



## Public Disclosure of Student Achievement

**Institution Name:** CBS University of Applied Sciences

**Business Unit(s) included in this report:** CBS International Business School

**Academic Period Covered:** 2024/25

**Date Report Posted:** 1 February 2026

PROGRAM	MEASURE	TARGET	RESULT
<b>Bachelor of Arts in International Business</b> Specializations:	Retention Rate	80 %	95,3 %
Financial Management	Retention Rate	80 %	100,0 %
Human Resource Management and Leadership	Retention Rate	80 %	n/a
International Trade	Retention Rate	80 %	103,6 % <sup>a)</sup>
Digital Management	Retention Rate	80 %	90,0 %
Management Consulting	Retention Rate	80 %	95,5 %
Marketing Management	Retention Rate	80 %	104,8 % <sup>a)</sup>

n/a There were no students in this specialization in the reporting period.

a) Figures exceeding 100 % may result from individual changes in the chosen specialization or from students changing universities or degree programs.

<b>Master of Arts in International Business</b>	Attrition Rate	20 %	1,8 %
Specialization: International Business	Attrition Rate	20 %	0,0 %
Specialization: Marketing Management	Attrition Rate	20 %	10,0 %

<b>Master of Business Administration in International Management</b>	Graduation Rate	60 %	48,4 %
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### Calculations for Measures

<b>MEASURE</b>	<b>DESCRIPTION AND HOW IT WAS CALCULATED</b>
Retention rate	Percentage of students who continued the program in the academic year $\frac{[\text{number of students in year 3}]}{[\text{number of students in year 2}]}$
Attrition rate	Dropout rate of students from the program in the academic year. $\frac{[\text{number of dropouts}]}{[\text{number of students of the previous semester}]}$
Graduation Rate	Percentage of students who graduated in the reporting period $\frac{[\text{number of graduates in reporting period}]}{[\text{number of students in sem. 4}]}$