



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: 2019-2020

Date Submitted: August 3, 2020

PROGRAM	INDICATOR	RESULT
Retention Rates – Undergraduate BBA Programs		
Bachelor of Business Administration with majors in:		Fall to Fall retention rate for First-time Freshman (FTF)
Accounting	FTF Retention Rate	2018-19 (Fall semesters) 67%
Ag Business	FTF Retention Rate	2018-19 (Fall semesters) NA
Entrepreneurship	FTF Retention Rate	2018-19 (Fall semesters) 30%
Finance	FTF Retention Rate	2018-19 (Fall semesters) 60%
Management	FTF Retention Rate	2018-19 (Fall semesters) 58%
Marketing	FTF Retention Rate	2018-19 (Fall semesters) 64%

Graduation Rates

<p>Master of Business Administration, including PharmD/MBA (dual degree) and Master of Science in Management</p>	<p>Graduation rate of Graduate Business Programs</p>	<p>2013-14 cohort: 51% graduated within 2 years 16% graduated within 3 years 74% graduated by June 2020</p> <p>2014-15 cohort: 39% graduated within 2 years 13% graduated within 3 years 55% graduates by June 2020</p> <p>2015-16 cohort: 67% graduated within 2 years 24% graduated within 3 years 92% graduated by June 2020</p> <p>2016-17 cohort: 67% graduated within 2 years 6% graduated within 3 years 72% graduated by June 2020</p> <p>2017-18 cohort: 63% graduated within 2 years Other data not yet available</p>
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Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
<p>First-time Freshman Retention Rate</p>	<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.
<p>Graduation Rate</p>	<p>Tracking a cohort of students, what percentage of those students graduated within two or three years of their first graduate semester? What percentage graduated after three years?</p>