SEMINOLE STATE COLLEGE
ASSOCIATE IN SCIENCE IN BUSINESS (203)

2013-14 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 2013 and Spring 2014 for Major Field Courses in Degree Program

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	12%	85%	73%
General Education Outcome 2	2%	56%	54%
General Education Outcome 3	2%	66%	64%
General Education Outcome 4	-	-	-
Specific Outcomes for AS Business	**Pre-Test % Correct**	**Post-Test % Correct**	**Difference**
Degree Program Outcome 3	12%	86%	74%
Degree Program Outcome 4	9%	84%	75%

Other Data Indicating Quality Relevant to Degree Program Major Field

Student Feedback on Instruction:
The average response scores from the Student Feedback on Instruction for the Business & Information Systems Division ranged from 4.52 to 4.77 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 all the rated scale questions was 4.65.

The lowest (4.52) The audiovisual aids, overheads, slides, films, whiteboard, etc., increased my skills and/or knowledge about the subject matter. I believe many students answered negatively on this question due to the online component. This question did not fit well with online delivery.

The highest (4.77) The student syllabus clearly defined the attendance policy and my responsibilities for this class.

Graduate Exit Survey:

Collegiate Assessment of Academic Proficiency (CAAP) Test:

Community College Survey of Student Engagement:

Faces of the Future Survey:

Other Quality Indicators:

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2013-14	Summer 2013	38	3
	Fall 2013	164	16
	Spring 2014	136	29

Does the degree program meet the minimum OSRHE standards for productivity this year?

Majors Enrolled (25 per year): **Yes**/No

Degree Conferred (5 per year): **Yes**/No

Comments/Analysis:
The B&IS Division had 48 graduates during this evaluation period for the AS in Business Degree Program (203). Our approximate graduation rate was (48/164) 29%. Which was well above the college's rate of 22%.

Low Productivity Justification:

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	2033	Financial Accounting	5	64	12.8	192
ACCT	2123	Managerial Accounting	3	42	14	126
BA	2113	Macroeconomics	4	54	13.5	162
BA	2213	Microeconomics	4	89	22.25	267
BA	2253	Business Statistics	3	44	14.67	132
ACCT	1413	General College Accounting	4	63	15.75	189
BA	1123	Introduction to Business	9	183	20.33	549
BA	2123	Small Business Management	2	22	11	66
BA	2233	Business Communication	2	14	7	42
BA	**2133**	**Human Relations**	**3**	**80**	**26.67**	**240**
BA	2243	Personal Finance	2	49	24.5	147
BA	2403	Principles of Business Management	2	28	14	84
BA	2423	Business Ethics	4	90	22.5	270
BA	2513	Principles of Marketing	1	11	11	33
BA	1003	Introduction to Keyboarding	3	45	15	135
BA	1223	Introduction to Economics	1	8	8	24
BA	1733	Business Math	1	13	13	39
CS	1103	Introduction to Microcomputers	18	284	15.78	852

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
2013-14	1788	1761

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?
2013-14	$361,601	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
Fred Bunyan	Accounting/Business/Information	MS Business Education	Oklahoma State University
Dawn Hamm	Accounting/Business	MBA Management	Oklahoma City University
Brad Schatzel	Business/Information Systems	MBA Management	University of Central Oklahoma
Alayna Grady	Information Systems	Educational Leadership	University of Oklahoma
Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program **(Instructors with ** beside their name teach only zero-level classes)**			
Donna Chambers	Medical Terminology	MS Nursing	University of Oklahoma
Dewayne Forrester	Business	MA Leadership	Mid-America Christian University
Michael Schnell	Information Systems	Information Technology	Florida Institute of Technology
Current Adjunct Faculty Teaching Major Courses in Degree Program **(Instructors with ** beside their name teach only zero-level classes)**			
Chun Fu Cheng	Information Systems	MBA Management Completion 5/2014	Oklahoma City University
David Dickens	Business	MS Management	Southern Nazarene University
Bettye Finch	Business	MPA Public Administration	Norwich University
Tammy Kasterke	Information Systems	MBA Management	Cameron University
Heather Kreeger	Business/Information Systems	MBA Management Completion 12/2013	Western Kentucky University
Don Pilgrim	Business Communication	MA Speech	Oklahoma State University
Karen Smith	Business	BS Computer Science 21 grad hours	University of Central Oklahoma

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

The Business and Information Systems (B & IS) division recommend the following:

Improve graduation rates by 10% or about 6 students per year.

Increase the number of business majors by 5% or 7 students for the next evaluation period.

The B & IS division aims to achieve these goals by doing the following:

Aggressively Seek New Students
The VPAA's office and the B & IS Division worked together to develop updated degree plans. The new degree plans are available for use by B & IS students and available in Personal and Academic Success Strategies (PASS) and Freshman Seminar courses. This is a campus-wide initiative and these degree plans are available for all degree options at SSC.

Division instructors will identify and speak with General Studies majors in their classes to recruit them to one of the B & IS degrees. Assistant Professor Brad Schatzel will visit to both Freshman Seminar and PASS classrooms to explain the benefits and requirements of the B & IS degrees. Full color informational pamphlets will be distributed to provide supplementary information. These pamphlets will be distributed at as many classroom and student events as possible. Additionally we will intrusively advise B & IS degree students to ensure they are on a path to graduation. Meetings, phone calls, and email will be utilized to keep students on track to finishing their degree.

Grow our Global Studies Offerings

Building on the success of our inaugural B & IS Global Studies trip to New York City last spring, we will be traveling further and longer. Brad Schatzel is organizing a nine-day trip to London during Spring Break 2015. The trip will be part of a new three-hour Global Business course, which will serve as a business major elective. Highlights of the trip include a tour of the financial district, St. Paul's Cathedral, and a visit to the Borough Market. Relevant real world experience mixed with the excitement of international travel will create a positive reputation for the B & IS division.

Expand Phi Beta Lambda

A healthy Phi Beta Lambda (PBL) business club will help with recruitment and retention of B & IS majors. Our small club participated in two community events last year: Trick or Treat Main Street and Night at the Lights at the Reynold Wellness Center. We will use this momentum to be more active in the coming year. Local projects and PBL national conferences offer students a chance to highlight their skills and meet new people.

Maintain a Robust Exchange Relationship with Silkeborg Business College

We are entering the third year of our exchange partnership with the Danes. Administrators and instructors from Silkeborg are anxious to set up academic programs with the B & IS division. We must seize this opportunity to create an exciting international curriculum for our students and bring prestige to our division. Silkeborg's Mathijs Broer and SSC's Brad Schatzel are working to expand a collaborative project started last year during an exchange visit, which brought 20 Danes to our campus.