

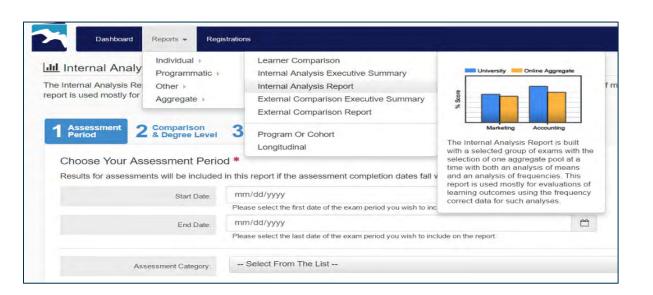
**ACADEMICS • LEADERSHIP • PUBLICATIONS** 

#### **An Overview of Reports**



#### **Internal Analysis Report**

### **Internal Analysis Report**





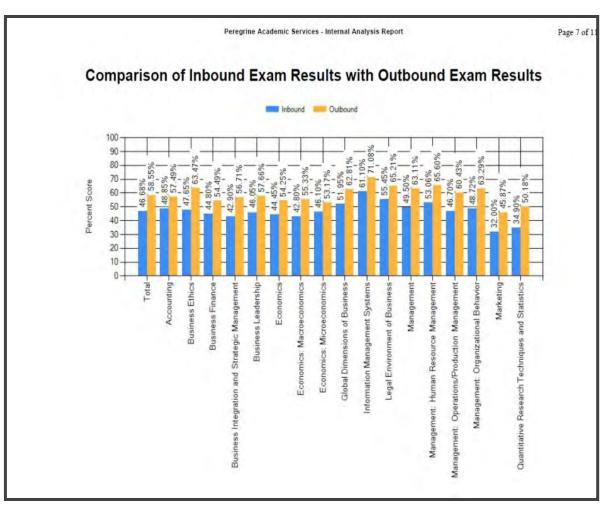
The Internal Analysis Report is most commonly used for learning outcomes analyses (with one aggregate pool selection).

School results are compared at the topic and subject levels based on percent scores and percentile rankings to determine if student performance is below, at, or above desired thresholds established by the school.

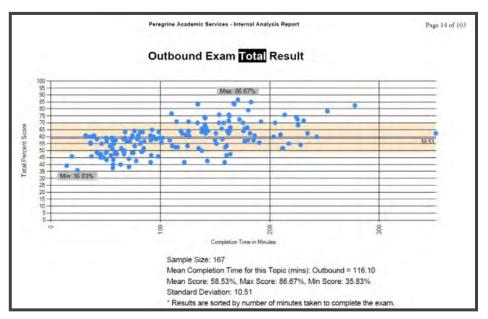
Inbound/Outbound Overview

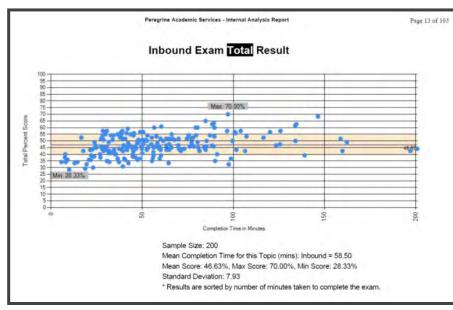
The first graph is a side-byside overview of the exam results. If Inbound Exams are included, this graph will display both the inbound and outbound exam averages.

The topic averages and the sub-topic averages will both be shown (the topics of Management and Economics include sub-topics).



## Score/Completion Time Scatter Plots





The scatter plots are sorted by Exam Completion Time (low to high) and plotted as such with the scores of the shorter completion time shown to the left and the scores with the longer completion time shown towards the right. The Y axis is exam score and the X axis is completion time. Scatter plots are shown for both Inbound and Outbound Exam results for total, topic, and subtopic.

### **Exam Summary Table**

#### **Inbound Exam Summary**

	Results for This Dataset		Averages for the Aggregate		Percentile Rank	Required 80th	
Inbound	Number of Questions Offered	Frequency Correct	Number of Questions Offered	Frequency Correct	for This Report's Dataset		
Accounting	2000	48.85%	25874	46.51%	78	49.26%	
Business Ethics	2000	47.65%	23770	47.79%	44	51.33%	
Business Finance	2000	44.80%	25874	43.91%	52	47.00%	
Business Integration and Strategic Management	2000	42.90%	18010	42.52%	51	44.67%	
Business Leadership	2000	46.05%	17973	47.29%	41	49.67%	
Economics	2000	44.45%	25854	42.36%	66	46.61%	
Economics: Macroeconomics	1000	42.80%	12939	42.47%	63	46.67%	
Economics: Microeconomics	1000	46.10%	12915	42.25%	79	46.54%	
Global Dimensions of Business	2000	51.95%	23755	50.93%	60	53.81%	
Information Management Systems	2000	61.10%	18010	58.34%	79	61.00%	
Legal Environment of Business	2000	55.45%	23769	54.82%	54	58.00%	
Management	2000	49.50%	25887	49.15%	47	53.37%	
Management: Human Resource Management	669	52.79%	8648	51.68%	58	55.67%	
Management: Operations/Production Management	666	46.92%	8601	46.03%	53	50.59%	
Management: Organizational Behavior	665	48.79%	8638	49.72%	41	53.85%	
Marketing	2000	32.00%	25874	30.58%	69	33.60%	
Quantitative Research Techniques and Statistics	2000	34.90%	18008	33.60%	73	36.00%	

#### **Outbound Exam Summary**

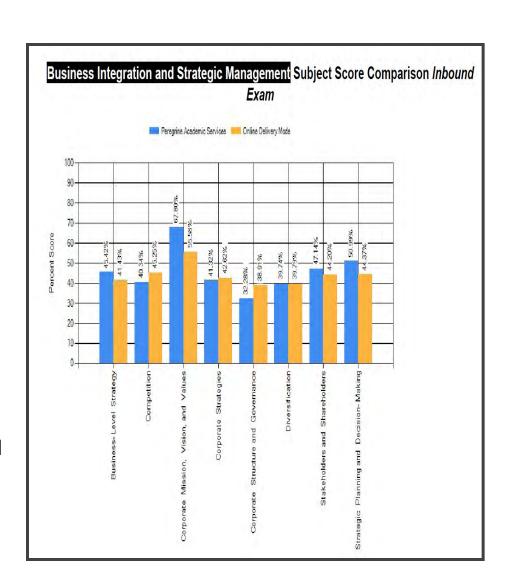
57.8.2.2	Results for This Report's Dataset		Averages for the Selected Aggregate Pool		Percentile Rank	Required Scores for Identified Percentiles Based on the Selected Aggregate Pool				
Outbound	Number of Questions Offered	Frequency Correct	Number of Questions Offered	Frequency Correct	for This Report's Dataset	80th	85th	90th	95th	
Accounting	1670	57.49%	73800	52.31%	90	55.93%	56.36%	57.47%	59.90%	
Business Ethics	1670	63.47%	72296	57.85%	92	61.00%	62.00%	62.67%	64.33%	
Business Finance	1670	54.49%	72600	50.44%	81	54.33%	54.90%	55.60%	57.26%	
Business Integration and Strategic Management	1670	56.71%	69300	49.80%	95	53.00%	53.50%	54.67%	56.67%	
Business Leadership	1670	57.66%	64661	53.57%	81	57.33%	58.14%	59.00%	60.10%	
Economics	1670	54.25%	73737	49.02%	86	53.00%	53.70%	55.00%	56.64%	
Economics: Macroeconomics	835	55.33%	36889	48.71%	92	52.67%	53.40%	54.67%	56.61%	
Economics: Microeconomics	835	53.17%	36848	49.33%	78	53.33%	54.00%	55.33%	56.67%	
Global Dimensions of Business	1670	62.81%	66268	58.05%	89	61.67%	62.33%	63.30%	65.00%	
Information Management Systems	1670	71.08%	68700	66.56%	81	70.80%	72.00%	73.33%	74.53%	
Legal Environment of Business	1670	65.21%	73494	60.85%	85	64.33%	65.08%	66.00%	66.67%	
Management	1670	63.11%	73809	57.17%	83	62.23%	63.26%	64.97%	67.16%	
Management: Human Resource Management	561	66.32%	24435	59.56%	88	64.35%	65.35%	66.82%	68.37%	
Management: Operations/Production Management	556	60.38%	24518	54.50%	81	60.00%	61.17%	63.41%	66.23%	
Management: Organizational Behavior	553	63.12%	24856	57.44%	85	62.34%	63.27%	64.67%	66.89%	
Marketing	1670	45.87%	70500	39.04%	91	43.33%	44.00%	45.33%	47.67%	
Quantitative Research Techniques and Statistics	1670	50.18%	66597	44.70%	82	49.33%	51.00%	52.30%	53,65%	

The Exam Summary Table is a an overview of each topic/subtopic data with the percent correct, a comparison with the aggregate data, a percentile rank, and the percentile benchmarks used for learning outcomes evaluation. Similar tables are shown for each topic, with similar subject-level data.

### **Topic/Subtopic Analysis**

For each topic/subtopic for both inbound and outbound exams, the reported data include:

- ✓ Inbound Exam/Outbound Exam side-byside
- ✓ Table of the Assessment Summary 
  Statistics
- ✓ Scatter Plot of the Score (Y Axis) and the Completion Time (X Axis)
- ✓ Bar Graph of the Subjects within the Topic/Subtopic compared to the selected aggregate pool used with the report.
- ✓ A Frequency Analysis Table of the questions offered on the exam.



### **Topic/Subtopic Analysis**

#### Frequency of Questions Offered on Outbound Exams

Business Integration and Strategic Management	Results for This Dataset		Averages for the Aggregate	Percentile Rank	Required Scores for Identified Percentiles Based on the Selected Aggregate Pool				
	Number of Questions Offered	Frequency Correct	Number of Questions Offered	Frequency Correct	for This Report's Dataset	80th	85th	90th	95th
Business-Level Strategy	192	55.21%	7815	50.54%	74	56.41%	58.01%	59.91%	62.47%
Competition	99	50.51%	4083	49.42%	55	56,10%	57.52%	58.68%	60.74%
Corporate Mission, Vision, and Values	54	77.78%	1851	66.18%	84	75.76%	77.55%	80.15%	82.45%
Corporate Strategies	577	57.54%	24097	49.63%	90	54.90%	55.73%	57.00%	59.86%
Corporate Structure and Governance	130	46.92%	5347	45.33%	59	53.68%	55.21%	57.29%	60.00%
Diversification	297	54.88%	13561	48.32%	85	53.92%	54.85%	57.14%	60.86%
Stakeholders and Shareholders	127	58.27%	4828	50.93%	82	57.21%	59.48%	60.25%	64.15%
Strategic Planning and Decision-Making	194	61.34%	7368	50.99%	92	56.60%	58.49%	60.70%	63.36%
Topic Summary	1670	56.71%	69300	49.80%	95	53.00%	53.50%	54.67%	56.67%

This table shows the percentile rank and the percentile benchmarks based on the selected aggregate pool. The percentile ranking calculations and the percentile benchmarks are shown for the selected aggregate pool, results are subject to sample size limitations.

In general, percentile ranking and percentile benchmarks should be used with caution relative to making programmatic changes based on the results if the sample of Questions Offered for the aggregate pool is less than 300 for a specific subject.

## **External Comparison Report**

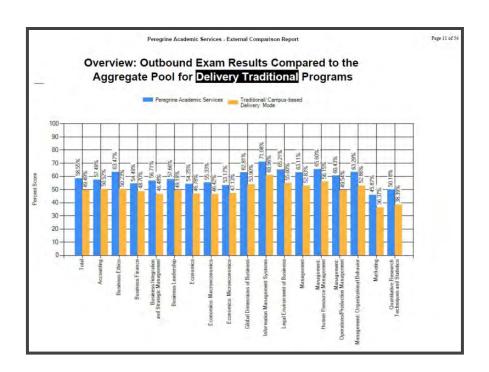
# **External Comparison Report**

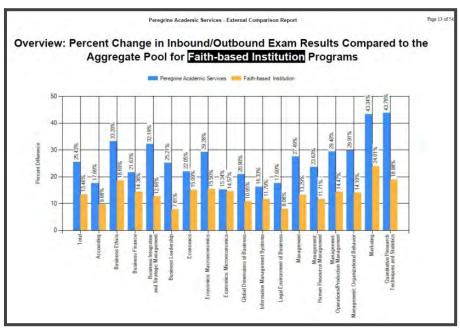
The purpose of the external comparison report is to show the school's inbound and outbound exam results compared to one or more selected aggregate pools. Up to 5 aggregate pools can be selected for comparison purposes.

Comparisons include a comparison of the scores and a comparison of percent change (when inbound exams are included).



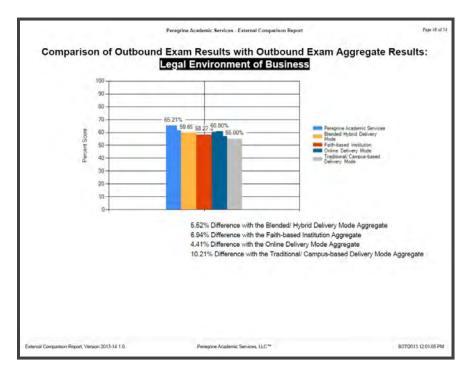
### **Summary Comparisons**

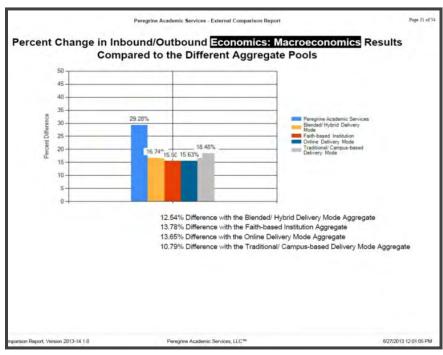




For both inbound and outbound exam sets, overview graphs are provided for both the comparison of the means and the comparison of percent change (only available with inbound exams). Different graph sets are provided for each of the selected aggregate pools.

# Topic/Subtopic Comparisons





Comparisons are shown for each topic and subtopic and include both a comparison of the score means and a comparison of the percent change from inbound to outbound (if inbound exams are included).

### Program/Cohort Comparison Report

### Program/Cohort Report

The purpose of this report is to show a side-byside comparison of exam results for different programs or cohorts of students and then compare these results with one or more selected aggregate pools.

A "program" is an academic program (e. g. BA in Business Economics). Usually, these are different exams, but could also be pull-down menus that students use when they start the exam.

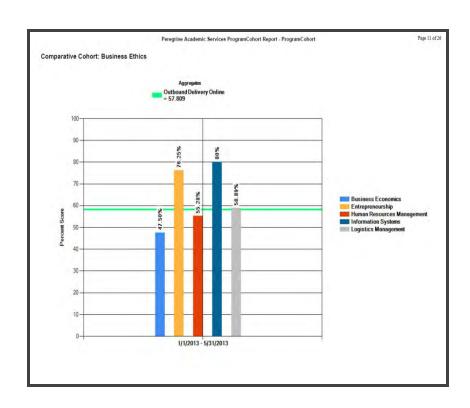
A "cohort" could be any number of areas including specializations, campus locations, online vs. oncampus students, etc.). Students use pull-down menus to indicate their cohort at the start of the exam.



### **Topic/Subtopic Analysis**

In this example, the exams for each of the 5 compared programs included the topic "Business Ethics".

The green line (and data point shown above the graph) are for the selected aggregate pool. More than one pool can be selected when generating this report.



## **Longitudinal Analysis Report**

### Longitudinal Analysis Report

The purpose of this report is to show a side-byside comparison of exam results for different exam periods (e. g. semester, year, quarter) and then compare these results with one or more selected aggregate pools.

The user can select up to 5 different exam periods and each period is defined by a specific date range.

Aggregate data are available for both Inbound and Outbound exam averages; however, we do not have similar aggregate pools for mid-point exams.

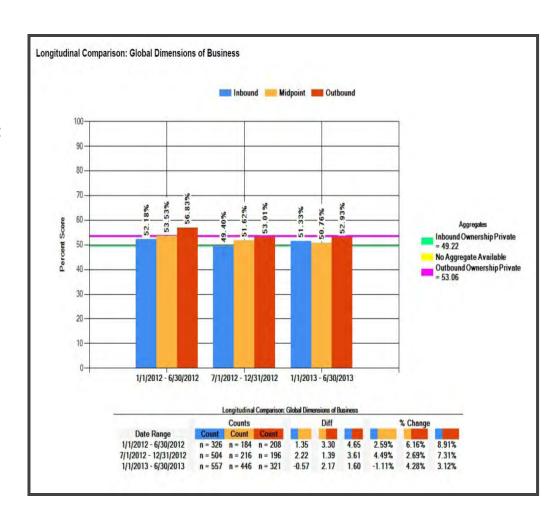
Use of this report is typically with accreditation submissions to show data points over time.



### **Topic/Subtopic Analysis**

Similar graphs are shown for each topic and subtopic included on the exam.

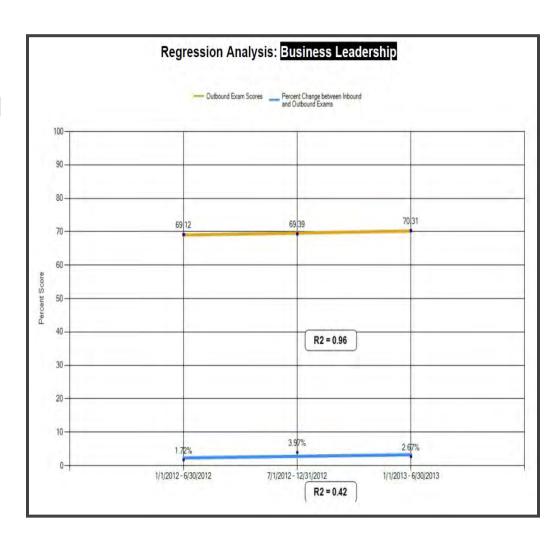
NOTE: We do not maintain aggregate pool data for mid-point exams because the application and administration of these mid-point exams is not consistent between schools.



### **Regression Analysis**

Similar graphs are shown for each topic and subtopic included on the exam.

The regression analysis allows you to readily see trends between time periods.



### Pairwise Report

### **Pairwise Report**

If the school uses both inbound and outbound exams, then pairwise reporting is possible once the individual students who completed an inbound exam also complete an outbound exam.

Pairwise reporting is possible after 2-3 years of testing because it will generally take that long for a student starting their program (inbound exam) to then graduate from the program (outbound exam).

The purpose of the report is to show a summary of individual student results over time.

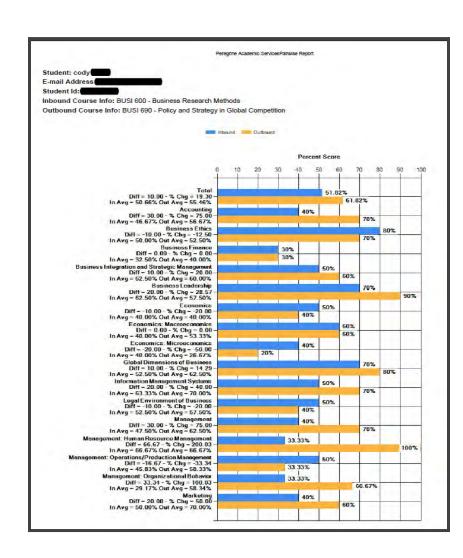


### **Student Analysis**

For each selected student, the sideby-side inbound/outbound exam results are shown.

Shown for each topic/subtopic are:

- ✓ Percent Difference
- ✓ Percent Change
- ✓ Inbound Average (based on this set of results)
- ✓ Outbound Average (based on this set of results



## **Academic Leveling Course Report**

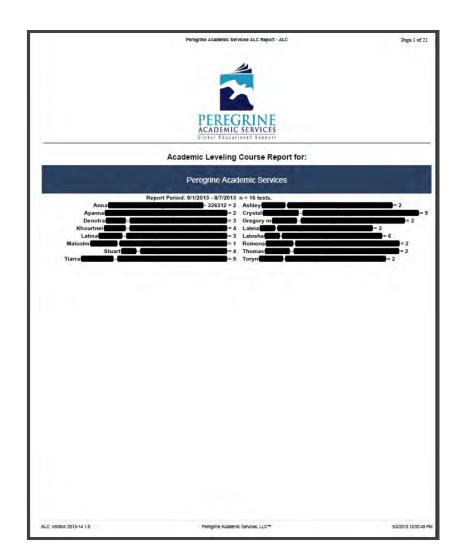
# ALC Student Summary Report

The purpose of this report is to simply summarize the total set of results and to show student-by-student results.

The score results by each student are the same as what is listed on the individual student completion certificates.

The dates of the report are listed on the report cover.

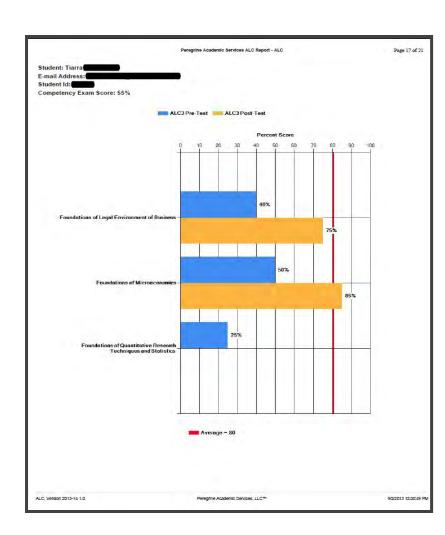
The student names and ID numbers included within the report are also listed on the report cover.



#### **Student Results**

For each student, a summary of the student's results are shown for each ALC course. If no data are shown, as with the post-test score for Quant/Statistics in this example, it means that the student has not completed the post-test within the reported period.

The red vertical line is the total average scores, that is the averages of the ALC course post-test scores. This line is shown to indicate relativity of the scores.



### **Grade Scale Report**

### The Grade Scale Report

After you have used our exam services, you can generate your own grading scale based on your exam results if you wish to hone your grading scale.

This simple report takes your student results, sorts the results to generate the 60th....99th percentile marks used for grading purposes.

Since there are many grading scales used in higher education, this report only shows the percentile scores and then you can determine what scores correspond to the actual letter (and point) grades: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, F.

NOTE: You should have at least 50 completed Outbound Exams to make this report statistically meaningful.

D	E	F	G	Н
Passantila	Total COMP Exam Score	Letter Grade on a 60-100% Scale	Letter Grade on a 65-100% Scale	Letter Grade on a 70-100% Scale
99th		A	A	Scale A
98th	78 77	A	A	A
98th	76	A	A	A-
96th	75			
95th	75	A	A- A-	A- A-
94th	74	A	A-	B+
93rd	72	A	A-	B+
	71	A-		
92nd 91st	70	A- A-	B+ B+	<u>В</u> В
90th	69	A- A-		В
89th	68	8+	B+ B	B-
88th	67	B+	В	B-
87th	66	B+	В	C+
86th	65	<u>в+</u> В	B-	
85th	64	В	B-	C+ C
84th	63	В	<u>C+</u>	
83rd	62	В	<u>C+</u>	
82nd	61	B-	C+	C
81st	60	B-	C+	<u>c</u> -
80th	59	B-	C+	<u> </u>
79th	58	C+		<u> </u>
78th	57	C+	<u> </u>	<u>c</u> -
77th	56	C+	<u> </u>	D+
76th	55	<u> </u>	<u>C</u>	D+
75th	54	<u> </u>	C	D+
74th	53	С	C-	D
73rd	52	C	C-	D
72nd	51	C-	C-	D
71st	50	C-	C-	D-
70th	49	C-	C-	<u>D-</u>
69th	48	D+	D+	F
68th	47	D+	D+	F
67th	46	D+	D	F
66th	45	D	D	<u>F</u>
65th	44	D	D-	F
64th	43	D	F	F
63rd	42	D	F	F
62nd	41	D-	F	F
61st	40	D-	F	F
60th	39	D-	F	F
59th	38	F	F	F

### Response Distractors Report

### Response Distractors Report

			Tabl	e 3: <b>O</b>	utbou	_		ervices - Resp		the Ag	gregat	te Pool			
					Calculat Er		Concept	Concept-based Error		Conclusion-based Error		or Fact-based Error		Interpretation-based Error	
Topic	Subje	ect	School % Correct	Aggregate		Aggregate % Incorrec	School %			60 0		00		Aggregate %	
Accou	inting		48.53 %	55.72 %	4.59 %	3.84 %	23.72 %	17.67 %	0.00 %	0.02 %	0.00 %	0.00 %	23.16 %	22.76 %	
	Assets and Liabilities		48.33 %	48.33 %	2.74 %	2.68 %	25.48 %	18.11 %	0.00 %	0.00 %	0.00 %	0.00 %	23.45 %	22.63 %	
	Audits, Aud and Balance		49.45 %	49.45 %	6.28 %	5.12 %	20.21 %	15.92 %	0.00 %	0.00 %	0.00 %	0.00 %	24.07 %	23.18 %	
	Capital Inve	stments	41.75 %	41.75 %	0.00 %	0.00 %	34.25 %	18.18 %	0.00 %	0.00 %	0.00 %	0.00 %	24.00 %	27.61 %	
	Credits and	Debits	52.14 %	52.14 %	0.00 %	0.00 %	29.05 %	22.08 %	0.00 %	0.00 %	0.00 %	0.00 %	18.81 %	20.09 %	
	Equity		41.28 %	41.28 %	8.72 %	9.71 %	16.97 %	17.28 %	0.00 %	0.00 %	0.00 %	0.00 %	33.03 %	26.50 %	
	Net Present	Value	52.38 %	52.38 %	9.29 %	6.45 %	20.48 %	16.97 %	0.00 %	0.00 %	0.00 %	0.00 %	17.86 %	18.34 %	
				Calc	ulation-base	ed Error (	oncept-bas	ed Error	Conclusion-	based Error	Fact-bas	ed Error	W. C.	ation-based irror	
Topic	Subject	School			- 00	regate % Sc correct In			School % Incorrect	Aggregate % Incorrect	School % . Incorrect	Aggregate % Incorrect	School % Incorrect	Aggregate % Incorrect	
Advar Marke		35.23	% 49.8	34 % 0.0	00% 0	.00 % 3:	2.95 %	27.80 %	0.00 %	0.00 %	1.14%	0.64 %	30.68 %	21.73 %	
	Advertising Messages	57.14	% 57.1	14% 0.0	00% 0	.00 % 3.	3.33 %	36.11 %	0.00 %	0.00 %	4.76 %	2.78 %	4.76 %	4.17 %	
111	Customer	28 57	0/2 28 4	7% 00	00% 0	00 % 4	7 62 %	31.15%	0.00%	0.00%	0.00%	0.00%	23.81 %	18 03 %	

The Response Distractor Report allows school officials to understand the reasons behind why students answered questions incorrectly based on five types of response distractors. The report helps schools with improving the quality of academic programs and delivery of programs to students.

#### **Contact Information**



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