

**Fermanian School of Business  
MBA PLO #1 Assessment  
2015-2016**

**Learning Outcome:**

MBA PLO #1: Demonstrate competency of the concepts, models and theories in the core business disciplines.

**Outcome Measure:**

Peregrine Comprehensive Exit Exam Results – implemented Spring 2016

**Criteria for Success:**

Score at or above the average total score and the average disciplinary area scores of national ACBSP schools

**Aligned with DQP Learning Areas (circle one or more but not all five):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

**Data:**

Peregrine Comprehensive Exam Results - Average	PLNU Spring 2016	PLNU Summer 2016	National ACBSP Schools AY 15-16
<b>Total</b>	55.0	51.0	54.4

Peregrine Comprehensive Exam Results – Disciplinary Areas	PLNU Spring 2016	PLNU Summer 2016	National ACBSP Schools AY 15-16
<b>Accounting</b>	55	48.5	55.6
<b>Business Ethics</b>	61.7	52.6	55.4
<b>Business Finance</b>	51.7	44.8	48.5
<b>Business Integration and Strategic Management</b>	61.7	58.2	56.4
<b>Economics (Macro/Micro)</b>	38.3	51.1	54
<b>Global Dimensions of Business</b>	51.7	52.6	49.3
<b>Management (Operations, HRM, &amp; Organizational Behavior)</b>	60	54.1	56.5
<b>Marketing</b>	58.3	51.5	57.5
<b>Quantitative Techniques/Statistics</b>	56.7	45.2	52.1

**N (Spring 2016) = 6 students**

**N (Summer 2016) = 22 students**

### **Conclusions Drawn from Data:**

It is important to note that PLNU's methodology of administering the Peregrine Comprehensive Exam is delivered in a face-to-face format, proctored and students are given a two-hour time limit to complete the test. According to Peregrine, a majority of the schools who administer the Peregrine Comprehensive Exam do so in an un-proctored online format with time limits higher than two hours. Therefore, there are limitations in comparing PLNU's MBA results to the ACBSP National Results.

The first implementation of the Peregrine Comprehensive Exam was during Spring 2016. Prior to AY 15-16, The ETS exam was administered. The initial results of using the Peregrine Comprehensive Exam for Spring 2016 and Summer 2016 allow for a baseline measurement. However, before making significant program changes, more data is required.

During the Spring 2016 semester, PLNU's average total score was above the ACBSP National Results meeting the criteria for success. However, during the Summer 2016 semester, PLNU's average total score was below the ACBSP National Results; therefore, not meeting the criteria for success.

During the Spring 2016 semester, PLNU's score was at or above the ACBSP National Results for seven of the nine disciplinary areas; therefore, meeting our criteria for success in a majority of the discipline areas. Of the two disciplinary areas in which PLNU did not meet the criteria for success, only one disciplinary area (Economics) was significantly below (defined as 4 or more points) the ACBSP National Results.

During the Summer 2016 semester, PLNU's score was at or above the ACBSP National Results for two of the nine disciplinary areas; therefore, meeting our criteria for success in two of the discipline areas. Of the seven disciplinary areas in which PLNU did not meet the criteria for success, three of the seven disciplinary areas (Accounting, Marketing, and Quantitative Techniques) were significantly below (defined as 4 or more points) the ACBSP National Results. For both Marketing and Quantitative Techniques, the Spring 2016 results were above the ACBSP National Results.

While Spring 2016 and Summer 2016 are the initial semesters of implementing the Peregrine Comprehensive Exam for assessment purposes, and are going to be used primarily for baseline measurement, there are two disciplinary areas that changes were already identified as areas needing improvement – Accounting and Economics. The Peregrine Comprehensive Exam confirms a potential need for improvement in both of these areas – Accounting and Economics were the only two areas in which both semesters showed below ACBSP National Results, and in each case, one semester significantly below (defined as 4 or more points) the ACBSP results. In these two curriculum areas, we have identified areas to expand and improve the content of the courses (described below under changes to be made).

### **Changes to be Made Based on Data:**

Historically, the MBA accounting course (BUS 615) focused primarily on managerial accounting. During the 2015-2016 Academic Year, curriculum changes were proposed to address this issue and increase the amount of financial accounting and financial statement analysis content. These changes will take effect in the Fall of 2016. Therefore, we expect to see improvements in this area in future years.

Historically, the MBA economics course (BUS 630) focused narrowly on certain economic topics. The course content had migrated away from the course description and no longer used a broad economic focus. An opportunity to improve the BUS 630 Economics course was identified during the Fall 2015 semester and confirmed with the Spring 2016 and Summer 2016 Peregrine Economics test results. To refocus the course content, working sessions were held with the faculty teaching the course. Changes to the course content will take effect in the Fall of 2016. Therefore, we also expect to see improvements in this area in future years.