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SEMINOLE STATE COLLEGE
ASSOCIATE IN APPLIED SCIENCE IN BUSINESS TECHNOLOGY (114)

Degree Program Evaluation for 2012-13

October 1, 2013

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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

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Associate in Applied Science In Business Technology Degree Program Outcomes
Outcomes for Terminal Degree Programs

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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.

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Outcomes Specific to Associate of Applied Science in Business Technology

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

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

2. Quality Indicators

**Combined Course Embedded Assessment Results For Fall 2012 and Spring 2013
for Major Field Courses in Degree Program**

General Education Outcomes	Pre-Test % Correct	Post-Test % Correct	Difference
General Education Outcome 1	12%	77%	65%
General Education Outcome 2	24%	90%	66%
General Education Outcome 3	16%	77%	61%
General Education Outcome 4	-	-	-
Specific Outcomes for AAS Business	**Pre-Test % Correct**	**Post-Test % Correct**	**Difference**
Degree Program Outcome 3	4%	81%	69%
Degree Program Outcome 4	3%	81%	78%

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 4.37 to 4.76 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 4.61

Graduate Exit Survey: No relevant current data available.

Community College Survey of Student Engagement: Sixty-two percent of SSC students responded often or very often to the student-faculty interaction of discussing grades or assignments with an instructor as compared to 50.1% for students in the cohort schools. Instructors in the B & IS Division encourage student-faculty interaction and make grades available in campus cruiser. B & IS Division Faculty are also available to discuss grades with students.

Faces of the Future Survey: No relevant current data available.

Other Quality Indicators: No relevant current data available.

3. Minimum Productivity Indicators

Productivity Indicators

Academic Year	Semester	Declared Majors	Graduates
2012-13	Summer 2012	-	3
	Fall 2012	47	1
	Spring 2013	62	7
	Total Graduates		11

Does the degree program meet the minimum OSRHE standards for productivity this year?
Majors Enrolled (25 per year): Yes
Degree Conferred (5 per year): Yes

Comments/Analysis: The enrollment is strong in this degree program. The graduation rate to enrollment is approximately 10%.

Low Productivity Justification: NA

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	Credit Hours	
CS	1103	Introduction to Microcomputers	22	265	12.1	3	795
CS	1113	Intro To Programming	1	6	6	3	18
CS	1143	Computer Competence	2	23	11.5	3	69
CS	1183	Principles Of Information Security	1	6	6	3	18
ACCT	1413	General College Accounting	5	49	9.8	3	147
BA	1733	Business Math	1	13	13	3	39
CS	2003	Web Page Design Using HTML	3	29	9.7	3	87
ACCT	2033	Financial Accounting	4	62	15.5	3	186
CS	2103	Word	1	4	4	3	12
BA	2113	Macroeconomics	4	54	13.5	3	162
ACCT	2123	Managerial Accounting	4	34	8.5	3	102
BA	2123	Small Business Management	2	29	14.5	3	87
BA	2133	Human Relations	7	130	18.6	3	390
CS	2163	Desktop Publishing	1	17	17	3	51
CS	2173	Operating Systems	1	9	9	3	27
BA	2213	Microeconomics	3	51	17	3	153
BA	2233	Business Communication	2	24	12	3	72
BA	2243	Personal Finance	2	36	17.5	3	108
BA	2403	Principles of Business Management	3	46	15.3	3	138
BA	2423	Business Ethics	3	62	8.9	3	186
BA	2513	Principles of Marketing	1	28	28	3	84
CS	2643	Excel	1	7	7	3	21

Credit Hours Generated in Major Field Courses By Level

Academic Year	1000 Level Credit Hours Generated	2000 Level Credit Hours Generated
2012-13	1086	1866

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?
2012-13	$146,401	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 of Degree Program That Are Part of General Education Requirements in Other Degree Programs

Major Field Course Information			
Prefix	Number	Title	Credit Hours Generated
-	-	-	-

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 Instructional Psychology Technology	University of Oklahoma
Current Full-Time Faculty From Other Divisions Teaching Major Courses in Degree Program			
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			
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
Heather Kreeger	Business/Information	MBA Management Completion 12/2013	Western Kentucky University
Don Pilgrim	Business Communication	MA Speech	Oklahoma State University
Karen Smith	Business	BS Computer Science 31 years industry experience	University of Central Oklahoma

5. Recommendations and Other Relevant Items:

Increase the number of graduates by 30% or about 3 students per year by doing the following:

Curriculum Change for this Degree Program
The division collaborated with the local technology centers, the Oklahoma State Regents for Higher Education, SSC Faculty, and B & IS advisory committee members to update the curriculum of the Associate in Applied Science in Business Technology Degree Program. These changes should be approved within this academic year.
Develop a plan to identify students from the technology centers.

Grow the relationship with the technology centers through increased involvement with their advisory boards.

Increase communication with technology centers though email, telephone, and social media.

Encourage students to choose a B & IS Division Major in lieu of General Studies by providing degree major forms and encouragement in our B & IS classes.

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.

Assistant Professor Brad Schatzel is organizing a student trip to New York City. In order to grow our relevant and dynamic program, we are offering hands on, real world experience to our students. The inaugural New York Business Experience trip is scheduled for March 17-21 of 2014, Spring Break. Highlights will include a tour of the financial district, the Federal Reserve Bank, and Macy's Backstage tour that includes an exclusive marketing seminar.

A chapter of Phi Beta Lambda (PBL) business club is being organized to accomplish three things. First, the club will get students and sponsors involved with the local community through service projects like cleaning up downtown Seminole and volunteering at the Christmas Festival at the nearby Reynolds Wellness Center. Second, the club will create buzz and prestige for our business division degree majors. Exposure of business majors doing exciting things should attract more students to our division. Finally, PBL helps students grow into business leaders. Educational projects along with regional and national conferences offer students a chance to highlight their skills as well as meet PBL members from other chapters.

Our exchange relationship with the Silkeborg Business School in Denmark continues its remarkable growth. In fall of 2013, SSC will be taking another large step forward by hosting 20 Danish students for eight weeks. These exchange students will be in business division classes alongside our traditional SSC students. It is a great opportunity for all involved to learn about a different culture, make international friends, and generate goodwill. Additionally, assistant professor Brad Schatzel will travel to Denmark in early October to discuss short and long-term goals for the Silkeborg/Seminole State exchange.