



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: 2018-2019

Date Submitted: August 2, 2019

PROGRAM	INDICATOR	RESULT
Bachelor of Business Administration with majors in:		
Accounting	First-time Freshman Retention Rate	2017-18 (Fall semesters) 43%
Entrepreneurship	First-time Freshman Retention Rate	2017-18 (Fall semesters) 67%
Finance	First-time Freshman Retention Rate	2017-18 (Fall semesters) 50%
Management	First-time Freshman Retention Rate	2017-18 (Fall semesters) 28%
Marketing	First-time Freshman Retention Rate	2017-18 (Fall semesters) 0%
Master of Business Administration, including PharmD/MBA (dual degree)	Graduation rate	2013-14 cohort – 79% had graduated by May 2019 <u>(within 5 years of first semester)</u> 2014-15 cohort – 52% had graduated by May 2019 <u>(within 4 years of first semester)</u> 2015-16 cohort – 83% had graduate by May 2018 <u>(within 3 years of first semester)</u> 2016-17 cohort – 71% had graduated by May 2019 <u>(within 2 years of first semester)</u>

Master of Science in Management	Graduation rate	2013-14 cohort – 100% (1/1) graduated by May 2019 <u>(within 5 years of first semester)</u> 2014-15 cohort – 0% (0/2) graduated by May 2019 <u>(within 4 years of first semester)</u> 2015-16 cohort – 0% (0/1) graduated by May 2019 <u>(within 3 years of first semester)</u> 2016-17 cohort – 0% (0/2) graduated by May 2019 <u>(within 2 years of first semester)</u>
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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, 4, or 5 years of their first graduate semester?