

FTIC Students Profile

School of Business

Fall 2024 vs. Fall 2025 First-Time-in-College (FTIC) Cohort

Overview

Total FTIC	Fall 2024	Fall 2025	YoY Change
School of Business	384	302	-82 (-21.4%)

Gender

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Female	228	59.4%	177	58.6%	-51	-22.4%
Male	156	40.6%	125	41.4%	-31	-19.9%

Race / Ethnicity

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Black or African American	317	82.6%	239	79.1%	-78	-24.6%
Hispanic/Latino	31	8.1%	21	7.0%	-10	-32.3%
Non-Resident Alien	12	3.1%	17	5.6%	+5	+41.7%
Two or more races	23	6.0%	16	5.3%	-7	-30.4%
Race/Ethnicity Unknown	1	0.3%	8	2.6%	+7	+700.0%
Asian	0	0.0%	1	0.3%	+1	N/A

Residency

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Out of State (Domestic)	365	95.1%	278	92.1%	-87	-23.8%
International	12	3.1%	12	4.0%	0	0.0%
District of Columbia	5	1.3%	10	3.3%	+5	+100.0%
Unknown/Not Reported	2	0.5%	2	0.7%	0	0.0%

Financial Aid

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Pell Eligible	158	41.1%	71	23.5%	-87	-55.1%
First Generation	103	26.8%	33	10.9%	-70	-68.0%

U.S. Regions — Fall 2025 Only

Region	FA25 Count	FA25 %
Midwest	35	12.1%
Northeast	79	27.2%
South	147	50.7%
West	26	9.0%
U.S. territory	1	0.3%
Unknown/Not Reported	2	0.7%

Countries Represented — Fall 2025 Only

Fall 2025 FTIC students in the School of Business represent 9 countries outside the United States.

Top Five Countries	FA25 Count
Bahamas	2
Trinidad and Tobago	2
Jamaica	2
Nigeria	1
Mexico	1

Standardized Test Scores & High School GPA

Term	Avg SAT	Median SAT	Avg ACT	Median ACT	Avg HS GPA	Median HS GPA
Fall 2024	1140	1140	26.7	26.5	3.72	3.75
Fall 2025	1160	1180	23	23	3.65	3.71

Primary Program of Study (All Programs)

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Bachelor of Business Administration in Finance	84	21.9%	67	22.2%	-17	-20.2%
Bachelor of Business Administration in Marketing	101	26.3%	65	21.5%	-36	-35.6%
Bachelor of Business Administration in Management	76	19.8%	57	18.9%	-19	-25.0%
Bachelor of Business Administration in International Business	47	12.2%	52	17.2%	+5	+10.6%
Bachelor of Business Administration in Accounting	32	8.3%	35	11.6%	+3	+9.4%
Bachelor of Business Administration in Computer Information Systems	0	0.0%	22	7.3%	+22	N/A
Bachelor of Business Administration in Supply Chain Management	5	1.3%	4	1.3%	-1	-20.0%
Bachelor of Business Administration Computer Information Systems	39	10.2%	0	0.0%	-39	-100.0%

Source: Official Enrollment Census Files. Office of Institutional Research and Assessment