

**Section B 4. Enrollment and Persistence (concluded)**  
**Additional Information**  
**2013-2014**  
**University of Kansas**

1. Most popular undergraduate major areas (in order by enrollment – highest to lowest):

Engineering  
Business/Accounting  
Biological Sciences  
Psychology  
Journalism  
Pharmacy  
Design  
Foreign Languages  
Communication Studies  
English  
Economics

*Source: Office of Institutional Research and Planning*