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

2019-20 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 2019-20
for Major Field Courses in Degree Program

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	33%	80%	46%
General Education Outcome 2	29%	65%	36%
General Education Outcome 3	29%	65%	36%
General Education Outcome 4	66%	85%	19%
Specific Outcomes for AS Business	**Pre-Test % Correct**	**Post-Test % Correct**	**Difference**
Degree Program Outcome 3	38%	79%	41%
Degree Program Outcome 4	16%	41%	26%

Other Data Indicating Quality Relevant to Degree Program Major Field

Degree Program Enrollment by Ethnicity

Academic Year	Ethnicity	Summer 2018		Fall 2019		Spring 2020	
2019-20	Total Students	0	100%	0	100%	0	100%
	Black	0	0%	0	0%	0	0%
	Indian	0	0%	0	0%	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 2019	Fall 2019	Spring 2020
2019-20	Male	0	0	0
	Female	0	0	0

Student Feedback on Instruction: The average response scores from the Student Feedback on Instruction ranged from 4.5 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. Students responded with an average response of 4.6 to all rated-scale questions.

Graduate Exit Survey: In the statistics related to the overall satisfaction with SSC, 82% of students indicated satisfaction with the SSC education experience by giving a rating of excellent or above average. The students indicated they would again choose SSC if starting over at 85%. In general, the responses to the survey increased this year with good insight given for areas to improve.

ETS Proficiency Profile: SSC students scored within 0.6 points (+ or -) of the national mean in all seven subject areas. In Writing, SSC students scored at the National mean. In Mathematics, SSC students performed 0.3 below the National mean. The national total mean was 437.0 while the SSC total mean was 436.0.

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 33.3% on outcome 3 to 36.3% on outcome 2. All four of the outcomes showed percentage growth at or above 33%.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2019-20	Summer 2019	0	0
	Fall 2019	0	0
	Spring 2020	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 meet the minimum OSRHE standards doe productivity.

Low Productivity Justification: The majority of our students choose the Associate in Science in Business degree if their plan is to transfer on to a 4-year institution.

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	3	61	20	183
ACCT	2123	Managerial Accounting	2	41	20	123
BA	2113	Macroeconomics	3	76	25	228
BA	2213	Microeconomics	4	81	20	324
BA	2421	Seminar in Business Management III				
BA	2253	Business Statistics	3	49	17	147

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
2019-20	0	1005

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?
2019-20	$708,875	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	MBA	Oklahoma City 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 majority of our students choose the Associate in Science in Business degree if their plan is to transfer on to a 4-year institution.