

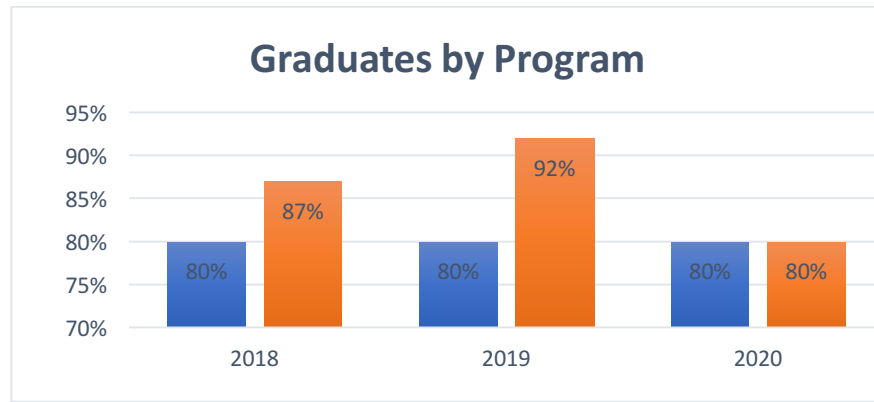
Student Achievement Results:

ADA University School of Business uses various outcome-related data to measure student performance. These metrics include graduation rates, retention rates, and student exchange rates (incoming and outgoing).

BBA:

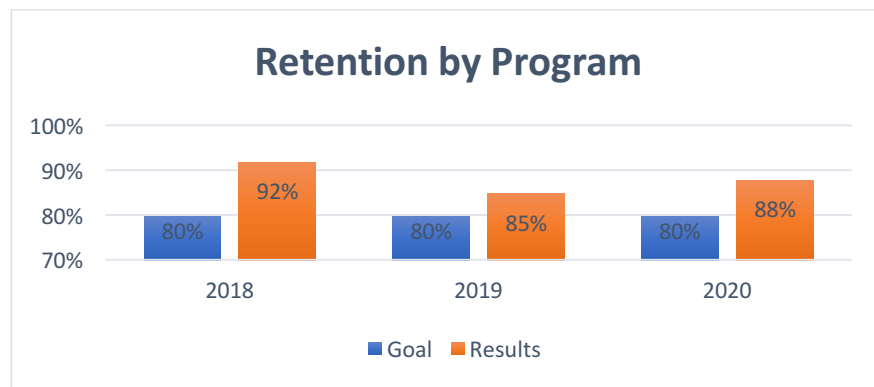
The results for the BBA for the three-year cycle (2017/18, 2018/19, and 2019/20) are as follows:

1. Graduation Rate:



The target for graduation rate is set at 80% of total enrollment for any given cohort. The graduation rate for 2018 and 2019 exceeds the 80% graduation target. The target for 2020 was also met.

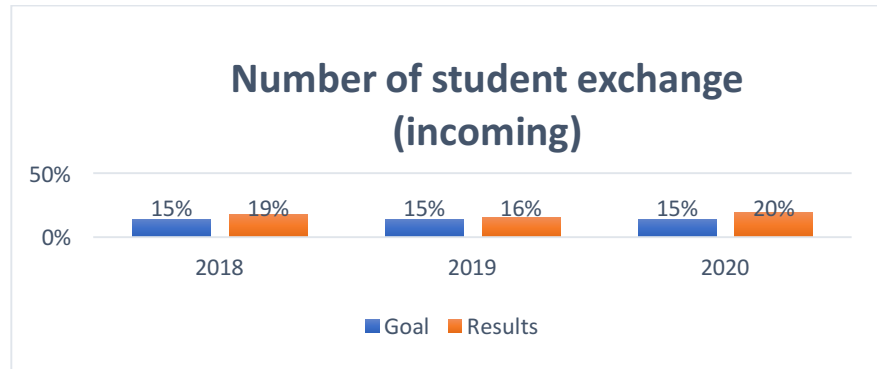
2. Retention Rate:



The target for retention rate is set at 80% of total enrollment for any given cohort. The School has achieved a higher than 80% retention rate in all three years. The average retention rate over the three years is 88%.

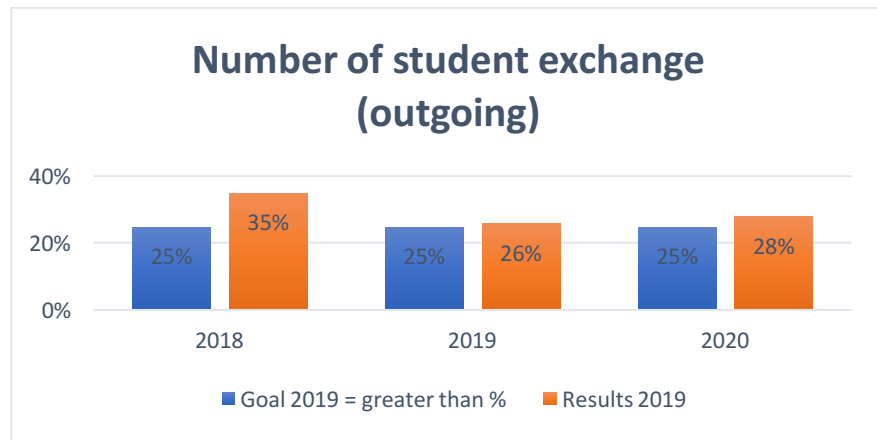
3. Student Exchange

Incoming Exchange



This measure is used as part of the School's internationalization objectives to ensure diversity on campus by enabling the incoming transfer of students. Increasing incoming student exchange is one of the objectives of the School of Business strategic plan. The target for incoming exchanges is set at 15%. For all three years, the target was met, with 19% incoming students in 2018, 16% in 2019, and 20% in 2020.

Outgoing Exchange

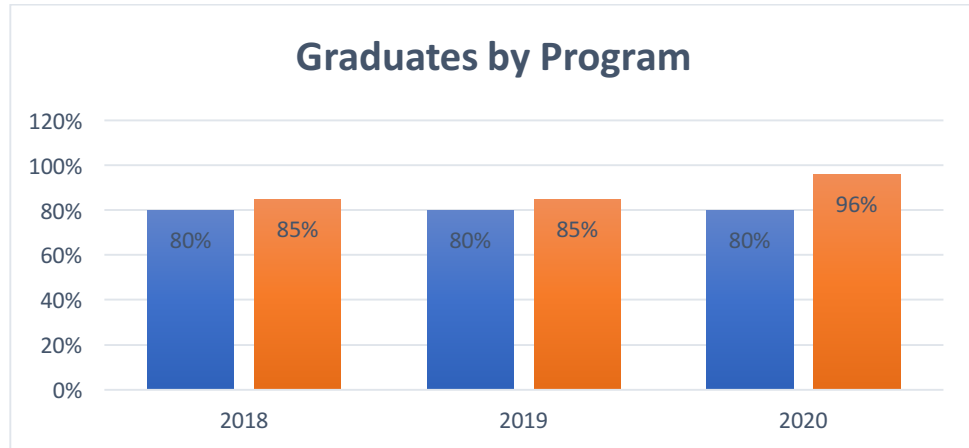


The School is keen to ensure that its students have the opportunity to study at one of many partner institutions of ADA University located around the world through outgoing exchange opportunities. Increasing outgoing student exchange is one of the objectives of the School of Business strategic plan. The target for the outgoing exchange students was set at 25%. And this target was met in all three years, as seen in the graph above.

MBA:

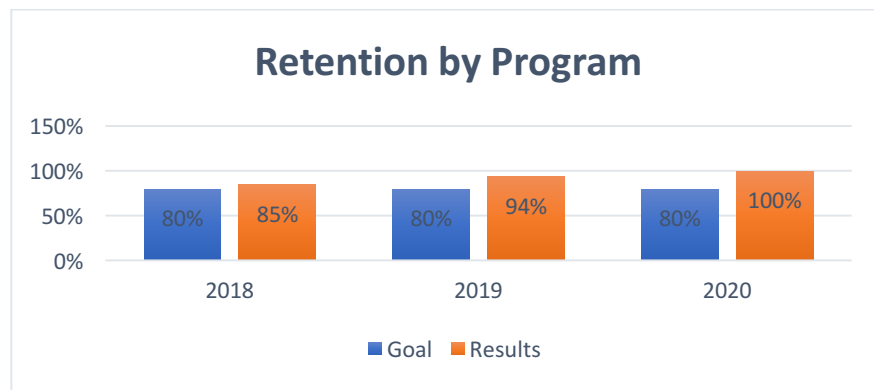
The results for the MBA for the three-year cycle (2017/18, 2018/19, and 2019/20) are as follows:

1. Graduation Rate:



The target for the graduation rate is set at 80% of total enrollment for any given cohort. The data presented for 2017/18 and 2018/19 are for the Executive MBA run in partnership with MSM. For 2019/20, the data represents the full-time MBA run independently by ADA University as the last cohort for the joint EMBA was enrolled in 2018/19. The School achieved its target graduation rate for all three academic years.

2. Retention Rate:



The target for the retention rate is set at 80% of total enrollment for any given cohort. The School has achieved a higher than 80% retention rate in all three years. The average retention rate over the three years is 93%.