

Measurement and Analysis of Student Learning and Performance --

Core Business Knowledge Program Learning Goal

Measurable Goal – What is your goal?

Core Business Knowledge

Evaluate and make business decisions taking into account the interdependent relationships among competitive and environmental conditions, organizational resources, and the major functional areas of business.

Comprehensive knowledge of all areas of business including:

- Accounting
- Economics
- Management
- Quantitative Business Analysis
- Finance
- Marketing
- Legal and Social Environment
- Information Systems
- International Issues

What is your measurement instrument or process? – Do not use grades. Indicate type of instrument (direct, formative, internal, comparative)

Capstone Tests -- Peregrine and CompXM

Direct, Summative, External, Comparative

Analysis of Results – Core Business Knowledge

Current Results – What are your current results?

A goal to meet or exceed the national benchmark average was set as acceptable. In the 2024-2025 year, none of the content areas met this benchmark on the Peregrine exam. The goal was met or exceeded on 10 out of 17 knowledge areas on the CompXM, with the majority of the ones just slightly below the benchmark.

Analysis of Results – What did you learn from the results?

- Students did not perform well on the Peregrine exam. It is important to note that we proctor our exam as the majority of other Universities allow students to take the exam online with no proctor, allowing for online assistance. Faculty continue to identify key areas to reinforce for the next year.
- It was noted that the time spent completing the exam resulted in higher scores. The Peregrine exam measures a student's subject knowledge and the ability to apply facts, concepts, theories and analytical methods. Attention will continue on the principles and theories within each discipline.
- Students performed better on the CompXM exam.

Action Taken or Improvement Made – What did you improve or what is your next step?

- We strive to achieve above comparative/benchmark and population data.
- Faculty are continuing to meet to discuss areas of improvement and best practices to ensure our students are prepared for the Peregrine exam.
- Course instructor will encourage students to take the entire class period, 1 hour 15 minutes or longer if needed, to complete the exam to ensure students are taking the exam seriously to demonstrate their knowledge.
- Faculty are working to develop an in-house comprehensive exam to be administered and use this data and data from the CopmXM exam from MGT 465 as the comparative national benchmark.