	160	132	152
<i>BSBA Marketing</i>	559	505	537	481	502	452	482	424	448
<i>BSBA Marketing: Professional Sales</i>	—	—	6	13	40	46	52	57	69
<b>College Total</b>	<b>2,146</b>	<b>1,956</b>	<b>2,066</b>	<b>1,875</b>	<b>2,044</b>	<b>1,857</b>	<b>2,034</b>	<b>1,769</b>	<b>2,079</b>

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

**Graduate Programs**

Department and Major/Concentration	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
<b>Accounting</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>26</b>	<b>26</b>	<b>41</b>
<i>MACC Accountancy</i>	13	15	13	11	12	12	26	26	41
<i>MACC Accountancy: Forensic Data Analytics</i>	0	0	0	0	0	0	0	0	0
<b>Data Analytics</b>	<b>101</b>	<b>107</b>	<b>109</b>	<b>104</b>	<b>105</b>	<b>97</b>	<b>104</b>	<b>107</b>	<b>103</b>
<i>MSDA Data Analytics</i>	35	37	49	55	55	52	52	57	52
<i>MBA Business Administration: Business Analytics</i>	63	69	58	47	48	43	50	48	47
<i>PB Business Analytics</i>	3	1	2	2	2	2	2	2	4
<b>Management</b>	<b>178</b>	<b>174</b>	<b>163</b>	<b>189</b>	<b>181</b>	<b>153</b>	<b>169</b>	<b>184</b>	<b>217</b>
<i>MBA Business Administration: Accounting</i>	—	—	—	—	—	—	—	3	4
<i>MBA Business Administration: Finance</i>	35	38	35	40	36	30	27	29	24
<i>MBA Business Administration: General</i>	116	112	103	119	119	101	111	118	127
<i>MBA Business Administration: Healthcare Administration</i>	27	24	25	30	26	22	31	27	34
<i>MS Management</i>	—	—	—	—	—	—	—	7	28
<b>College Total</b>	<b>296</b>	<b>299</b>	<b>285</b>	<b>304</b>	<b>298</b>	<b>262</b>	<b>299</b>	<b>210</b>	<b>361</b>

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

Department and Major/Concentration	Fall 2020	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024
<b>Finance and Economics</b>	<b>49</b>	<b>55</b>	<b>54</b>	<b>60</b>	<b>52</b>	<b>50</b>	<b>58</b>	<b>57</b>	<b>66</b>
<i>Economics</i>	30	32	33	41	34	27	29	26	30
<i>Personal Finance</i>	19	23	21	19	15	18	21	19	18
<i>Real Estate Finance</i>	—	—	—	—	3	5	8	12	18
<b>Management</b>	<b>210</b>	<b>227</b>	<b>191</b>	<b>198</b>	<b>186</b>	<b>191</b>	<b>166</b>	<b>172</b>	<b>144</b>
<i>Business Administration</i>	210	227	191	198	186	191	166	172	144
<b>Marketing and Entrepreneurship</b>	<b>93</b>	<b>93</b>	<b>102</b>	<b>110</b>	<b>101</b>	<b>124</b>	<b>136</b>	<b>157</b>	<b>136</b>
<i>Entrepreneurship</i>	48	49	47	50	41	49	41	40	31
<i>Professional Sales</i>	—	—	2	5	11	18	24	23	24
<i>Promotion</i>	45	44	53	55	49	57	71	94	81
<b>College Total</b>	<b>352</b>	<b>375</b>	<b>347</b>	<b>368</b>	<b>339</b>	<b>365</b>	<b>360</b>	<b>386</b>	<b>346</b>

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