

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

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%

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 Rates

Master of Business Administration, including PharmD/MBA (dual degree) and Master of Science in Management

Graduation rate
of
Graduate Business Programs

2013-14 cohort:

51% graduated within 2 years
16% graduated within 3 years
74% graduated by June 2020

2014-15 cohort:

39% graduated within 2 years
13% graduated within 3 years
55% graduates by June 2020

2015-16 cohort:

67% graduated within 2 years
24% graduated within 3 years
92% graduated by June 2020

2016-17 cohort:

67% graduated within 2 years
6% graduated within 3 years
72% graduated by June 2020

2017-18 cohort:

63% graduated within 2 years
Other data not yet available