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

by Academic Level and Major

		2021	2022	2023	2024	2025
Undergraduate	Accounting		28	76	109	146
	Business Analytics	*			13	18
	Communication	12	29	45	61	51
	Early Child Care & Education	*	19	42	48	46
	Early Childhood Education	32	61	78	72	74
	Economics	11	14	12	15	11
	Finance	72	70	87	84	86
	General Business	123	114	98	99	98
	General Management	44	39			
	Human Performance	*	21	29	26	35
	Human Resource Management				*	24
	International Business					*
	Legal Studies				10	34
	Liberal Studies	29	26	32	38	27
	Management			48	52	51
	Marketing	75	77	85	79	80
	Occupational Safety	13	23	23	38	51
	Operations & Supply Chain Management					41
	Political Science	17	18	20	14	20
	Social Work		11	64	75	82
	Special Education	24	44	60	82	92
	Supply Chain Management			12	33	
	Undeclared Major-Business			*	*	*
	Total	**461**	**594**	**815**	**961**	**1,078**
Graduate	Applied Biotechnology	*	*	*	*	12
	Applied Kinesiology		*	19	23	17
	Business Administration	161	366	531	598	556
	Business Education	16	12	16	22	*
	Communication	14	21	21	18	20
	Computer Science			*	*	14
	Cybersecurity	36	56	46	27	33
	Data Analytics	32	44	47	54	41
	Early Childhood Education Policy		10	14	16	19

Note: Headcount is unduplicated; students who have more than one major are only counted in their first major. The "online" designation in the academic program acronym (e.g., ACUO, BEUO, EDUO and LSUO) 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. Headcounts under 10 are indicated with an astericks (*). Enrollment excludes study away students.

Additional definitions are available in the IRAP Glossary at https://www.uww.edu/irap/

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

by Academic Level and Major

		2021	2022	2023	2024	2025
Graduate	Elementary/Middle Education					*
	Environmental Safety & Health	61	67	61	60	58
	Finance	33	34	21	34	27
	Instructional Design & Learning Technology	32	48	43	51	46
	Marketing		14	25	31	29
	Professional Studies		*	*	*	*
	Reading Instruction and Dyslexia Intervention				*	24
	School Business Management	*	14	25	26	23
	Social Work			46	48	49
	Special Education	41	83	110	93	93
	Total	**431**	**786**	**1,040**	**1,127**	**1,079**
	Grand Total	**892**	**1,380**	**1,855**	**2,088**	**2,157**

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