

**Section B 4. Enrollment and Persistence (concluded)**  
**Additional Information**  
**2014-2015**  
**University of Kansas**

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

Business/Accounting  
Engineering  
Biological Sciences  
Journalism  
Pharmacy  
Psychology  
Nursing  
Education  
Sport Management/Exercise Science  
Design

*Source: Office of Institutional Research and Planning*