

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: 2020-2021

PROGRAM	INDICATOR	RESULT
Bachelor of Business Administration with majors in:		
Accounting	First-time Freshman Retention Rate	2019-20 (Fall semesters) 53%
Ag Business	First-time Freshman Retention Rate	2019-20 (Fall semesters) 75%
Entrepreneurship	First-time Freshman Retention Rate	2019-20 (Fall semesters) 67%
Finance	First-time Freshman Retention Rate	2019-20 (Fall semesters) 64%
Management	First-time Freshman Retention Rate	2019-20(Fall semesters) 56%
Marketing	First-time Freshman Retention Rate	2019-20 (Fall semesters) 64%
Master of Business Administration, including PharmD/MBA (dual degree) And Master of Science in Management	Graduation rate	<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: 64% graduated within 2 years 1% graduated within 3 years</p> <p>Other data not yet available</p>

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 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.
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?