

SEMINOLE STATE COLLEGE  
ASSOCIATE IN APPLIED SCIENCE IN BUSINESS TECHNOLOGY (114)  
Program Review Executive Summary

Date of Review: Fall 2013

Recommended Date of Next Review: Fall 2018

The Associate in Applied Science in Business Technology Degree Program is central to the Seminole State College mission in the following ways:

**Empowers people for academic success** by preparing students for a range of careers in Business and at the same time improve their critical thinking skills necessary for success in all studies. **Empowers people for personal development** by encouraging students to set and achieve educational goals by developing responsibility, organizational skills, and academic skills. The program places students in appropriate developmental or college level courses, allowing students the opportunity to progress through the curriculum to achieve success. **Empowers people for life-long learning** by providing a variety of courses that hopefully will broaden a student's appreciation and desire for continued learning once they have completed their education at SSC.

**Program Objectives and Goals:** Outcomes Specific to Associate in Applied Science in Business Technology (114)

Outcome 4: Demonstrate preparation for continued pursuit of courses leading to employment

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

**Quality Indicators Such As:**

- Student Learning Outcomes
- Effective Teaching
- Effective Learning Environments
- Capacity to Meet Needs of Constituencies

- Course-embedded assessment of general education outcomes 1-3 showed an averaged increase from 17% to 81% when pre-test and post-test scores were compared. An average increase of 64 percentage points. Course-embedded assessment of degree program outcomes 3-4 showed an average increase from 3.5% to 81% when pre-test and post-test scores were compared. An average increase of 77.5 percentage points. These dramatic increases demonstrate that student learning is taking place and that outcomes specific to the business technology degree program are being met. SSC provides faculty with the opportunity for professional development through funding opportunities and onsite technology training. The college employs faculty based on Higher Learning Commission guidelines and teaching ability.
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- SSC is committed to creating effective learning environments with technology, increased tutoring and other academic support, and the development of a variety of delivery methods such as blended and online courses.

	<ul style="list-style-type: none"> <li>The Business Degree Program is meeting the demand of the service area with approximately 53 declared majors and about 4 graduates per year.</li> </ul>																																																																				
<b>Productivity for Most Recent 5 Years</b>	<p><b>Average Number of Degrees:</b> 4 per year  <b>Average Number of Majors:</b> 53 per year</p>																																																																				
<p><b>Other Quantitative Measures:</b></p> <ul style="list-style-type: none"> <li>Number of Courses for Major</li> <li>Student Credit Hour in Major</li> <li>Direct Instructional Costs</li> <li>Roster of faculty members including the number of FTE faculty in the specialized courses within the curriculum</li> </ul>	<p><b>Number of Courses for Major:</b> 22  <b>Student Credit Hours in Major:</b> 16,587 for total of review period (Includes non-major enrollees)  <b>Direct Instructional Costs:</b> \$2,138,580 for review period (Total for three business degree programs)</p> <p><b>Roster of B &amp; IS Faculty:</b></p> <table border="1"> <thead> <tr> <th colspan="4">Current Full-Time B &amp; IS Faculty</th> </tr> <tr> <th>Name</th> <th>Teaching Area</th> <th>Highest Degree</th> <th>Institution</th> </tr> </thead> <tbody> <tr> <td>Fred Bunyan</td> <td>Accounting/Business/Information</td> <td>MS Business Education</td> <td>Oklahoma State University</td> </tr> <tr> <td>Dawn Hamm</td> <td>Accounting/Business</td> <td>MBA Management</td> <td>Oklahoma City University</td> </tr> <tr> <td>Brad Schatzel</td> <td>Business/Information Systems</td> <td>MBA Management</td> <td>University of Central Oklahoma</td> </tr> <tr> <td>Alayna Grady ½ B &amp; IS ½ LAH</td> <td>Information Systems</td> <td>Educational Instructional Psychology Technology</td> <td>University of Oklahoma</td> </tr> <tr> <th colspan="4">Current Full-Time Faculty From Other Divisions Teaching B &amp; IS Classes</th> </tr> <tr> <td>Donna Chambers</td> <td>Medical Terminology</td> <td>MS Nursing</td> <td>University of Oklahoma</td> </tr> <tr> <td>Dewayne Forrester</td> <td>Business</td> <td>MA Leadership</td> <td>Mid-America Christian University</td> </tr> <tr> <td>Michael Schnell</td> <td>Information Systems</td> <td>MS Information Technology</td> <td>Florida Institute of Technology</td> </tr> <tr> <th colspan="4">Current Adjunct Teaching B &amp; IS Classes</th> </tr> <tr> <td>Chun Fu Cheng</td> <td>Information Systems</td> <td>MBA Management</td> <td>Oklahoma City University</td> </tr> <tr> <td>David Dickens</td> <td>Business</td> <td>MS Management</td> <td>Southern Nazarene University</td> </tr> <tr> <td>Bettye Finch</td> <td>Business</td> <td>MPA Public</td> <td>Norwich University</td> </tr> <tr> <td>Heather Kreeger</td> <td>Business/Information Systems</td> <td>MBA Management</td> <td>University of Western Kentucky</td> </tr> <tr> <td>Don Pilgrim</td> <td>Business Communication</td> <td>MA Speech</td> <td>Oklahoma State University</td> </tr> <tr> <td>Karen Smith</td> <td>Business</td> <td>BS Computer Science</td> <td>University of Central Oklahoma</td> </tr> </tbody> </table>	Current Full-Time B & IS Faculty				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 ½ B & IS ½ LAH	Information Systems	Educational Instructional Psychology Technology	University of Oklahoma	Current Full-Time Faculty From Other Divisions Teaching B & IS Classes				Donna Chambers	Medical Terminology	MS Nursing	University of Oklahoma	Dewayne Forrester	Business	MA Leadership	Mid-America Christian University	Michael Schnell	Information Systems	MS Information Technology	Florida Institute of Technology	Current Adjunct Teaching B & IS Classes				Chun Fu Cheng	Information Systems	MBA Management	Oklahoma City University	David Dickens	Business	MS Management	Southern Nazarene University	Bettye Finch	Business	MPA Public	Norwich University	Heather Kreeger	Business/Information Systems	MBA Management	University of Western Kentucky	Don Pilgrim	Business Communication	MA Speech	Oklahoma State University	Karen Smith	Business	BS Computer Science	University of Central Oklahoma
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<b>Duplication and Demand</b>	Degree program does not duplicate programs in the service area. Demand is moderate.																																																																				
<b>Effective Use of Resources</b>	The B & IS Division maximizes productivity using the available physical, technical, financial and personnel resources.																																																																				

<p><b>Strengths and Weaknesses</b></p>	<p><b>Strengths:</b> Faculty members are experienced, motivated, qualified, and caring instructors that work to coordinate course content to insure a proper background for their students. Faculty are receiving training in the use of new instructional technology and are actively implementing more technology into the classrooms and computer labs as it becomes available. The size of SSC allows for smaller class sizes and more one on one involvement with the students.</p> <p><b>Weaknesses:</b> Within the last ten years, the number of faculty employed by the B &amp; IS division has decreased from eight full-time to three full-time and one half time faculty member. Also, the B &amp; IS division employed a full-time secretary but within this evaluation period the division secretary became part-time.</p> <p>Scheduling and offering classes that have computer lab components are becoming more of a problem due to limited computer lab space.</p>
<p><b>Recommendations</b></p>	<ul style="list-style-type: none"> <li>• Work with area technology centers. Identify, mentor and monitor student progress towards graduation.</li> <li>• Implement and improve the process for higher student enrollment in the Business Technology Degree Program.</li> <li>• Implement degree completion initiative that involves degree planning and tracking procedures for students that require students to experience increased, high quality one on one interaction and mentorship with Business faculty.</li> <li>• Although students are not expected to transfer to a four-year institution, some Business Technology students upon accomplishing their degree gain the confidence to transfer to a four-year institution. 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.</li> </ul>