

University of Wisconsin-Whitewater Fall Enrollment for Degree-Seeking Graduates

by Major and Emphasis

Major	Emphasis	2019-20	2020-21	2021-22	2022-23	2023-24
Accounting	No Emphasis		2	3	1	
	Comprehensive Exam - Audit & Analytics	5	2			
	Comprehensive Exam - Customized	1				
	Comprehensive Exam - Finance	1				
	Comprehensive Exam - Taxation	5	1			
	Coursework Emphasis - Audit & Analytics	4	6			
	Coursework Emphasis - Customized	1	5	1		
	Coursework Emphasis - Finance	4	3	1	1	
	Coursework Emphasis - Taxation	8	5			
		Major Total	29	24	5	2
Applied Biotechnology	No Emphasis		2	2	3	4
		Major Total		2	2	3
Applied Kinesiology	No Emphasis				5	19
		Major Total			5	19
Business & Marketing Education	Secondary Education	2				
		Major Total	2			
Business Administration	No Emphasis	43	48	41	61	62
	Accounting	6	5	26	36	31

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Business Administration	Customized	60	78	105	96	84
	Cybersecurity Management		4	7	2	4
	Data Analytics	95	102	101	93	88
	Environmental Safety & Health	7	11	14	8	15
	Finance	72	88	92	94	73
	Human Resources Management	44	57	66	56	50
	Information Technology Management	44	50	45	32	37
	International Business	14	23	26	21	20
	Management	104	122	132	124	116
	Marketing	63	78	88	68	66
	Project Management	60	59	72	80	89
	Supply Chain Management	38	49	45	57	56
		Major Total	650	774	860	800
Business Analytics	No Emphasis		8	33	44	47
		Major Total		8	33	44
Business Education	No Emphasis			1		1
	Secondary Education		23	19	13	15
		Major Total		23	20	13

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Communication	No Emphasis		4	14	21	21
	Corporate Communication	7	9	4		
	Mass Communication	6	6	2		
	Major Total	13	19	20	21	21
Communication Sciences & Disorders	No Emphasis	27	27	28	29	29
	Major Total	27	27	28	29	29
Computer Science	No Emphasis	29	25	9	3	2
	Cybersecurity Engineering			2	1	1
	General		4	17	18	20
	Major Total	29	29	28	22	23
Counseling	Clinical Mental Health Counseling	97	80	90	91	98
	School	26	32	33	30	21
	Major Total	123	112	123	121	119
Cybersecurity	Cyber Resilience		7	23	34	27
	Security Engineering		9	13	23	20
	Major Total		16	36	57	47
Data Analytics	No Emphasis			1	2	3
	Major Total			1	2	3

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Early Childhood Education Policy	No Emphasis				10	14
	Major Total				10	14
Environmental Safety & Health	No Emphasis	53	73	92	72	64
	Major Total	53	73	92	72	64
Finance	No Emphasis	23	38	39	36	21
	Major Total	23	38	39	36	21
Higher Education Leadership	No Emphasis				1	1
	Athletic Administration		4	13	6	6
	Higher Education Leadership		3	5	4	9
	Major Total		7	18	10	15
Instructional Design & Learning Technology	No Emphasis		12	32	48	43
	Major Total		12	32	48	43
Marketing	No Emphasis				15	26
	Major Total				15	26
Professional Studies	No Emphasis		2		11	9
	Alternative Education	1				
	Athletics Administration	19	15	1		
	Challenging Advanced Learners	1				

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Professional Studies	Curriculum & Instruction	47	41	22	18	23
	Educational Leadership	1	2	3	1	
	ESL/Bilingual Education	2				
	Health, Human Performance & Recreation	1	3	2	1	1
	Health, Physical Education & Coaching	4	5	1	1	
	Higher Education Leadership	28	14	5		
	Information, Technology & Libraries	31	14	9	10	9
	Reading		1		1	3
	Major Total	135	97	43	43	45
School Business Management	No Emphasis	34	32	28	37	40
	Major Total	34	32	28	37	40
School Psychology	No Emphasis	35	37	35	32	33
	Major Total	35	37	35	32	33
Social Work	No Emphasis	1		45	74	93
	Addictions	44	33	12	3	
	Military	2	4	1		
	Physical Disability	3	13	5		
	Major Total	50	50	63	77	93

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Major	Emphasis	2019-20	2020-21	2021-22	2022-23	2023-24
Special Education	Applied Behavior Analysis					4
	Cross Categorical	50	51	40	44	66
	Professional Development	40	47	59	50	2
	Special Education - Evidence Based Practic..					42
	Major Total		90	98	99	94
Non-Degree Program	Cooperative Program in Educational Admi..	4				
	Guest Enrolled for Transfer of Credit	6				
	Non-Candidate for a Degree	2				
	Post Masters Degree - Business	2				
	Major Total		14			

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UW-Whitewater Institutional Research and Planning, 11/2023