

## 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

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

Master of Science in Management	Graduation rate	2013-14 cohort – <b>100%</b> (1/1) graduated by May 2019 <u>(within 5 years of first semester)</u> 2014-15 cohort – <b>0%</b> (0/2) graduated by May 2019 <u>(within 4 years of first semester)</u> 2015-16 cohort – <b>0%</b> (0/1) graduated by May 2019 <u>(within 3 years of first semester)</u> 2016-17 cohort – <b>0% (0/2)</b> 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"> <li>Tracking entering freshman students, what percentage of those students are still business majors the next fall?</li> <li>Changing options among the business majors is counted as retained.</li> <li>First-Time Freshman, as defined 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.</li> </ul>
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?