

Public Disclosure of Student Achievement

Institution Name: Southwestern Oklahoma State University

Business Unit(s) included in this report: Everett Dobson School of Business and Technology

Academic Period Covered: 2017-2018

Date Submitted: August 1, 2019

PROGRAM	INDICATOR	RESULT
Bachelor of Business Administration with majors in:		
Accounting	First-time Freshman Retention Rate	2016-17 (Fall semesters) 26%
Entrepreneurship	First-time Freshman Retention Rate	2016-17 (Fall semesters) 70%
Finance	First-time Freshman Retention Rate	2016-17 (Fall semesters) 55%
Management	First-time Freshman Retention Rate	2016-17 (Fall semesters) 57%
Marketing	First-time Freshman Retention Rate	2016-17 (Fall semesters) 79%
Master of Business Administration, including PharmD/MBA (dual degree)	Graduation rate	2013-14 cohort – 66% had graduated by May 2018 (within <u>4 years of first semester</u>) 2014-15 cohort – 43% had graduated by May 2018 (within <u>3 years of first semester</u>) 2015-16 cohort – 31% had graduated by May 2018 (within <u>2 years of first semester</u>)
Master of Science in Management	Graduation rate	2013-14 cohort – 100% (1/1) graduated by May 2018 (within <u>4 years of first semester</u>) 2014-15 cohort – 0% (0/2) graduated by May 2018 (within <u>3 years of first semester</u>) 2015-16 cohort – 0% (0/1) graduated by May 2018 (within <u>2 years of first semester</u>)

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
First-time Freshman Retention Rate	<ul style="list-style-type: none">• Tracking entering freshman students, what percentage of those students are still business majors the next fall?• Changing options among the business majors is counted as retained.• First-Time Freshman, as definite by the US Department of Education, are an institution's cohort of students who started at the institution as their first place of post-secondary education (with the exception that they are allowed to transfer up to six credit hours of post-secondary non-remedial credit, i.e., concurrent credits, the summer after high school, are not counted) during the fall semester.
Graduation Rate	Tracking a cohort of students , what percentage of those students graduated within 2, 3, or 4 years of their first graduate semester?