

**Appalachian State University**  
**Enrollment by Degree Major--All Students**  
**Fall 2003-2007**  
**College of Business**

**NOTE:** IPEDS (on-campus and distance learning) data are used in this report.

CIP Code	Major Code	Program Title	Sta-tus	De-gree	Fall 2003			Fall 2004			Fall 2005			Fall 2006			Fall 2007			
					LL	UL	GR	LL	UL	GR	LL	UL	GR	LL	UL	GR	LL	UL	GR	
<b>Accounting</b>					106	208	46	131	191	42	131	192	41	163	229	38	151	237	36	
520301	301A	Accounting	A	BSB	106	208		131	191		131	192		163	229		151	237		
520301	302*	Accounting	A	MS			2			3			2			1				
520301	302B	Taxation	A	MS			19			18			11			8			9	
520301	302C	General	A	MS			24			21			27			24			27	
520301	302D	Accounting Information Systems	A	MS			1						1			5				
<b>Business</b>					23	27	17	66	38	23	94	51	29	109	69	33	118	75	23	
520201	305A	Business Administration	A	MBA			17			23			29			33			23	
521101	337A	International Business	A	BSB	23	27		66	38		94	51		109	69		118	75		
<b>Computer Information Systems</b>					56	263		45	185		73	139		74	120		76	118		
521201	310A	Computer Information Systems	A	BSB							35	6		70	49		75	97		
521201	336A	Information Systems	D	BSB	56	263		45	185		38	133		4	71		1	21		
<b>Economics</b>					28	43		26	48		21	45		22	38		14	34		
450601	316A	Economics	A	BSB	28	43		26	48		21	45		22	38		14	34		
<b>Finance, Banking and Insurance</b>					66	209		56	221		77	179		125	213		111	236		
520801	303A	Banking	D	BSB			1													
520801	322A	Finance	D	BSB			1			1										
520801	322A	Finance***	A	C						1			1							
520801	326A	Finance and Banking	A	BSB	58	185		49	195		68	163		111	188		100	216		
521701	374A	Risk & Insurance	A	BSB	8	22		7	24		9	15		14	25		5	19		
521701	380A	Risk Management and Insurance	A	BSB													6	1		
<b>Management</b>					255	446		295	430		376	425		431	390		270	436		
510701	328A	Health Care Management	A	BSB	13	34		19	36		19	43		32	46		32	54		
520201	350A	Management	A	BSB	219	352		235	333		320	310		342	277		184	298		
520201	355B	Entrepreneurship	A	BSB													1	8		
520201	355C	General Management	A	BSB													5	4		
520201	355D	Human Resource Management	A	BSB													1	2		
520901	371A	Hospitality & Tourism Management	A	BSB	23	60		41	61		37	72		57	67		47	70		
<b>Marketing</b>					184	251		147	257		172	253		164	222		178	194		
521401	352A	Marketing	A	BSB	147	257		168	268		172	253		164	222		178	194		
<b>Grand Totals</b>					<b>718</b>	<b>1447</b>	<b>63</b>	<b>766</b>	<b>1370</b>	<b>65</b>	<b>944</b>	<b>1284</b>	<b>70</b>	<b>1088</b>	<b>1281</b>	<b>71</b>	<b>918</b>	<b>1330</b>	<b>59</b>	

Source: Student Data Files

Notes: Status A=Active Program; Status D=Discontinued Program

LL=Lower Level; UL=Upper Level; GR=Graduate Level

\*\*\* Beginning in Fall 2004, students enrolled in Certificate Programs are being reported. In prior years, they were reported as non-degree/unclassified.