

SEMINOLE STATE COLLEGE
ASSOCIATE IN SCIENCE IN BUSINESS (203)
Program Review Executive Summary

Date of Review: Fall 2019

Recommended Date of Next Review: Fall 2024

The Associate in Science in Business 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 business careers and at the same time improving critical thinking skills necessary for success in all studies. **Empowers people for personal development** by training students to set and achieve educational goals by developing responsibility, organizational skills, and academic skills. The program places students in appropriate college level courses, allowing them the opportunity to progress through the curriculum in order to achieve success. **Empowers people for life-long learning** by providing a variety of courses that vary in content and have the purpose of broadening a student’s appreciation of and creating a desire for continued learning once they have completed their education at SSC.

Program Objectives and Goals: Outcomes Specific to Associate in Science in Business (203)

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.

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 average score increase of 40% from pre-test to post-test. Course-embedded assessment of degree program outcomes 3-4 showed an average score increase of 36.5% from pre-test to post-test These increases demonstrate that student learning is taking place and that outcomes specific to the business 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.
- 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.
- The Business Degree Program is meeting the demand of the service area with approximately 172 declared majors and about 36 graduates per year.

Productivity for Most Recent 5 Years

Average Number of Degrees: 36 per year
Average Number of Majors: 172 per year

Other Quantitative Measures:

- Number of Courses for Major
- Student Credit Hour in Major
- Direct Instructional Costs
- Roster of faculty members including the number of FTE faculty in the

Number of Courses for Major: 17
Student Credit Hours in Major: 4,281 for total of review period (Includes non-major enrollees)
Direct Instructional Costs: \$1,967,850.72 for review period (Total for Business and Education Division which directs six degree programs)
Roster of B & IS Faculty:

specialized courses within the curriculum	Current Full-Time Business Faculty			
	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
	Stephen Brooks	Computer Applications	MBA	University of Oklahoma
	Current Full-Time Faculty From Other Divisions Teaching Business Degree Program Classes			
	Michael Schnell	Computer Science	Information Technology	Florida Institute of Technology
	Current Adjunct Teaching Business Classes			
	Dawna Hamm	Business	MBA	Oklahoma City University
	Regina Stillwell	Accounting	MBA	St. Gregory's University
Duplication and Demand	Degree program does not duplicate programs in the service area. Demand is high.			
Effective Use of Resources	The Business Degree Program maximizes productivity using the available physical, technical, financial and personnel resources.			
Strengths and Weaknesses	<p>Strengths: 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>Weaknesses: While the Business Degree Program's graduation rate continues to increase (from 20% to 31% over the review period) declared majors continue to decrease. This mirrors an institution wide slide in enrollment numbers.</p> <p>Scheduling and offering classes that have computer lab components is becoming a problem due to limited computer lab space.</p>			
Recommendations	<ul style="list-style-type: none"> • Increase student and faculty awareness of articulation agreements and the Course Equivalency Project between colleges and universities in the state system and the advantage of receiving an associate degree before transferring to a four-year institution. • Continue to improve the process for higher student enrollment in the Business Degree Program that currently includes recruiting through classroom visits, social media, distribution of pamphlets, and attending high school recruiting events. • Continue degree completion initiative that involves student advising with business faculty, regular education about degree graduation requirement and procedures, and exposure to transfer options. 			