SEMINOLE STATE COLLEGE
**ASSOCIATE IN SCIENCE IN BUSINESS (203)**

**2016-17 Degree Program Evaluation**

*The information required to complete this annual evaluation process mirrors the information required by OSRHE Policy on Academic Program Review. Specifically, it covers the following Vitality of the Program items: (1) Program Objectives and Goals, (2) Quality Indicators, (3) Minimum Productivity Indicators, and (4) Other Quantitative Measures (for additional information see OSRHE Policy 3.7.5.B.1-4).*

**1. Program Objectives and Goals**

**Associate of Science in Business Degree Program Outcomes**

**Outcomes for Transfer Degree Programs**

Outcome 1: Demonstrate successful articulation of Seminole State College transfer degree programs to state and professional institutions of higher learning granting professional and baccalaureate degrees in Oklahoma.

Outcome 2: Demonstrate successful academic achievement by Seminole State College transfer degree students at primary receiving state baccalaureate institutions of higher learning in Oklahoma. Successful academic achievement is defined as the maintenance of satisfactory academic progress toward degree completion as determined by the receiving institution.

**Outcomes Specific to Associate in Science in Business**

Outcome 3: Demonstrate problem-solving skills related to the world of business.

Outcome 4: Demonstrate preparation for continued pursuit of courses leading to a baccalaureate degree in business.

## 2. Quality Indicators

**Combined Course Embedded Assessment Results For Fall 2016 and Spring 2017 for Major Field Courses in Degree Program**

| General Education Outcomes | Pre-Test % Correct | Post-Test % Correct | Difference |
|---|---|---|---|
| General Education Outcome 1 | 35% | 79% | 44% |
| General Education Outcome 2 | 29% | 80% | 51% |
| General Education Outcome 3 | 36% | 81% | 45% |
| General Education Outcome 4 | 15% | 41% | 26% |
| **Specific Outcomes for AS Business** | **Pre-Test % Correct** | **Post-Test % Correct** | **Difference** |
| Degree Program Outcome 3 | 35% | 79% | 44% |
| Degree Program Outcome 4 | 30% | 79% | 49% |

Other Data Indicating Quality Relevant to Degree Program Major Field

### Degree Program Enrollment by Ethnicity

| Academic Year | Ethnicity | Summer 2016 | | Fall 2016 | | Spring 2017 | |
|---|---|---|---|---|---|---|---|
| 2016-17 | Total Students | 48 | 100% | 181 | 100% | 131 | 100% |
| | Black | 2 | 5% | 10 | 5% | 9 | 7% |
| | Indian | 12 | 25% | 44 | 24% | 28 | 21% |
| | Asian | 0 | 0% | 0 | 0% | 0 | 0% |
| | Hispanic | 4 | 9% | 5 | 3% | 2 | 2% |
| | Hawaiian/Pacific Islander | 1 | 0% | 1 | 1% | 0 | 0% |
| | White | 28 | 58% | 110 | 61% | 83 | 63% |
| | Undeclared | 1 | 3% | 11 | 6% | 9 | 7% |

### Degree Program Enrollment by Gender

| Academic Year | Gender | Summer 2016 | Fall 2016 | Spring 2017 |
|---|---|---|---|---|
| 2016-17 | Male | 24 | 84 | 65 |
| | Female | 24 | 97 | 66 |

Student Feedback on Instruction:
The average response scores from the Student Feedback on Instruction ranged from 4.24 to 4.73 for the rated scale questions. Therefore, all of the averaged responses fell between "usually applies" and "almost always applies" with those responses describing desired attributes or behaviors.

Graduate Exit Survey:
Overall, students rated their academic experience favorably with 83% of the students rating "quality of teaching in your major field of study" as excellent or above average.  More than 79% of students rated "faculty concern for student well-being" and 80% "faculty commitment to student success and learning" as excellent or above average.

 Collegiate Assessment of Academic Proficiency (CAAP) Test: SSC students scored within 1.2 points (+ or -) of the national mean in all categories. Specifically, both the Science portion and the Mathematics portion of the CAAP test was 0.1 of a point below the national mean. The Writing Skills category results

were 1.2 points above the national mean.

## 3.  Minimum Productivity Indicators

**Productivity Indicators**

| Academic Year | Semester | Declared Majors | Graduates |
|---|---|---|---|
| 2016-17 | Summer 2016 | 48 | 2 |
| | Fall 2016 | 181 | 14 |
| | Spring 2017 | 131 | 20 |

Does the degree program meet the minimum OSRHE standards for productivity this year?
Majors Enrolled (25 per year): Yes
Degree Conferred (5 per year): Yes

Comments/Analysis: Despite the increased efforts and focus of the Division Chair and full time faculty, the number of Business degree program graduates did not improve. The program graduated 36 students in both 2015-16 and 2016-17. The average number of declared majors dropped from 173 in 2015-16 to 156 in 2016-17 despite recruiting efforts by the Division Chair.

Low Productivity Justification: N/A

## 4. Other Quantitative Measures

**Number of Sections Taught and Enrollment for Each Course in Major Field of Degree Program**

| Prefix | Number | Major Field Course Title | Number of Sections | Total Students | Ave. Class Size | Total Credit Hours Generated |
|--------|--------|--------------------------|--------------------|----------------|-----------------|------------------------------|
| ACCT | 1413 | Introduction to Accounting | 2 | 59 | 30 | 177 |
| BA | 1123 | Introduction to Business | 4 | 82 | 21 | 246 |
| BA | 1223 | Introduction to Economics (not offered during this period) | | | | |
| BA | 1323 | International Business (not offered during this period) | | | | |
| BA | 1733 | Business Mathematics (not offered during this period) | | | | |
| CS | 1183 | Information Security | 1 | 17 | 17 | 51 |
| MATH | 1613 | Trigonometry | 2 | 24 | 12 | 72 |
| ACCT | 2033 | Financial Accounting | 2 | 46 | 23 | 138 |
| ACCT | 2123 | Managerial Accounting | 3 | 43 | 14 | 129 |
| BA | 2113 | Macroeconomics | 4 | 80 | 20 | 240 |
| BA | 2123 | Small Business Management | | | | |
| BA | 2133 | Human Relations | 1 | 26 | 26 | 78 |
| BA | 2213 | Microeconomics | 4 | 79 | 20 | 237 |
| BA | 2233 | Business Communication Business (not taught during this period) | | | | |
| BA | 2243 | Personal Finance | 3 | 58 | 19 | 174 |
| BA | 2253 | Business Statistics | 4 | 67 | 17 | 201 |
| BA | 2403 | Business Management (not offered during this period) | | | | |
| BA | 2423 | Business Ethics | 1 | 24 | 24 | 72 |
| BA | 2513 | Marketing | 1 | 13 | 13 | 39 |
| CS | 2003 | Webpage Design Using HTML (not offered during this period) | | | | |
| CS | 2173 | Operating Systems (not offered during this period) | | | | |
| MATH | 2215 | Calculus and Analytic Geometry I | 2 | 33 | 16 | 165 |

**Credit Hours Generated in Major Field Courses of Degree Program By Level (from table above)**

| Academic Year | 1000 Level Credit Hours Generated | 2000 Level Credit Hours Generated |
|---------------|-----------------------------------|-----------------------------------|
| 2016-17 | 546 | 1473 |

Note: Credit Hours Generated columns represent the student credit hours generated by all the major field courses of the degree program for the given academic year. The hours do not represent the number of student credit hours generated only by those students declaring this major.

**Direct Instructional Costs**

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| Academic Year | Instructional Costs* | Costs Shown By Division or Program? |
|---|---|---|
| 2016-17 | $320,661.72 | Business and Education Division |

*When cost data are not available by degree program, use total division budget for instructional costs for each degree program.

## Credit Hours Generated by Courses in Major Field That Are Part of General Education Requirements in Other Degree Programs

| Major Field Course Information | | | |
|---|---|---|---|
| Prefix | Number | Title | Credit Hours Generated |
| CAP | 1103 | Introduction to Microsoft Office | 1839 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Faculty Teaching Major Field Courses in Degree Program

| Name | Teaching Area | Highest Degree | Institution |
|---|---|---|---|
| Chun Fu Cheng | BA | M.B.A. | Oklahoma City University |
| Tammy Kasterke | ACCT, CAP | M.B.A. | Cameron University |
| Brad Schatzel | BA, CAP | M.B.A. | University of Central Oklahoma |
|  |  |  |  |
| Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes) | | | |
| Melissa Bryant | MATH | M.Ed. | East Central University |
| Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes) | | | |
| Stephen Brooks | CAP | M.B.A. | University of Oklahoma |
| Fred Bunyan | CAP | M.S. | Oklahoma State University |
| Edith Cathey | CAP | B.S. | Mount Olive College |
| Mechell Downey | CAP | B.T. | Rogers State University |
| Dawna Hamm | BA, CAP | M.B.A. | Oklahoma City University |
| Dan Hill | CAP | M.B.A. | University of Central Oklahoma |
| Shelia Morris | CAP | B.S. | East Central University |
| Melanie Rinehart | BA | M.B.A. | St. Gregory's University |
| Ryan Taylor | CAP | M.B.A. | Southeastern Oklahoma State University |
| Annette Troglin | BA, MATH | M.Ed. | East Central University |
| Toni Whittman | CAP | B.S. | Mid-America Bible College |

**5. Recommendations and Other Relevant Items:** Describe recommendations, new developments or initiatives pertaining to degree program.

- Increase student and faculty awareness of the articulation agreements between colleges and universities in the state system and the advantage of receiving an associate degree before transferring to a four-year institution.
- Continue to improve relationships with key personnel at popular transfer institutions.
- Increase the graduation rate by 20% or about 6 students per year.
- Increase the number of declared business majors by 10% or about 18 students.
- Seek opportunities to include in the curriculum real world projects, simulations, group work, and experiences outside the classroom.
- Facilitate students transfer to four-year institutions by bringing recruiters to SSC and sending students on campus tours.
- It is recommended that a full time faculty member be hired in the Business and Education division to teach a full load of CAP courses and coordinate the creation (in both Brightspace and MyITLab) and maintenance of the many (15 – 18) CAP 1103 Intro to MS Office sections that are offered each semester.