

Program Review Report

3.7 Academic Program Review

A thorough internal or external program review addressing all criteria in policy should be possible within a comprehensive report of ten or fewer pages. This template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents.

Institution Name: Seminole State College

Program Name and State Regents Code: Associate in Science in Business (203)

List Program Options: [Click here to enter text](#)
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List Embedded Certificates included in this review: [Click here to enter text](#)
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Previous Review

Date (Year) of Last Review 2019

1. Summarize key findings from previous internal and/or external reviews of this program.

Analysis of degree program productivity revealed that the degree program averaged about 147 declared majors and 39 graduates per year over the five-year period under review. In a comparison of the pre-test and post-test scores students increased knowledge by an average of 37.75% for general education outcomes and 38.5% in Business AS specific outcomes. Overall, the Associate in Science in Business degree has maintained a pattern of success as documented by continuing to rank among the top three major fields of study at SSC.

2. What developments and actions have taken place since the last review?

The Business and Education Division has worked to continue to enhance our five major field requirement courses as well as all offered major field electives. Several major field electives involve simulation-based projects that allow students to experience working with a team in a real-life environment. Since the last review, Business has been added as an online degree option. This required our faculty to create online versions of the five major field requirement courses and several of our major field electives. Fall 2022 there were 34 Business majors and Spring 2023 there were 32.

Current Review

Date (Year) of Current Review 2024

Review Criteria (*Institutions should address each criterion of OSRHE policy 3.7.5 as directed below*).

A. Vitality of the Program:

A.1. Program Objectives and Goals:

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

Measurable Indicators

- a. Signed 2+2 articulation agreements between SSC and state baccalaureate institutions of higher learning in Oklahoma, especially those institutions which are primary recipients of SSC transfer degree program graduates.
- b. Inclusion of required degree program courses on the Oklahoma State Regents for Higher Education annual Course Equivalency Matrix

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.

Measurable Indicators

- a. Transfer data on SSC transfer degree program graduates from primary receiving state baccalaureate institutions of higher learning in Oklahoma.
- b. Graduate Opinion Survey data self-reporting demonstration of successful academic achievement at primary receiving state baccalaureate institutions of higher learning in Oklahoma as available.
- c. Retention reports on SSC transfer program graduates regarding primary receiving state baccalaureate institutions of higher learning in Oklahoma as available.
- d. Graduation reports on SSC transfer program graduates regarding primary receiving state baccalaureate institutions of higher learning in Oklahoma as available.

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

Measurable Indicators

Assessment data demonstrating students' ability to:

- a. Analyze a problem or case
- b. Identify steps necessary for problem solving,
- c. Apply the steps identified for solution,
- d. Validate the results,
- e. Report the results in an understandable and timely manner.

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

Measurable Indicators

Assessment data demonstrating students' ability to:

- a. Interpret and manipulate data,
- b. Use appropriate technology to assist with problem-solving,
- c. Apply critical thinking to real-world scenarios.

The Seminole State College Associate in Science in Business degree program (203) fulfills the Higher Learning Commission Criteria 3 & 4 by providing evidence of student learning, faculty engagement encouraging quality teaching practices, and effective assessment of the student learning process. Faculty teaching in the Business and Education division work to utilize assessment methods and tools consistently and review and revise these tools as necessary to provide accurate student learning assessment results. Typically, our faculty use pre/post tests to evaluate and report on student learning assessments. These pre/post tests are reviewed and updated, as necessary. The results of these course embedded assessments are reported at the end of the fall semester each year and any courses that are not evaluated in the fall are then evaluated at the end of the spring semester. The table below outlines the results of the course embedded assessments for the Associate in Business degree. The minimum threshold for the post test grade was set at 60% by the SSC Assessment of Student Learning Committee. The post test scores for this degree all exceed the minimum requirement of 60%.

Outcomes	Pre-Test % Correct	Post Test % Correct	Percentage Increase
General Education Outcome 1	48%	84%	36%
General Education Outcome 2	47%	84%	37%
General Education Outcome 3	47%	84%	37%
General Education Outcome 4	53%	94%	41%
Program Outcome 3	52%	86%	34%
Program Outcome 4	48%	91%	43%

A.2. Minimum Productivity Indicators:

Time Frame (e.g.: 5-year span)	Enrollment	Graduates
FY2019-2020	129	27
FY2020-2021	154	47
FY2021-2022	142	40
FY2022-2023	157	38
FY2023-2024	154	45

A.3. Other Quantitative Measures:

a.4.a. Number and enrollment of courses taught exclusively for the major for each of the last five years:

List or attach list of courses

	Course Title	Hours Attempted	Hours Earned
ACCT 1413	Introduction To Accounting	948	732
BA 1323	Glob Stud In International Business	12	12
BA 2123	Entrepreneurship	102	99
BA 2403	Business Management	81	57
BA 2903	Internship in Business	9	9

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a.4.b. Student credit hours by course level (i.e. 1000, 2000) generated in all major courses in the degree program for five years:

	Course Title	Hours Attempted	Hours Earned
ACCT 1413	Introduction To Accounting	948	732
BA 1323	Glob Stud In International Business	12	12
BA 2123	Entrepreneurship	102	99
BA 2403	Business Management	81	57
BA 2903	Internship in Business	9	9
BA 2113	Macroeconomics	1074	993
BA 2213	Microeconomics	1089	1029
ACCT 2033	Financial Accounting	1050	876
ACCT 2123	Managerial Accounting	795	756
BA 1123	Introduction To Business	966	837
BA 2133	Human Relations	417	366
BA 2243	Personal Finance	576	492
BA 2253	Business Statistics	861	735
BA 2423	Business Ethics	324	300
BA 2513	Marketing	48	45
CS 1183	Information Security	240	192
CS 2003	Webpage Design In Html	162	108
CS 2173	Operating Systems	21	21
MATH 2213	Calc for Business and Biology	0	0
BA 2233	Business Communications	81	81
BA 230X	Special Projects In Business Administration	6	6

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a.4.c. Direct instructional costs for the program during the review period:

No direct data were available that could be used to determine the exact amount of the instructional cost for any of the business degree programs. The annual SSC budget report provided the total expenditures for the Business and Education division as shown in the table below. The annual Business and Education division budget

contains the instructional costs for five of the degree programs managed by the division.

Academic Year	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Instructional Cost	\$737,785	\$696,191	\$696,191	\$633,573	\$577,161

- a.4.d. The number of credits and credit hours generated in the program that support the general education component and other degree programs including certificates:

	Course Title	Hours Attempted	Hours Earned
BA 2113	Macroeconomics	1074	993
BA 2213	Microeconomics	1089	1029
ACCT 2033	Financial Accounting	1050	876
ACCT 2123	Managerial Accounting	795	756
BA 1123	Introduction To Business	966	837
BA 2133	Human Relations	417	366
BA 2243	Personal Finance	576	492
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CS 2003	Webpage Design In Html	162	108
CS 2173	Operating Systems	21	21
MATH 2213	Calc for Business and Biology	0	0

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- a.4.e. If available, information about employment or advanced studies of graduates of the program over the past five years:

No data has been collected to my knowledge.

- a.4.f. If available, information about the success of students from this program who transferred to other institutions:

Seminole State currently does not have a mechanism to track students by degree, but the table below describes the transfer data from all graduates to the following four institutions of higher education.

Table XX. 2023-2024 Transfer Reports from Four-Year Institutions								
Four Year Institution	Number of Former SSC Students Enrolled	Credit Hours Completed	Credit Hours Attempted	Course Completion Rate	Aggregated GPA of Former SSC Students	Aggregated Student Body GPA	Difference	Bachelor's Degrees Awarded
East Central University	372	7414	7769	95.43%	3.2	3.08	0.12	95
Oklahoma State University	246	*	*	*	3.17	3.24	-0.07	43
University of Oklahoma	152	3,349	3,488	96.01%	3.29	***	***	29
University of Central Oklahoma	235	3374	3780	89.26%	3.04	3.03	0.01	51
Totals	1005	14137	15037	94.0%				218

*Data from OSU not reported in the correct format.

**Data from OU did not provide aggregated student body data, but Summer difference +0.41, Fall difference -0.03, and Spring difference -0.06.

Recommendation(s)

A. Recommendation for the Program (3.7.7.A.4):

- ☐ Maintain the program at the current level.
- ☒ Continue the program with modifications as noted below and detailed in the comment section below.
 - ☒ Expand the program
 - ☐ Reduce program in size or scope
 - ☐ Merge or consolidate program
 - ☐ Reorganize program/curricular modifications*
- ☐ Suspend program to allow an opportunity to consider recommendations detailed in the section below*
- ☐ Delete program*

*Requires a Request for Degree Program Modification and governing board approval.

B. Specific comments regarding recommendations:

(Provide detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements. Recommendations to suspend or modify the program should include measurable goals and a timeline for monitoring the program in one-, two-, three-, or four-year increments)

Recommendations	Implementation Plan	Target Date
Promote the Business AS degree to incoming students.	Host annual Business Skills Seminar each fall semester.	Click to enter a date Annually
Promote the Business AS degree to current students.	Visit Learning Strategies classes each semester.	Click to enter a date Annually
Increase the number of Business AS graduates.	B&E faculty review degree requirements with students each semester	Click to enter a date On going

Add additional rows as necessary

Department/
Program Head
enter a date

Jammy Kastecke
(Signature)

Date: October 15, 2024 Click here to

Dean

Jimena Suarez
(Signature)

Date: 15-Oct.-2024
Click here to enter a date

Chief
Academic
Officer

[Signature]
(Signature)

Date: 10/16/24
Click here to enter a date

President

Sara Reynolds
(Signature)

Date:

10-24-24