

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

**Learning Outcome:**

PLO #1: Demonstrate general knowledge of theories and practices in the core areas of business.

**Outcome Measure:**

Peregrine Comprehensive Exit Exam Results – implemented Fall 2015

**Criteria for Success:**

Score at or above the average total score and the average disciplinary area scores of all 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

**Initial Data:**

Peregrine Comprehensive Exam Results - Average	Fall 2015 PLNU	Spring 2016 PLNU	ACBSP National (2015/2016)
<b>Undergraduate Total</b>	51.9	50	51.3

Peregrine Comprehensive Exam Results – Disciplinary Areas	Fall 2015 PLNU	Spring 2016 PLNU	ACBSP National (2015/2016)
Accounting	58.6	55.9	51.4
Business Ethics	49.2	47.8	53.5
Business Finance	51	48.8	44.7
Business Integration and Strategic Management	62	51.4	54.1
Business Leadership	48.6	49.3	50.7
Economics (Macro/Micro)	59.2	51.5	48.7
Global Dimensions of Business	43.3	48.3	46
Information Management Systems	55.7	52.5	59
Legal Environment of Business	50.2	48.3	55.8
Management (Operations, HRM, & Organizational Behavior)	48.6	55.9	56.9
Marketing	48.8	48.8	45.8
Quantitative Techniques/Statistics	47.8	41.7	46.3

**Conclusions Drawn from Data:**

Overall, we met our goal in exceeding the average total score by 0.6 points in Fall of 2015; however, we fell slightly below the average total score by 1.3 points in the Spring of 2016. Furthermore, results indicate that Fermanian School of Business students scored above the national ACBSP scores in six of the twelve disciplinary areas in Fall 2015 and five of the twelve disciplinary areas in Spring 2016. Even though the national scores were not met or exceeded in all twelve disciplinary areas, the results are promising and show that we have the potential to meet our goal in the future.

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

Since undergoing a major curriculum change three years ago, new and/or revised lower and upper division courses have been offered. As our professors have and will continue to refine these courses, we anticipate an increase in learning and thus, an increase in the scores on the Peregrine exam in the major discipline areas moving forward. An area that needs improvement is Business Ethics. In order to provide a stronger foundation to build upon throughout our entire business core, we will be adding additional ethics content to MGT 212 Principles of Management. Specifically, beginning Spring 2017, we will be adding course content relating to the study of various ethical models. Information Management Systems and Legal Environment of Business were outliers as well, and will be closely monitored over the next academic year to determine if curricular changes are needed. Business Integration and Strategic Management, Leadership, Global Dimensions of Business, Management, and Quantitative Techniques/Statistics were very close to the target scores, if not exceeding the target scores one semester, and will be closely monitored in the future to determine if any action is needed as well.