SEMINOLE STATE COLLEGE
ASSOCIATE IN SCIENCE IN BUSINESS ENTERPRISE DEVELOPMENT –
BUSINESS ADMINISTRATION (676)

2020-21 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 in Science in Business Enterprise Development –
Business Administration 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 Enterprise Development –
Business Administration

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 2020-21
for Major Field Courses in Degree Program**

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	37%	72%	35%
General Education Outcome 2	37%	72%	35%
General Education Outcome 3	37%	72%	35%
General Education Outcome 4	40%	80%	40%
Specific Outcomes for AS Business	**Pre-Test % Correct**	**Post-Test % Correct**	**Difference**
Degree Program Outcome 3	38%	74%	35%
Degree Program Outcome 4	39%	80%	40%

Other Data Indicating Quality Relevant to Degree Program Major Field

Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2020		Fall 2020		Spring 2021	
2020-21	Total Students	0	100%	0	100%	0	100%
	Black	0	0%	0	0%	0	0%
	Indian	1	100%	1	100%	0	0%
	Asian	0	0%	0	0%	0	0%
	Hispanic	0	0%	0	0%	0	0%
	Hawaiian/Pacific Islander	0	0%	0	0%	0	0%
	White	0	0%	0	0%	0	0%
	Undeclared	0	0%	0	0%	0	0%

Degree Program Enrollment by Gender

Academic Year	Gender	Summer 2020	Fall 2020	Spring 2021
2020-21	Male	0	0	0
	Female	1	1	0

Student Feedback on Instruction: The average response scores ranged from 4.4 to 4.7 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. The average response score for the rated-scale questions pertaining to all classes was 4.6.

Graduate Exit Survey: In the statistics related to the overall satisfaction with SSC, 74.9% of students rated the overall educational experience as excellent or above average. The students indicated they would again choose SSC if starting over at 79%. Students listed professors consistently as one of the greatest strengths at SSC. Also, students stated a goal of transferring to a four-year institution at 79%.

ETS Proficiency Profile: Seminole State students scored near national means in all seven subject areas. For example, SSC students averaged a score of 115.5 on the Natural Sciences test, which is 1.8 higher than the national mean. SSC students scored higher than the national mean in all other

areas, except Social Sciences, when compared to their counterparts with 45+ credit hours at other two-year institutions nationwide. SSC had students whose performances placed them above the national total mean of 437. The SSC total mean was 440.8. SSC awarded Certificates of Achievement to students who scored at or above the national mean. Of the 63 tests administered, 34 students or 54% had scores above the national average.

Course-Embedded Assessment Analysis: Analysis of the data at hand focuses on two primary areas for each outcome: the percentage of increase from pre-test to post-test and the magnitude of the post-test percentage. Percentage improvements range from 19% on Outcome 3 to 29% on Outcome 2. All four of the outcomes showed percentage growth at or above 19%. In 2020-2021, two thousand, one hundred twenty-one online students and 3,366 classroom students participated in the assessments to compare online courses to face-to-face courses. For each outcome, the course assessment difference from online and classroom courses were similar ranging from 14% to 31%, a difference of 17%, for online courses and 15% to 25% for classroom courses, a difference of 10%.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2020-21	Summer 2020	1	0
	Fall 2020	1	0
	Spring 2021	0	0

Does the degree program meet the minimum OSRHE standards for productivity this year?
Majors Enrolled (25 per year): No
Degree Conferred (5 per year): No

Comments/Analysis: This degree program does not currently meet the minimum OSRHE standards for productivity. However, there are currently 2 majors in 2020-2021 when there were none in the past.

Low Productivity Justification: The Enterprise Development Associate in Science degree is part of Reach Higher, the State of Oklahoma's Degree Completion Program. This degree is targeted toward working adults and available to students who have earned at least 18 college credit hours.

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
BA	1121	Seminar in Business Management I				
BA	1221	Seminar in Business Management II				
ACCT	2033	Financial Accounting	4	72	18	216
ACCT	2123	Managerial Accounting	4	52	13	156
BA	2113	Macroeconomics	4	74	19	222
BA	2213	Microeconomics	4	70	18	210
BA	2421	Seminar in Business Management III				
BA	2253	Business Statistics	4	59	15	177

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
2020-21	0	981

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

Academic Year	Instructional Costs*	Costs Shown By Division or Program?
2020-21	$696,191	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
		NA	

Faculty Teaching Major Field Courses in Degree Program

Name	Teaching Area	Highest Degree	Institution
Chunfu Cheng	Business	Ed.D.	Northeastern University
Tammy Kasterke	Accounting	MBA	Cameron University
Brad Schatzel	Business/Economics	MBA	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)			
None			
Current Adjunct Faculty Teaching Major Courses in Degree Program (Instructors with ** beside their name teach only zero-level classes)			
None			

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

The Enterprise Development Associate in Science degree is part of Reach Higher, the State of Oklahoma's Degree Completion Program. This degree is targeted toward working adults and available to students who have earned at least 18 college credit hours.

Recently, Seminole State College has created a new Online Degree Office with personnel that focus on recruitment and full service for students that are interested in earning their degree 100% online. SSC has been approved to offer the AS in Business Enterprise Development degree fully online, which we believe will greatly increase our outreach to students and the interest in this degree program in the future.