

**University of Wisconsin-Whitewater
Online Academic Program Enrollment
Fall Enrollment for Degree-Seeking Students**

by Academic Level, College, Online Academic Program Code and Major

| | | | | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 |
|----------------------|------------------------------------|------------|------------------------------|------------|------------|------------|------------|------------|------------|
| Undergraduate | Arts and Communication | AOBACOMM | Communication | | | | 8 | 24 | 31 |
| | | AOBSCOMM | Communication | | | | 4 | 5 | 14 |
| | | Total | | | | | 12 | 29 | 45 |
| | Business and Economics | BOBBACTG | Accounting | | | | | 28 | 76 |
| | | BOBBABUSAN | Business Analytics | | | | 1 | | |
| | | BOBBAECON | Economics | | 5 | 8 | 11 | 14 | 12 |
| | | BOBBAFINC | Finance | | 16 | 49 | 72 | 70 | 87 |
| | | BOBBAGNBUS | General Business | 188 | 156 | 118 | 123 | 114 | 98 |
| | | BOBBAGNMGN | Management | | | | | | 48 |
| | | | General Management | | 15 | 32 | 44 | 39 | |
| | | BOBBAMKTEM | Marketing | | 8 | 18 | 22 | 26 | 28 |
| | | BOBBAMKTG | Marketing | 41 | 36 | 45 | 53 | 51 | 57 |
| | | BOBBAPRDM | Supply Chain Management | | | | | | 12 |
| | | BOBSOESHEM | Occupational Safety | | | 7 | 13 | 23 | 23 |
| | | BONDBUSUND | Undeclared Major-Business | | | | | | 4 |
| | | Total | | 229 | 236 | 277 | 339 | 365 | 445 |
| | Education and Professional Studies | EOBAERLYCH | Early Child Care & Education | | | | 3 | 11 | 31 |
| | | EOBSEERCHD | Early Childhood Education | | | | 32 | 61 | 78 |
| | | EOBSERLYCH | Early Child Care & Education | | | | | 8 | 11 |
| | | EOBSESPED | Special Education | | 4 | 17 | 24 | 44 | 60 |
| | | EOBSHUMPRF | Human Performance | | | 1 | 5 | 21 | 29 |
| | | SFBSESPEDO | Special Education | | | 1 | | | |
| | | Total | | | 4 | 19 | 64 | 145 | 209 |
| | Integrated Studies | IOAASASSOC | Liberal Arts | | 2 | | | | |
| | | Total | | | 2 | | | | |
| | Letters and Sciences | LOBALIBST | Liberal Studies | 26 | 10 | 13 | 18 | 18 | 16 |
| | | LOBAPOLSCI | Political Science | 8 | 4 | 12 | 4 | 3 | 9 |
| | | LOBASOCWRK | Social Work | | | | | 2 | 12 |
| | | LOBSLIBST | Liberal Studies | 8 | 10 | 13 | 11 | 8 | 16 |
| | | LOBSPOLSCI | Political Science | 11 | 7 | 10 | 13 | 15 | 11 |

Note: College affiliation is determined by major. Headcount is unduplicated; students who have more than one major are only counted in his/her first major. The “online” designation in the academic program acronym (e.g., ACUO, BEUO, etc.) is assigned to academic plans that are offered solely online. Therefore, this report assumes that students with these online academic plans listed as their first major are students admitted to our online programs. Enrollment excludes study away students. Data on UW-Rock County academic plan enrollment was first available for reporting in Fall 2019.

Additional definitions are available in the IRP glossary: <http://www.uww.edu/irp>

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| | | | | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2023-24 | |
|----------------------|------------------------------------|------------|--|---------|---------|---------|---------|---------|---------|-----|
| Undergraduate | Letters and Sciences | LOBSSOCWRK | Social Work | | | | | 9 | 52 | |
| | | Total | | 53 | 31 | 48 | 46 | 55 | 116 | |
| | Student Level Total | | | 282 | 273 | 344 | 461 | 594 | 815 | |
| Graduate | Arts and Communication | AOMSCOMM | Communication | | | 1 | 14 | 21 | 21 | |
| | | Total | | | | 1 | 14 | 21 | 21 | |
| | Business and Economics | BOMBABADM | Business Administration | | | 7 | 161 | 366 | 531 | |
| | | BOMSBUSAN | Business Analytics | | | 7 | 32 | 44 | 47 | |
| | | BOMSESCHMG | School Business Management | | | 3 | 3 | 14 | 25 | |
| | | BOMSFINANC | Finance | | | 9 | 33 | 34 | 21 | |
| | | BOMSMKTG | Marketing | | | | | 14 | 25 | |
| | | BOMSSAFTY | Environmental Safety & Health | | | 19 | 61 | 67 | 61 | |
| | Total | | | | | 45 | 290 | 539 | 710 | |
| | Education and Professional Studies | EOMSAPLKIN | Applied Kinesiology | | | | | | 5 | 19 |
| | | EOMSBSMKED | Business Education | | | | | 16 | 12 | 16 |
| | | EOMSEERCHD | Early Childhood Education Policy | | | | | | 10 | 14 |
| | | EOMSEHGHD | Higher Education Leadership | | | 7 | | | | |
| | | EOMSEPD | Professional Studies | | | | | | 9 | 9 |
| | | EOMSESPED | Special Education | | | | | 41 | 83 | 110 |
| | | EOMSINSTDS | Instructional Design & Learning Technology | | | 12 | 32 | 48 | 43 | |
| | Total | | | | | 19 | 89 | 167 | 211 | |
| | Letters and Sciences | BOMSCYBER | Cybersecurity | | | 16 | 36 | 56 | 46 | |
| | | LOMSABT | Applied Biotechnology | | | 1 | 2 | 3 | 4 | |
| | | LOMSCMPSCI | Computer Science | | | | | | 2 | |
| | | LOMSWSOCWK | Social Work | | | | | | 46 | |
| Total | | | | | 17 | 38 | 59 | 98 | | |
| Student Level Total | | | | | 82 | 431 | 786 | 1,040 | | |
| Grand Total | | | | | 282 | 273 | 426 | 892 | 1,380 | |
| Grand Total | | | | | 426 | 892 | 1,380 | 1,855 | | |

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