Program Review Summary Template
3.7 Academic Program Review
2011-2016

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

Description of the program's connection to the institutional mission and goals:

> The Associate of Science in Business Administration is designed to outline the freshman and sophomore years of study for students who plan to transfer to a university to major in such fields as marketing, economics, management, real estate, accounting, finance, management information systems, or general business.

3.7.5 Process (Internal/External Review):
Previous Reviews and Actions from those reviews:

Analysis and Assessment (including quantitative and qualitative measures) noting key findings from internal or external reviews and including developments since the last review:

> Each year faculty within the business department attend the Course Equivalency Project forum sanctioned by the Oklahoma State Regents of Higher Education. This is a time for faculty to visit with other colleges and universities across the state. It ensures that instructors are teaching the same core concepts within common course titles for the purpose of accepting transfer credits from one institution to another. Also, the course descriptions and course prefixes listed within each institution's academic catalog are re-evaluated for the purpose of granting students with the proper transfer credits. Upon attendance, it was concluded that the Business Administration degree plan is in compliance with the state articulation agreement among colleges.
>
> The business division performs an annual assessment of the overall program with three learning goals for Business Administration majors. The three goals are as follows:
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> Goal 1 – Understanding of Accounting
> Goal 2 – Understanding of General Business
> Goal 3 – Understanding of Economics
> Pre and Post-Test objective assessment tools are administered in Financial Accounting 2103, Macroeconomics 2113, and Intro to Business 1123 courses each academic year. Data is aggregated electronically using the features of Blackboard and then reported to the Division

Dean annually by the instructors of the three courses. The dean and instructors collaborate to determine any needed department-level actions and then reports the learning outcomes to the VPAA and other stakeholders who have resources to address any problems and to those compiling reports for State Regents and other external audiences. All data are reviewed as a part of program review every five years. In addition, student satisfaction surveys are delivered in these courses with data being reviewed as an indirect measurement of program success.

As part of the annual Assessment Academy, the Business Administration department has participated in the collection of results for the general education learning goal related to Oral Communication. A standard rubric was developed by the Assessment Committee and administered in Financial Accounting 2103, Macroeconomics 2113, and Intro to Business 1123. In these courses, students were required to make a presentation over a business topic and the standard rubric was utilized to collect data related to the student's oral communication skills.

A. Centrality of the Program to the Institution's Mission:

(Institution's response/rationale should follow each criteria of this policy; (Size of box provided is __NOT__ an indicator of the length of response expected; please include as much information as needed to thoroughly address each standard.)

Eastern Oklahoma State College, as a public community college, is committed to providing a broad range of higher educational programs to the constituents of its service area. The inclusion of the Business Administration Program provides students a quality educational experience designed to provide the general education curriculum and the business curriculum to pursue a Bachelor of Science degree in specialized business areas at a four-year institution with the academic classification of a junior.

B. Vitality of the Program:
B.1.Program Objectives and Goals:

The primary goals and objectives of the business administration program is to provide a comprehensive two–year curriculum which will build a strong academic base in business, reading, writing, math, and critical thinking skills. In addition, the curriculum should provide those students completing the program, the necessary knowledge and skills to be successful at the four–year university in specialized areas of business, including such areas as Accounting, Economics, Finance, Money and Banking, Management Information Systems, Management, Marketing, Computer Systems and Management Science, Hotel and Food Service Management, Purchasing and Materials Management, and Real Estate.

B.2 Quality Indicators (including Higher Learning Commission issues):

At the beginning of each academic year, students who have declared Business Administration as their major are given a pre-test. This test is comprised of 40 multiple choice questions covering a broad range of "business basics" in areas such as management, accounting, economics, and the fundamentals of business communication. The tests are scored and stored within the student's file. Once the student has applied for graduation, the student retakes the pre-test as their exit exam (post-test) from the department. Pre-test scores and post-test scores are compared to assess their learning outcomes of the program. This data is also used to determine program modifications or curriculum changes.

B.3. Minimum Productivity Indicators:

Time Frame (e.g.: 5 year span)	Head Count	Graduates Business Admin and Bus Services-Accounting
2011-2012	109	17
2012-2013	121	36
2013-2014	95	23
2014-2015	106	18
2015-2016	84	30

B.4. Other Quantitative Measures:
      a. Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

BUSINESS ADMIN-AS		COURSE ENROLLMENT				
Course #	Course Title	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
ACCT 1113	Basic Bookkeeping	111	136	87	90	87
ACCT 2103	Financial Accounting	175	128	132	150	133
ACCT 2203	Managerial Accounting	93	76	84	94	96
ECON 2113	Intro to Macroeconomics	35	57	56	63	66
ECON 2123	Intro to Microeconomics	39	60	64	52	68
BUSAD 1123	Intro to Business	83	80	66	77	88
BUSAD 2113	Business Statisitcs	23	24	21	34	29
BUSAD 2123	Business Communications	54	65	48	73	51
BUSAD 1133	Human Relations	32	41	27	18	14
MGT 2113	Principles of Management	15	15	6	6	13
MKT 2333	Marketing	26	13	8	4	5

b. Student credit hours by level generated in all major courses that make up the degree program for five years:

See above

c. Direct instructional costs for the program for the review period:

The budget for this division has decreased over the 2011-2016 period due to cuts in state allocations. The average budget (excluding salaries and benefits) has been around $5,000 per year.

d. The number of credits and credit hours generated in the program that support the general education component and other major programs including certificates:

This program generates a lot of credit hours toward the general education degree. The computer application courses taught over this period generated 8841 credit hours.

e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:

Faculty	Credential	Institution that granted degree
Kay Langham	Full Time Faculty, Dean B.S. Business Education M. S. Administrative Studies	Southeastern Oklahoma State University
Amanda Smith	Full Time Faculty, Chair B.S. Accounting M.S. Accounting	Oklahoma State University
Kaben Smallwood	Full Time Faculty B.S. Economics	University of Oklahoma Oklahoma City University

	MBA Juris Doctor	

f. If available, information about employment or advanced studies of graduates of the program over the past five years:

N/A

g. If available, information about the success of students from this program who have transferred to another institution:

No formal system is in place to track students as they transfer to other institutions, however, by visiting with students or by hearing through word of mouth, we have learned of their success.

B.5. Duplication and Demand:

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various publics served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

B.5. Duplication and Demand Issues:

Address Duplication:

N/A

Address Demand:

This is a fairly high demand program in our area. Many students take business administration classes even if they do not complete the degree. Businesses in the area value the course taught in this degree.

B.5.a. Detail demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

B.5.b. Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:

There were 106 Business Administration majors, in the Fall of 2016. The Business Administration program is the third largest at Eastern Oklahoma State College. Demand for this program has continued to remain strong, as job opportunities are available for students successful in this program. Since students can earn the Business Administration degree at the McAlester Campus, the number of Business Administration students continues to increase on that campus. Business Administration courses are also offered at the McCurtain County Higher Education Center at Idabel through ITV.

B.5.c. Detail demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

N/A

B.5.d. Detail indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

N/A

B.5.e. The process of program review should address meeting demands for the program through alternative forms of delivery. Detail how the program has met these demands:

The Business Administration program has seen a significant increase in online enrollment. Instructors have increased class sizes to meet the demands of students, as needed, in order for students to complete graduation. The program will ITV the live class to other campuses to meet the needs of students in other areas of the state that cannot attend class at the main campus.

B.6. Effective Use of Resources:

Resources include financial support, (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff.

Eastern Oklahoma State College appropriated for the Business Administration Operating Budget $1,050 for the 2016/2017 academic year. The Business Administration Department Operating Budget continues to see a reduction due to availability of state funds. Operational funds are used to provide supplies, equipment and travel.

Eastern's library maintains an adequate collection of books, magazines, and videos relating to general business, economics, accounting, marketing, and management. These resources provide students reference materials and reading assignments for various classes. As of Fall 2011, the library has added 15 computer stations. The Eastern Oklahoma State College library is affiliated with an interlibrary loan program provided by On-Line Computerized Library Center. Students may secure magazine articles, books, and textbooks within three (3) to five (5) working days through the interlibrary loan program. The library staff is always willing to secure any requested materials if funds are available.

The primary facilities used for the major classes in this program consist of 2,672 square feet of classroom space. However, other classes are also held in these classrooms. The computers in the accounting classroom have enhanced the technology available for students. In addition to the computers, additional online resources from the textbook companies are utilized to assist the students in comprehending the accounting concepts. General ledger and spreadsheet software is available to further the students' educational experience.

Support services provided for the students of the Business Administration Program include offices for financial aid, student support services, student services, business office, bookstore, learning resources, food services, and advisement.

Two Promethan boards are used to deliver material in the Economics and Accounting classrooms. Class material is delivered on PowerPoint and Excel. Access to the Internet is provided for student use and incorporated into the classroom. These boards have been instrumental in helping faculty members highlight specific areas during Power Point presentations, specifically charts and graphs that are indicative to the discipline of economics and accounting.

*Low Producing Program Reviews follow a different format and template.

Institutional Program Recommendations: (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

Recommendations	Implementation Plan	Target Date
CONTINUE PROGRAM		

Summary of Recommendations:

	Department	**School/College**	**Institutional**
Possible Recommendations:			
Expand program (# of students)			
Maintain program at current level			
Reduce program in size or scope			
Reorganize program			
Suspend program			
Delete program			

Department/
Program Head_____ Date_____

             (Signature)

Dean_____ Date_____

             (Signature)