



Charisma University

Student Achievement Outcomes

Charisma University is committed to transparency, accountability, and continuous improvement in support of student success. The information below presents student achievement outcomes for the **2025 academic year**, including program performance against goals and student retention rates, as part of our institutional effectiveness and accreditation reporting.

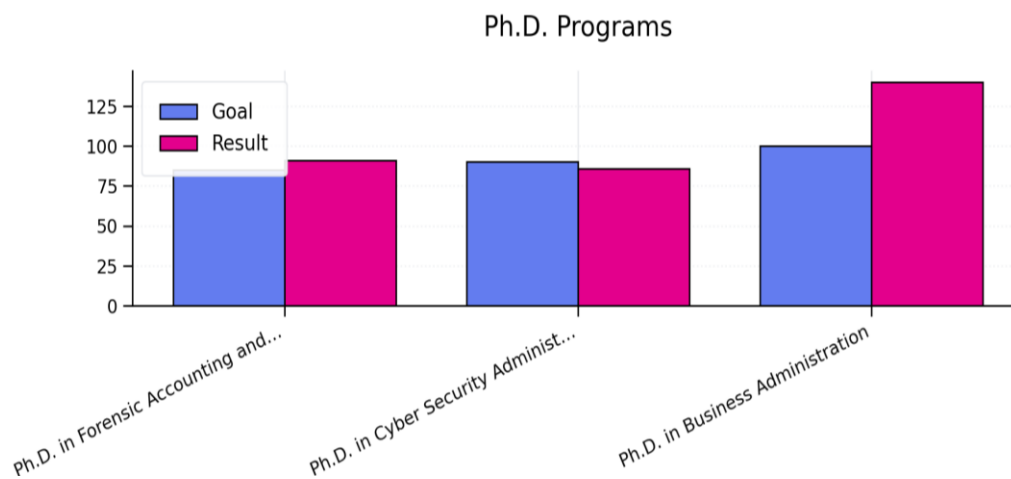
Student Achievement Outcomes by Program (2025)

The table below shows program performance compared to established institutional goals across doctoral, master’s, and bachelor’s degree programs.

Program Performance Against Goals

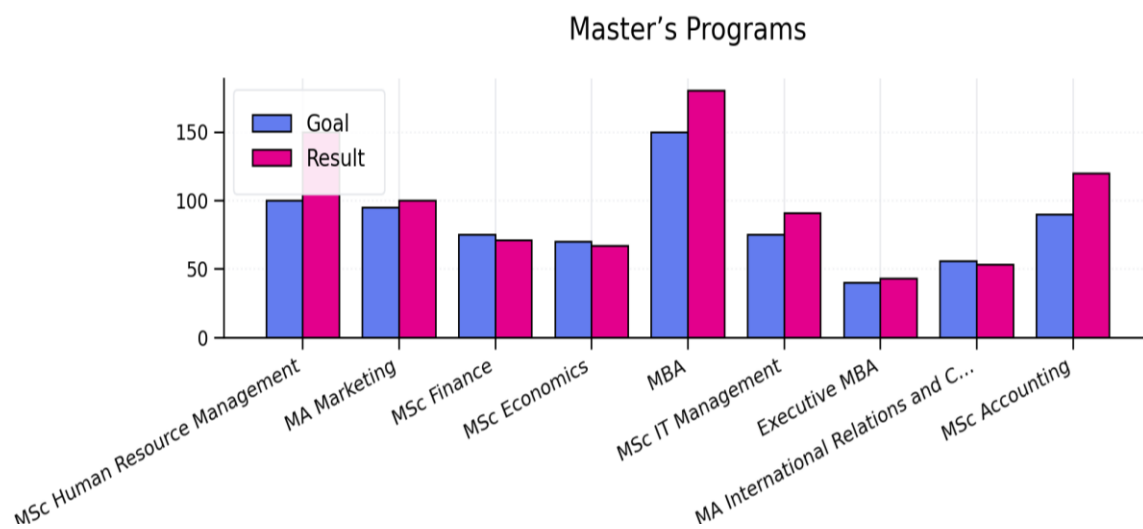
Ph.D. Programs

Program	Goal	Result
Ph.D. in Forensic Accounting and Audit	85	91
Ph.D. in Cyber Security Administration	90	86
Ph.D. in Business Administration	100	140



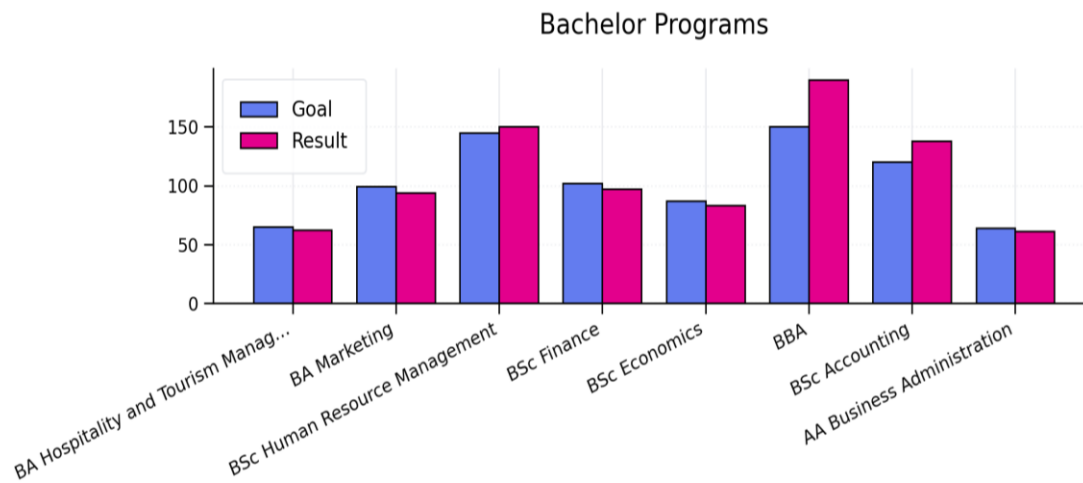
Master's Programs

Program	Goal	Result
MSc Human Resource Management	100	150
MA Marketing	95	100
MSc Finance	75	71
MSc Economics	70	67
MBA	150	180
MSc IT Management	75	91
Executive MBA	40	43
MA International Relations & Cultural Diplomacy	56	53
MSc Accounting	90	120



Bachelor Programs

Program	Goal	Result
BA Hospitality & Tourism Management	65	62
BA Marketing	99	94
BSc Human Resource Management	145	150
BSc Finance	102	97
BSc Economics	87	83
BBA	150	190
BSc Accounting	120	138
AA Business Administration	64	61



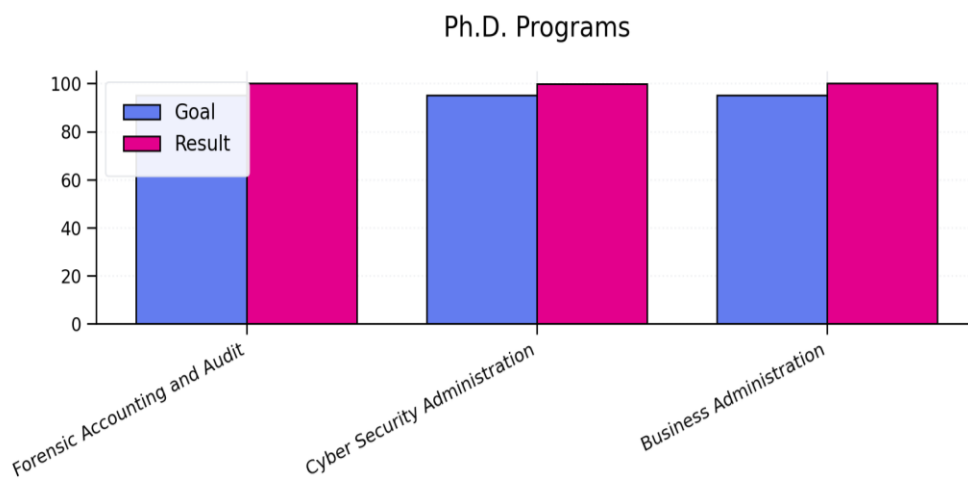
Student Retention Rates (2025)

Student retention is a key indicator of institutional effectiveness and student satisfaction. The table below compares retention goals with actual outcomes across all academic programs.

Retention Performance by Program

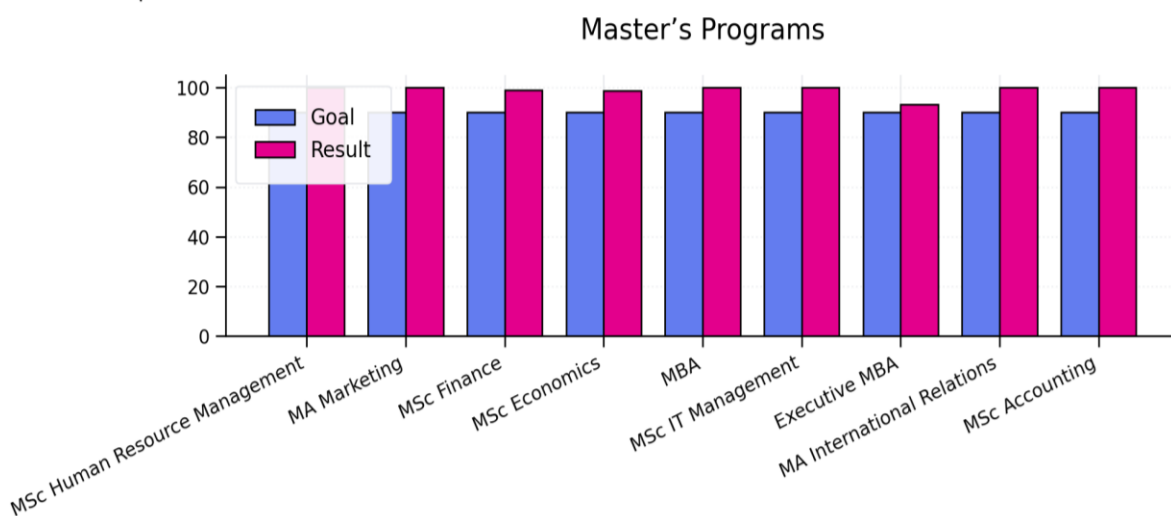
Ph.D. Programs

Program	Goal	Result
Forensic Accounting and Audit	95.00%	100.00%
Cyber Security Administration	95.00%	99.80%
Business Administration	95.00%	100.00%



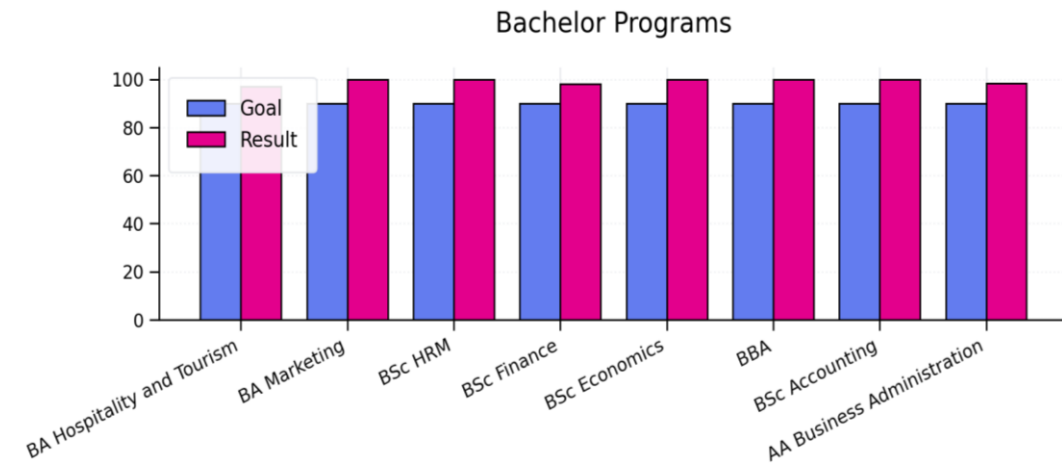
Master's Programs

Program	Goal	Result
MSc Human Resource Management	90.00%	100.00%
MA Marketing	90.00%	100.00%
MSc Finance	90.00%	99.00%
MSc Economics	90.00%	98.60%
MBA	90.00%	100.00%
MSc IT Management	90.00%	100.00%
Executive MBA	90.00%	93.30%
MA International Relations	90.00%	100.00%
MSc Accounting	90.00%	100.00%



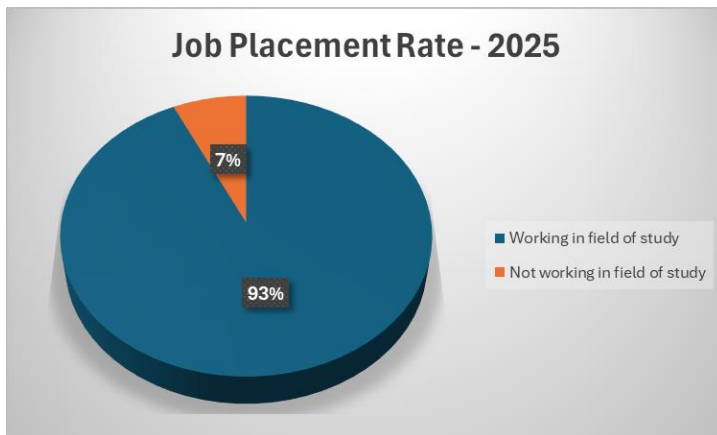
Bachelor Programs

Program	Goal	Result
BA Hospitality & Tourism	90.00%	96.90%
BA Marketing	90.00%	100.00%
BSc HRM	90.00%	100.00%
BSc Finance	90.00%	98.00%
BSc Economics	90.00%	100.00%
BBA	90.00%	100.00%
BSc Accounting	90.00%	100.00%
AA Business Administration	90.00%	98.40%



Job Placement Rate (2025)

The pie chart below presents the 2025 job placement outcomes of Charisma University graduates, indicating that most secured employment in their field of study, while a smaller share obtained employment outside their field. These results demonstrate continued alignment between the University’s academic offerings and graduate employment outcomes.



Data Analysis and Key Findings

- All academic programs met or exceeded established institutional goals, demonstrating strong academic demand and institutional effectiveness.
- Retention rates exceeded targets across all programs, reflecting high levels of student satisfaction, academic support, and program quality.
- Job placement outcomes remained strong, with 93% of graduates working in their field of study, reflecting the relevance of academic programs to career outcomes.

Charisma University remains dedicated to continuous improvement, student-centred learning, and academic excellence in alignment with accreditation standards.