

How to Integrate Our Online Academic Services into Your Higher Education Programs

How it works; How to Integrate; Tips & Techniques; Frequency Asked Questions



Purpose

The purpose of this PowerPoint presentation along with the accompanying Word Document is to help you **successfully integrate our online services into your higher education programs.**

Agenda

- **A Summary of Service Integration**
- **Integration in Detail**
 - **Item #1: Program & Service Selection**
 - **Item #2: Topic Selection and Customization**
 - **Item #3: Course Integration**
 - **Item #4: Student Population Groups/Cohorts**
 - **Item #5: The Student Experience**
 - **Item #6: Reporting and Data Analysis**
 - **Item #7: Payments, Invoices, and Billing Information**
- **Optional Student Surveys**
- **Frequently Asked Questions and Answers**

A Summary of Service Integration

Services Provided

Our three core services:

1. **Program-Level Comprehensive (COMP) Exams**
 - I. **Business/Business-related Program Assessment**
 - II. **Accounting/Finance Program Assessment**
 - III. **Public Administration Program Assessment**
 - IV. **Early Childhood Education Program Assessment**
2. **Academic Leveling Courses**
 - I. **ALC Option #1: E-books with unit-level pre/post tests used as an instructed course within the program**
 - II. **ALC Option #2: E-book with topic-level pre/post tests used as an independent study prerequisite to a program**
 - III. **ALC Option #3: Online education modules used as either an independent study prerequisite or as course remediation**
3. **APA Writing Style Services**

Integration Information Requirements

In order to integrate the service into your programs, we need to know:

- 1. What service(s) are required**
- 2. What, if any, customization you require (e. g. topic selection for a program assessment exam)**
- 3. The course names and numbers where you will insert the service**
- 4. What, if any, student segregation you want (e. g. distinguish between campus locations, online vs. on-campus groups, by specialization, etc.)**
- 5. Any content customization you want for the micro-site**
- 6. Timing and frequency of reports and the raw data**
- 7. How payment will be made (e. g., by invoice or with student purchases)**

Process Overview and the Student Experience

Once we have your integration data (see previous slide), we then create a Frequently Asked Questions (FAQ) Guide and a micro-site for you whereby students self-register for their exam key(s) and subsequently use the service.

The following slides show what this looks like.

The Frequently Asked Questions (FAQ) Guide

Program Assessment Exam from Peregrine Academic Services	
Question	Response
Why am I taking this assessment exam?	Your school requires each student to take a comprehensive assessment exam early in the program and again at the end of the program. The purpose of this exam is to allow the school the ability to assess the quality of its academic programs, so that the school can improve its programs and provide the best possible educational experience for all students. The assessment exam helps ensure that the school maintains the highest quality of education.
How should I prepare for the assessment exam?	The comprehensive exam covers topics taught throughout the business degree program, which are aligned to the business topics required for accreditation. If you are taking this exam early in your program (the inbound exam), there is no need to prepare. This exam simply assesses the baseline data the school needs for its analysis. This exam is not graded, but rather you must complete the exam to receive course credit. If you are taking the exam at the end of your program (the outbound exam), then the preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational business knowledge areas. There is no need to prepare for the exam.
Does this assessment exam affect my final grade?	Please refer to your course syllabus or course instructor for information on how the exam will be graded. Keep in mind that the "scores" you receive on the exam are relative, meaning the scores do not relate directly to a traditional 100pt grading scale. If you are graded on the exam, you will most likely be graded on an adjusted grading scale.
What do I need to access the exam?	You will need a computer with Internet access. No other plug-ins are required.
What is the cost of the assessment exam?	There are no additional costs to the student other than the fees you have already paid to the school.
How do I register for the exam?	Students obtain their exam key by self-registration from a micro-site created for your university. Open http://www.peregrineacademics.com/MYSCHOOL/ . On the right-hand side of the micro-site, enter the password ABCD-2301 . Click "View Registration" to enter the micro-site. Follow the instructions to self-register and obtain your hyperlinked exam key. Be sure to follow the instructions from your course professor. In most cases, you will select from the list the course you are currently enrolled in, which includes the exam as a course requirement.
How do I start the exam once I am registered for the exam?	At the conclusion of the self-registration process, a hyperlinked course name will be displayed. When you click the hyperlink, your web browser will open to the exam screen. If you do not complete the exam at the end of the self-registration process, you can also access the exam by using the e-mail sent to you upon completion of the self-registration process. This e-mail also has a hyperlinked course name to take you to the exam page.

Program Assessment Exam from Peregrine Academic Services	
Question	Response
I know I am registered, but I never received the e-mail.	Please check your SPAM or JUNKMAIL folder for the e-mail from Peregrine Academic Services.
My assessment exam site password does not work anymore after I used the exam key.	A student has 48 hours to complete the exam once the exam has started and only 3 log-in attempts are allowed. These restrictions are in place to protect the academic integrity of the testing process. Contact your instructor if you need the exam re-set.
I have the e-mail, but how do I access the assessment exam site?	Click on the hyperlink included with the title of the course you are enrolled in. The hyperlink directs your Web browser to the appropriate site and auto-fills the registration information.
How much time do I have to take the assessment exam?	You have 48 hours to complete the exam once the exam has been started. The 48 hour clock starts when you start the exam. The exam key does not expire, but rather the 48-hour rule begins after you click "Proceed with Exam" and start the online exam. Each question in the exam is also timed, generally 5 minutes per question. This is a lot of time and most students can complete the exam well within the time restrictions, usually within 60-90 minutes.
Am I allowed to take breaks during the exam?	Yes, two 15-minute breaks are allowed for the entire exam, and are built into the testing platform. You can take these breaks anywhere in the exam, be sure to select "Take a 15 minute break AFTER this question."
What if I need to stop during the exam?	You are allowed to stop during an exam and restart a later time. However, you only have 3 login attempts within the 48 hours. Please be advised that the 3 login attempts have been added to address unforeseen issues (i.e. loss of internet connectivity, emergencies). Do not use these as breaks during the exam. If you do stop the exam and restart later, you will resume the exam at the next question from where you ended the previous session. You will consequently miss the question you were on. You cannot go back and review previously answered questions.
How many questions are on the assessment exam?	There are 10 questions for each business topic. The number of topics assessed by the exam varies from program to program. In general, there will be 6 to 12 topics on an exam. Therefore, the number of questions will be 60 to 120. Exam questions are multiple choice and True/False.
How long will I need to take the exam?	Typically, the exam should take about 60-90 minutes.
How much time is allowed to answer each question?	You are allowed 5 minutes to answer each question. You will see the time remaining on the screen for each question during the exam.
Can I "back track" during the exam?	No, you will not be able to go back to a question if you decide to skip it. You need to do your best to answer each question within the allotted time. Otherwise, it will be graded as 0 points.

You distribute the FAQ Guide to your faculty and students. This Guide has the self-registration directions for your micro-site along with answers to the most frequently asked questions. We will send you a generic guide that you can edit.

The Micro-site Access

The screenshot shows the website header with the Peregrine Academic Services logo and navigation tabs: Home, Our Services, For Our Clients, Students, & Learners, Login, and Help & Support. A blue dashed arrow points to the 'For Our Clients, Students, & Learners' tab. The dropdown menu is open, displaying a 'Take an Exam or Begin a Course' section with an 'Exam Key' input field and a 'Begin' button. Below the input field is a link to 'View our ALC Brochure'. The main content area features a banner titled 'Are you ready for the storm? - ACCOUNTABILITY' with an image of an umbrella. A horizontal menu below the banner lists services: Program & Learning Outcomes Assessment, Academic Leveling Courses, Writing Style Competency, Strategic Planning & Consulting, and International Services. The footer contains text about the company's services and accreditation by ACBSP and IACBE.

From our website (www.PeregrineAcademics.com) click on the tab entitled For Our Clients, Students, & Learners.

The Micro-site Access







PEREGRINE ACADEMIC SERVICES
Global Educational Support

Home | Our Services | **For Our Clients, Students, & Learners** | Login | Help & Support

Clients, Students & Learners

Register for a Course and/or Exam

In order to login and view your assessment exams and/or register for exams you must select your academic institute from the list below.

 Colegios y universidades de habla hispana	 B-Schools of India, In Partnership with SEAA Trust
 Universidades e Faculdades da Língua Portuguesa	 Университеты и колледжи с преподаванием на русском языке
 Universités et écoles de langue française	 Монгол Улсын Их Сургуулиудын Оюутнууд

A	Delta State University	Liberty University	St. Ambrose University
Alabama State University	E	Lincoln Memorial University	St. Peter's College
Alvernia University	Eastern Oregon University	M	Stephens College
American Public University System	Emmaus Bible College	Marylhurst University	Strayer University
Ashford University - Faculty	European University	Medgar Evers College City	Swiss School of Management - European University of Rome
		University of New York	T

Client colleges and universities are listed alphabetically.

A Micro-site Login Page

PEREGRINE
ACADEMIC SERVICES
Global Educational Support

Home | Our Services | **For Our Clients, Students, & Learners** | Login | Help & Support


Eastern Oregon University

Welcome to your school's login page. Initially, students will need to complete the self-registration process according to the instructions within the course syllabus or from the instructions provided by your course instructor.

EOU
EASTERN OREGON
UNIVERSITY

Self-Registration for Exam Keys

Use the password provided to you in the course syllabus or from your course faculty.

Password: 

[Proceed with Registration](#)

Do you have an exam key? Begin or continue your assessment.
[Take an exam or course](#)

Have you lost or misplaced your exam key?
[Retrieve your exam key](#)


Need to print or download your completion certificate?
[Download completion certificate\(s\)](#)

If you are a student/learner with the school, your exam key(s) will be sent to you in an e-mail from receipt@peregrineacademics.com after you have completed the self-registration process.

You provide the login password to the students in your course instructions from the Frequently Asked Questions Guide we provide you.

From this page, students login to self-register for the service. There are also help items to complete an exam, retrieve a lost exam key, or to print a completion certificate.

A Micro-site Login Page for ALC Options #1 & #2



PEREGRINE
ACADEMIC SERVICES
Global Educational Support

[Home](#) | [Our Services](#) | [For Our Clients, Students, & Learners](#)

[Login](#) | [Help & Support](#)

John Brown University


Welcome to your school's login page. Initially, students will need to complete the self-registration process according to the instructions within the course syllabus or from the instructions provided by your course instructor.

Students: After you have completed a test or training course and if there is a problem downloading/saving the test completion certificate, please return to this site and log-in using your e-mail address and password as provided to you in the test registration e-mail (towards the bottom of the e-mail message that included the exam keys).


Below are the e-books available for purchase from VitalSource. They are required when taking the Academic Leveling Course(s). Please note: If you are having issues with VitalSource, please contact [VitalSource](#). We are unable to offer any technical or customer support for VitalSource or VitalSource purchases.

Masters Program E-Books

- The Business Environment Masters Program Volume 1
<http://store.vitalsource.com/show/1133067816>
- Business Financial Systems Masters Program Volume 2
<http://store.vitalsource.com/show/9781133067825>
- Business Integration and Evaluation Masters Program Volume 3
<http://store.vitalsource.com/show/9781133067832>

 [Academic Leveling Course - Content Overview](#)

Please download and save this PDF document that lists the chapters included within the three e-books. These chapters correspond to the test questions included in pre-tests and post-tests for each topic. Please note that although the e-book chapters may reference material not included within the e-books (e.g. a different chapter from the original textbook), the pre-tests and the post-test include only material contained within the e-books.



Self-Registration for Exam Keys

Use the password provided to you in the course syllabus or from your course faculty.

Password:

[Proceed with Registration](#)

Site Log-in Access

Students: Retrieve Completion Certificates and Review Records

E-mail:

Password:

[Log-in](#)

If you plan to use ALC Options 1 or 2, we'll add the links to purchase the e-books from Cengage on the micro-site page along with a course overview document for the students.

Students Select the Exam or Service Based on the Course Association

The CPC-based comprehensive (COMP) exams include 10 questions from each of the topical areas associated with your program. Questions are either multiple choice or true/false. CPC topics are defined by the business degree accreditation organizations. The specific topics selected for evaluation correspond directly with the required courses associated with your degree program. To learn more about the CPC-Based COMP exam, click here: <http://www.peregrineacademics.com/services/cpc>.

Your completion of the assessment is required for your course. Please do your best in order to provide your institution with the best possible information to guide academic decision-making. Please refer to your course syllabus for the grading requirements of this assessment for your course.

U N I V E R S I T Y

Undergraduate Degree Programs

Select your course

- ADM496 Capstone: Business Policy and Strategy Comprehensive CPC Exam
- HSM370 Principles and Trends in Human Services Comprehensive CPC Exam
- HSM491 Capstone: Human Services Strategy Comprehensive CPC Exam
- MGT405 Management and Leadership Comprehensive CPC Exam
- MGT499 Capstone: Strategic Organizational Leadership Comprehensive CPC Exam
- PSM495 Capstone: Strategic Leadership for Public Safety Organizations Comprehensive CPC Exam
- SMS494 Capstone: Strategic Management of Information Systems Comprehensive CPC Exam

Graduate Degree Programs

Select your course

- CMB504 Legal and Ethical Issues for Managers Comprehensive CPC Exam
- CMB544 Capstone: Global Business Policy and Strategy Comprehensive CPC Exam
- CMB620 Ethics and Social Responsibility for Business Leaders Comprehensive CPC Exam
- CMB639 Capstone: Advanced Business Policy and Strategy Comprehensive CPC Exam
- CMB649 Capstone: Healthcare Strategy Comprehensive CPC Exam
- CMB659 Capstone: Global Business Policy and Strategy Comprehensive CPC Exam
- MGT532 Advanced Human Resource Management Comprehensive CPC Exam

You can have multiple exams to address assessment requirements for more than one program.

Students Complete the Self-Registration

PEREGRINE ACADEMIC SERVICES
Global Educational Support

Home | Our Services | For Our Clients, Students, & Learners | Login | Help & Support

Cardinal Stritch University / Student Registration Information

In order to complete the registration process, you must provide a valid email address. **The email address must be unique to you and not one shared with other students.** The email address is used to send to you your registration confirmation with the exam key. This address will also be used to send you your exam completion certificate. Please note that we only allow one registration for each exam based on the email address.

All fields are required. When you have entered the required information, please click "Review Registration".

Registration Information

University: Cardinal Stritch University

Program: ---

Cohort: ---

Your cohort number can be found at the top left side of your course calendar. Cohort number is

First Name:

Last Name:

Email:

Confirm Email:

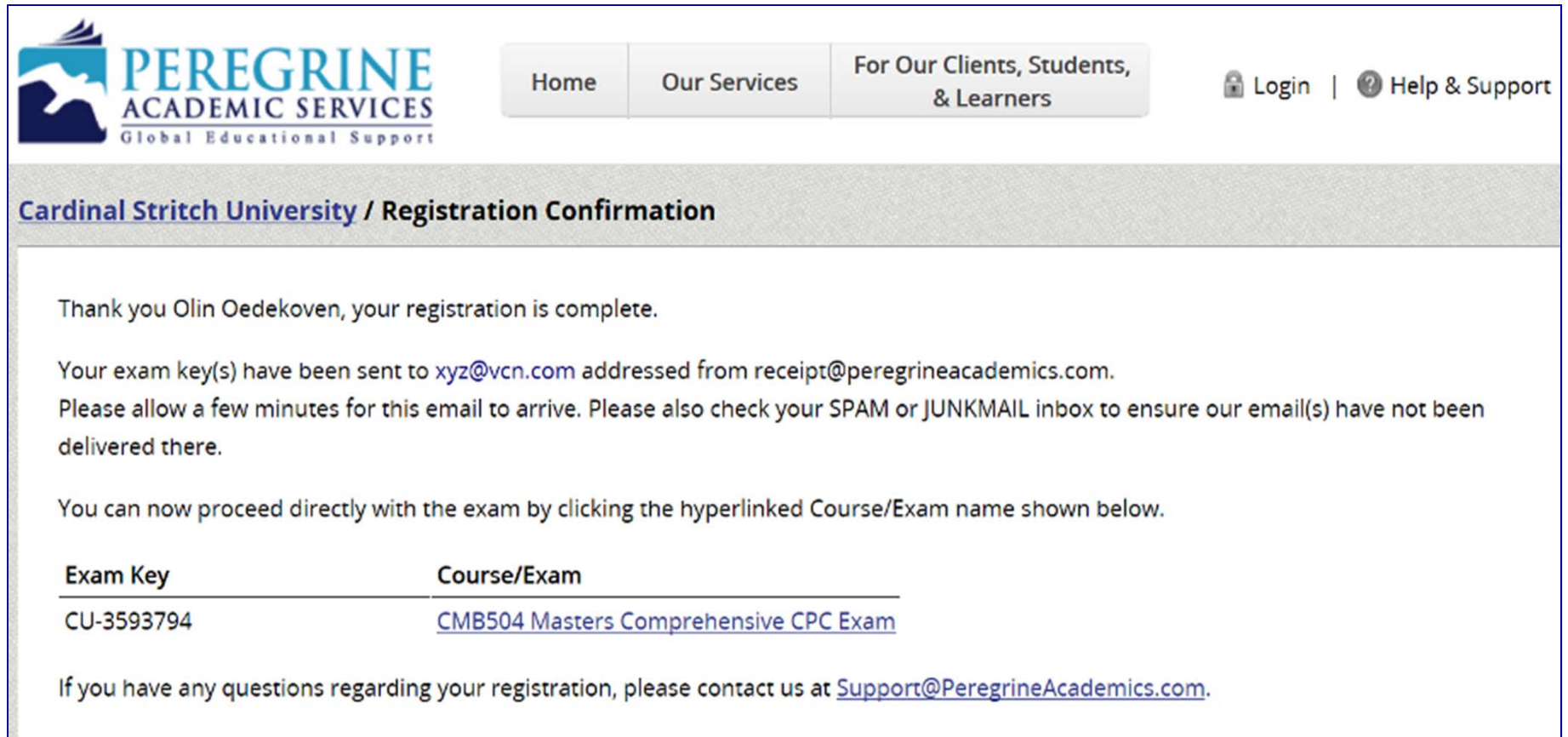
Please ensure that you have typed your e-mail address correctly. This e-mail address will be used to send you your exam keys.

◀ Back to Course list | Edit Registration list | Review Registration ▶

We use pull-down menus to segregate the student groups. Subsequent data reporting can be by group or in a roll-up report.

Here is where we can record student groups, e. g. by program, by cohort, by specialization/major/concentration, campus location, etc. using pull-down menus (up to 5).

Student Is Ready to Take the Exam/Course



The screenshot shows a web page for Peregrine Academic Services. The header includes the company logo, navigation links for Home, Our Services, and For Our Clients, Students, & Learners, and links for Login and Help & Support. The main content area is titled 'Cardinal Stritch University / Registration Confirmation' and contains a message of thanks, instructions on email delivery, and a table with exam keys and course names.

Thank you Olin Oedekoven, your registration is complete.

Your exam key(s) have been sent to xyz@vcn.com addressed from receipt@peregrineacademics.com. Please allow a few minutes for this email to arrive. Please also check your SPAM or JUNKMAIL inbox to ensure our email(s) have not been delivered there.

You can now proceed directly with the exam by clicking the hyperlinked Course/Exam name shown below.

<u>Exam Key</u>	<u>Course/Exam</u>
CU-3593794	CMB504 Masters Comprehensive CPC Exam

If you have any questions regarding your registration, please contact us at Support@PeregrineAcademics.com.

The student can click the hyperlinked exam key and start immediately. The student also receives an e-mail with the exam key(s) if the exam is to be taken later or to go back to the service.

Student Purchase Option

Registration Information	
University:	John Brown University
First Name:	Olin
Last Name:	Oedekoven
Email:	XYZ@VCN.COM
Confirm Email:	XYZ@VCH.COM
Please ensure that you have typed your e-mail address correctly. This e-mail address will be used to send you your exam keys.	
Billing Information	
Company:	
Address:	PO BOX 222
Address (cont.):	
City:	Gillette
Country:	United States
State/Province:	WY
Postal Code:	82717
Phone:	3076851555 ext: <input type="text"/>
Credit Card Information	
Name on Card:	Olin Oedekoven
Credit Card #:	1234567812345678
Exp. Date:	04 / 2017
CW2/CVC2 #:	123 where is this?
◀ Back to Course list ◀ Edit Registration list Review Registration ▶	

We can invoice the college or university for services completed; however, you can also require student direct purchase. This approach is more common for the APA writing style service and for the Academic Leveling Course exams.

Grading

In order to get students to do their best, our services should be graded or otherwise incentivized. Extra credit works well for most situations. The service could be an assignment within a course in order to get the best performance out of the students.

COMP Exam Grading:

- Inbound exams should be graded for completion only; max credit just for taking the exam.
- Outbound exams should be incentivized to encourage the student's best effort; however, the grade should be on a scale.

ALC Test Grading

- The pre-test is generally not graded
- The post-test is generally graded on a traditional 100pt scale

APA Service Grading

- The training course should be graded for completion
- The 50-question competency exam should be graded on a traditional 100pt grading scale

Tips and Techniques from our Lessons Learned Files

Extra credit works well to incentivize the COMP Exam. For example:

Completing the **inbound exam** is worth 5 extra credit points

Completing the **outbound exam** is worth 5 extra credit points and then if you score above 50%, it's worth 6pts; if you score above 55%, it's worth 7pts; if you score above 60%, it's worth 8 pts; if you score above 70%, it's worth 9 points; if you score above 75%, it's worth 10 points.

Scores are relative and must be **graded on a curve based on national averages.**



Reporting and Data Analysis

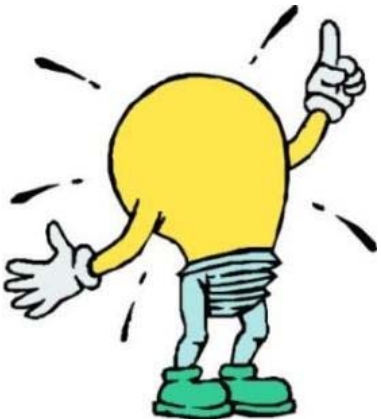
At the end of the month (or as required), we will send you an invoice for the services used during the previous month (unless the students are purchasing the service).

We will also send you the raw data in Excel format.

Periodically (e. g. quarterly, at the end of a semester, at the end of an exam period, annually, etc.), we will send you the analysis reports for the comprehensive exam services.

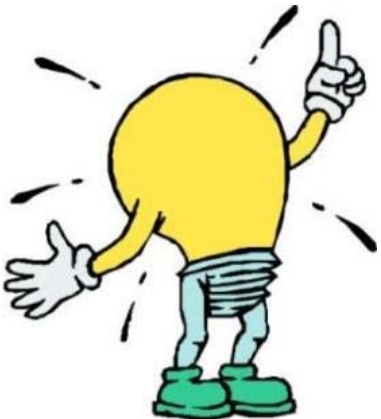
Tips and Techniques from our Lessons Learned Files

You do not have to insert the service into established courses; however, if you do, then your **course professors can hold the students accountable to complete the exam or service.** If left to be voluntary for the students, the exam or course may not be completed.



Tips and Techniques from our Lessons Learned Files

To keep the service **cost-neutral** for your college or university, consider a course fee or assessment fee so that any costs to the students are reimbursable through tuition assistance.



Integration in Detail

Integration in Detail

Item #1: *Program & Service Selection*

COMP Exam Service

Purpose: Provide program managers data regarding program-level learning outcomes and demonstrate learning.

Program(s): We currently provide assessment services for Business, Business-Related, Accounting/Finance, Public Administration, and Early Childhood Education programs.

Integration Recommendation: Use an inbound/outbound testing construct whereby students are tested early in their program of study (inbound exam) and again at the end of their program (outbound exam). The difference in scores is the internal benchmark; the comparison of outbound scores with the aggregate pools is the external benchmark. The analysis of outbound exam scores provides program managers with meaningful data relative to learning outcomes.

Application: demonstrate learning results to accreditation authorities and to other key stakeholders. Inbound exam scores can also be used for academic placement of students. The inbound masters level exam can be used to replace the GMAT or other similar graduate-level aptitude exams.

Academic Leveling Course (ALC) Service

Purpose: Provide an overview of business education for the bachelors, masters, and doctoral level entry of students whose previous degree may not be in business and/or the degree was obtained much earlier.

Program(s): Business/Business Related degree.

Integration Recommendation: Use as a associate degree CAPSTONE, a bachelors degree CAPSTONE, or as a Masters/Doctoral prerequisite. ALC Option #3 can also be used for course remediation for students struggling with a specific topic.

Application: help ensure students are ready for their next higher education program or to demonstrate mastery of the foundational degree concepts.

APA Writing Style Service

Purpose: teach the APA writing style to incoming students where the majority of the assignments are papers.

Program(s): suitable for any program where the APA Writing Style is a requirement.

Integration Recommendation: include the 2-part service (course and exam) within the first or second course of a graduate program.

Application: when students (and faculty) are trained on style, both can focus more on content.

Service Selection Considerations

<u>Issue</u>	<u>Service Recommendation</u>
Seeking/sustaining dual-accreditation in business	CPC-based COMP Exam
Seeking/sustaining dual-accreditation in accounting/finance	ACPC-based COMP exam
Meeting regional accreditation accountability requirements for business, business-related, accounting/finance, public administration, or early childhood education	COMP Exam services
Need to demonstrate student proficiency at the community college level to address the 4-year school transfer requirements	CPC or ACPC-based COMP Exam Services
Many transfer students into a bachelors program and uncertain what their competency level is	ALC Option #2 or #3
Program does not have a business CAPSTONE course	ALC Option #1
Non-business majors entering a MBA program	ALC Option #2 or #3
Need a transitions course between masters and doctoral	ALC Option #2 or #3
Need short modules for student remediation in topics where the student is doing poorly and/or struggling to pass a more advanced course because he/she lacks understanding of the topic foundations	ALC Option #3
Graduate students struggling with APA Style requirements	APA Services
Faculty need training in the APA style	APA Services

Integration in Detail

Item #2: *Topic Selection and Customization*

Business/Business-Related Programs

On the following slide are the 12 base Common Professional Component (CPC) topics associated with most business and business-related programs.

For an associate degree assessment exam, you should select 4-6 topics; for a bachelors exam, you should select 8-12 topics; for a graduate exam, you should select 5-10 topics.

If you have more than one program assessment requirement, you can have more than one exam.

The Business Program CPCs

1. **Marketing**
2. **Business Finance**
3. **Accounting**
4. **Management (Operations/Production Management, Human Resource Management, Organizational Behavior)**
5. **Legal Environment of Business**
6. **Economics**
7. **Business Ethics**
8. **Global Dimensions of Business**
9. **Information Management Systems**
10. **Quantitative Techniques/Statistics**
11. **Business Leadership**
12. **Business Integration and Strategic and Management**

Tips and Techniques from our Lessons Learned Files

To select topics for your program-level assessment exam, look at your **core courses for the program**. The exam topics should be aligned with your core courses so that you are testing on topics you teach.



Accounting/Finance Degree Programs

On the following slide are the 13 base Common Professional Component (CPC) topics associated with most accounting/finance degree programs. Also note that we have 47 supplemental accounting/finance topics to use as well.

A program-level assessment for a degree in accounting/finance should have 3-5 topics from the base list and then another 8-20 topics from the supplemental list.

If you have more than one program assessment requirement, you can have more than one exam.

The Accounting/Finance Program CPCs

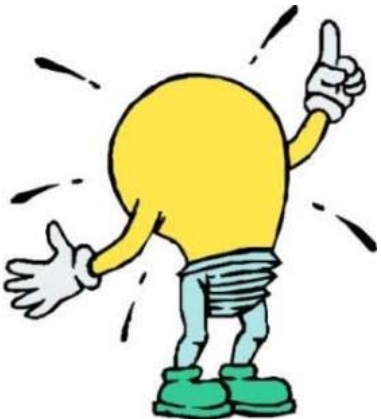
- 1. Marketing**
- 2. Business Finance**
- 3. Accounting**
- 4. Management**
- 5. Legal Environment of Business**
- 6. Global Dimensions of Business Accounting**
- 7. Economics**
- 8. Business Ethics in Accounting**
- 9. Business Communications**
- 10. Information Systems**
- 11. Quantitative Techniques and Statistics**
- 12. Research Analysis**
- 13. Business Policies**

Supplemental Accounting/Finance Program Topics

1. Accounting and the Business Environment
2. Activity-Based Costing and Other Cost Management Tools
3. Capital Budgeting Cash Flows
4. Capital Budgeting Techniques
5. Capital Investment Decisions and the Time Value of Money
6. Cash Flow and Financial Planning
7. Completing the Accounting Cycle
8. Effects on Retained Earnings
9. Paid-in Capital and the Balance Sheet
10. Cost Accounting
11. Cost-Volume-Profit Analysis
12. Current Liabilities and Payroll
13. Current Liabilities Management
14. Financial Market Environment
15. Financial Statement Analysis
16. Financial Statements and Ratio Analysis
17. Flexible Budgets and Standard Costs
18. Governmental and Nonprofit Accounting
19. Hybrid and Derivative Securities
20. Interest Rates and Bond Valuation
21. Internal Control and Cash
22. International Managerial Finance
23. Job Order and Process Costing
24. Leverage and Capital Structure
25. Long-Term Liabilities, Bonds Payable
26. Merchandising Inventory
27. Merchandising Operations
28. Mergers, LBOs, Divestitures
29. Overview of Management Accounting
30. Payout Policy
31. Performance Evaluation and the Balanced Scorecard
32. Plant Assets and Intangibles
33. Receivables
34. Recording Business Transactions
35. Risk and Refinements
36. Risk and Return
37. Roles of Managerial Finance
38. Short-Term Business Decisions
39. Stock Valuation
40. Taxation: Corporations
41. Taxation: Individuals
42. The Adjusting Process
43. The Cost of Capital
44. The Master Budget and Responsibility Accounting
45. The Statement of Cash Flows
46. Time Value of Money
47. Working Capital and Current Assets Management

Tips and Techniques from our Lessons Learned Files

Exams are normally 10 questions per topic, randomly selected each time from a database of 200+ questions/topic. If you want more topics, we can reduce the number of questions per topic so that you can have a manageable exam length.

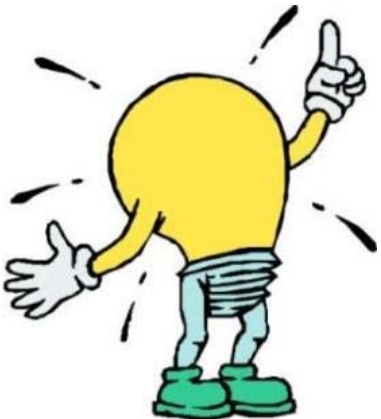


Topic vs. Subject Customization

We can customize exams based on topic selection (the major areas); however, we do not customize based on subject selection (the minor areas) because then the comparative analysis would be invalidated.

Tips and Techniques from our Lessons Learned Files

If you have unique specializations or concentrations with topics and subjects not found on our lists, **we can create new topics/subjects with your assistance** (you provide us the exam questions). Results from these topics can be used for your internal analysis, but not for external comparisons. Please contact us if you want to pursue this option and we'll send you a template to use for your questions. Generally, we need ~60 questions per new topic.



Academic Leveling Courses

ALC Option #1 includes 3 pairs of pre-tests/post-tests, each covering 4 topics. ALC Option #2 includes one pair of pre-test/post-test for each of the 12 topics.

The e-books for ALC option #1 and #2 cannot generally be customized easily due to costs.

ALC Option #3 is all on-line and includes 15 modules.

You can build a course based on any sequence and number of modules.

Basic Academic Leveling Course Structure (Option #1)

Unit 1: The Business Environment

1. Marketing
2. Management
3. Business Ethics
4. Global Dimensions of Business

Unit 2: Business Financial Systems

1. Business Finance
2. Accounting
3. Economics
4. Legal Environment of Business

Unit 3: Business Integration and Evaluation

1. Information Management Systems
2. Quantitative Business Research Techniques & Statistics
3. Leadership
4. Strategic Management/Business Integration

There are unique e-books and test banks for each academic degree level.

Basic Academic Leveling Course Structure

(Option #2)

- 1. Marketing**
- 2. Management**
- 3. Business Ethics**
- 4. Global Dimensions of Business**
- 5. Business Finance**
- 6. Accounting**
- 7. Economics**
- 8. Legal Environment of Business**
- 9. Information Management Systems**
- 10. Quantitative Business Research Techniques & Statistics**
- 11. Leadership**
- 12. Strategic Management/Business Integration**

**One pair of pre-tests
and post-tests for
each of the 12
topics.**

**E-books sold in 3
volumes.**

Basic Academic Leveling Course Structure (Option #3)

1. Marketing
2. Operations/Production Management,
3. Human Resource Management,
4. Organizational Behavior
5. Business Ethics
6. Global Dimensions of Business
7. Business Finance
8. Accounting
9. Macroeconomics
10. Microeconomics
11. Legal Environment of Business
12. Information Management Systems
13. Quantitative Business Research Techniques & Statistics
14. Leadership
15. Strategic Management/Business Integration

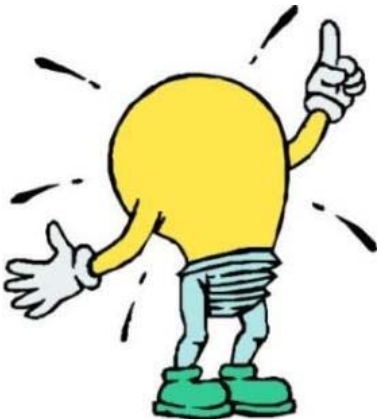
Each is a standalone educational course with a pre-test, post-test, and online instructional content. No e-books involved. All materials are online.

Tips and Techniques from our Lessons Learned Files

Which ALC Option is right for our programs?

ALC Option #1 requires dedicated faculty to teach the course whereas **ALC Option #2** can be done as an independent study prerequisite. You generally can't customize the e-books.

ALC Option #3 allows you to customize the course by selection of which modules (topics) to include in the course and does not require an e-book. Additionally, the modules can be used for student remediation and additional training.



APA Writing Style On-Line Training Course

Our on-line training program consists of 8-12 pages of instructional content followed by 5-20 interactive question for each of the following 17 sections based on the APA Manual including:

Section 1: Manuscript Layout

Section 2: Writing Style

Section 3: Grammar

**Section 4: Scholarly Writing and
Word Choices**

Section 5: Punctuation

**Section 6: Capitalization and
Italics**

Section 7: Abbreviations

Section 8: Headings and Series

Section 9: Quotations

Section 10: Numbers

Section 11: Metrication

**Section 12: Statistical and
Mathematical Copy**

Section 13: Tables

Section 14: Figures

**Section 15: Reference
Citations in Text**

Section 16: Reference List

Section 17: Electronic Media

Tips and Techniques from our Lessons Learned Files

The APA service can be customized if you want to select specific topics for the training course and/or competency exam. Most clients want all 17 sections included for both the course and the exam; however, you do have the option to customize.

Consider the APA service within a course early in the student's graduate program.



Integration in Detail

Item #3: *Course Integration*

CPC and ACPC COMP Exam Course Integration

Inbound Exam: Select a course (or courses if you have more than one program) relatively early in the student's program.

- Associate, first program course
- Bachelors, first or second program course, generally a late 200 or early 300 level course
- Masters, the first course in the program
- Doctoral, the first course in the program

The inbound exam is not required, but simply gives you a baseline from which to directly measure learning achieved when used with an outbound exam.

Also, inbound exams can be used for academic placement.

Tips and Techniques from our Lessons Learned Files

What about a Mid-Point Exam as a formative assessment?

We do have a few client schools using a mid-point exam as a **formative assessment tool**. This is mostly for bachelors programs where the inbound exam is given several years before the outbound exam and the school wants to measure progress in the program as a formative measure.

The mid-point exam is the same exam. The inbound can be compared to the mid-point and the mid-point can be compared to the outbound. Thus, you can have both a summative and a formative assessment process using the same instrument.



CPC and ACPC COMP Exam Course Integration

Outbound Exam: Select a course (or courses if you have more than one program) at the end the student's program, usually just before graduation.

- Associate, last program course
- Bachelors, in their CAPSTONE or Senior Seminar Course
- Masters, the last course in the program
- Doctoral, the last course in the program

The outbound exam should be incentivized and graded in order to motivate the students to do their best.

Tips and Techniques from our Lessons Learned Files

If you are sampling from the same general population of students, you **DO NOT** have to wait until your inbound students graduate to conduct the outbound exam. Pair-wise reporting is nice to have, but not required in terms of your accreditation reporting.

In other words, you can **initiate BOTH inbound and outbound testing at the same time** and do the comparative analysis immediately.




Student Accountability

Students can download, save, print, and submit a completion certificate at the end of the exam or training course.

This certificate is BOTH displayed at the end of the event and e-mailed to the student as a back-up.

When submitted as an assignment requirement, the course professor can grade the student based on the results.


PEREGRINE
ACADEMIC SERVICES

• 22023-23773-120429

Certificate of Completion

This is to certify that Anthony Cook
has completed the course/exam

BADM-480 Senior Seminar in Business COMP Exam

on 29th April 2012
with Gardner-Webb University

Topics	
Accounting	50.0%
Business Ethics	70.0%
Business Finance	80.0%
Business Integration and Strategic Management	50.0%
Business Leadership	90.0%
Economics	80.0%
Global Dimensions of Business	50.0%
Information Management Systems	70.0%
Legal Environment of Business	60.0%
Management	60.0%
Marketing	50.0%
Quantitative Research Techniques and Statistics	90.0%

Scores **66.7%**

Exam Results	Relative Interpretation of Competency
80-100	Very High
70-79	High
60-69	Above Average
40-59	Average
30-39	Slightly Average
20-29	Low
0-19	Very Low

The results from the CPC-based COMP Exam are relative, meaning they must be taken in context with all student results. The scores obtained on the exam do not correspond directly to a traditional 100 point grading scale commonly used in academics. Instead, the scores are relative. The following table can be used to help you to understand how your scores relate to the averages.

Gardner-Webb University

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Grading the Outbound Exams

The following can be used as a guide for grading the outbound exam.

<u>CPC- Based COMP Exam Score</u>	<u>Relative Interpretation of Student Competency</u>
80-100%	Very High
70-79%	High
60-69%	Above Average
40-59%	Average
30-39%	Below Average
20-29%	Low
0-19%	Very Low

Tips and Techniques from our Lessons Learned Files

Besides directly grading the outbound COMP exam, other ways to incentivize the exam include recognition of the highest score with a discount coupon to the school's bookstore, top scores enter into a drawing for an iPad, or extra credit based on the score achieved for the course.

The bottom line is that it is **essential to incentivize** the outbound exam in some way; otherwise, students will tend to not do their best on the exam.



ALC Course Integration

- **ALC Option #1 is meant to be an instructor facilitated course with a suggested course outline shown on the following slide.**
- **ALC Options #2 and #3 are meant to be used as program prerequisites.**

Suggested Course Outline (Option #1)

Section 1: The Business Environment

Activity 1: Business Environment Pre-Test **2 Points**

Activity 2: Marketing and Management **10 Points**

Activity 3: Business Ethics and the Global Dimension of Business **10 Points**

Activity 4: The Business Environment Post-Test **8 Points**

Section 2: Business Financial Systems

Activity 5: Business Financial Systems Pre-Test **2 Points**

Activity 6: Finance and Accounting **10 Points**

Activity 7: Economics and the Legal Environment of Business **10 Points**

Activity 8: Business Financial Systems Post-Test **8 Points**

Section 3: Business Integration and Evaluation

Activity 9: Business Integration and Evaluation Pre-Test **2 Points**

Activity 10: Information Systems and Quantitative Techniques/Statistics **10 Points**

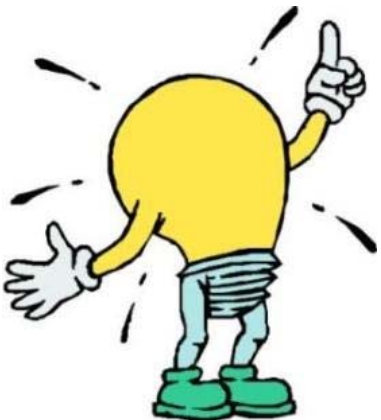
Activity 11: Business Leadership and Business Integration Final Project **20 Points**

Activity 12: Business Integration and Evaluation Post-Test **8 Points**

Tips and Techniques from our Lessons Learned Files

One thing that many of our client schools have found successful is using the **inbound masters exam to screen the incoming masters students**. Based on score results, students are then directed to take the ALC (or not if their scores are high enough on the COMP exam).

The school then requires the student to complete the ALC prerequisite and submit the completion certificates with, for example, 9 out of 12 showing a passing (>70%) score on either a pre-test or post-test (allows the student to “test out” of a topic).



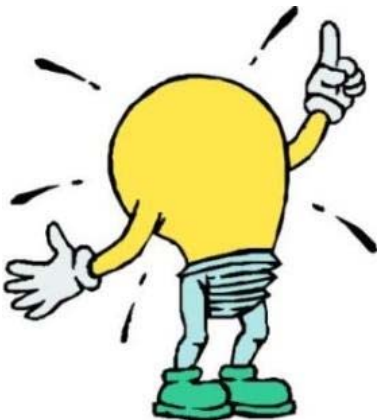
APA Writing Style Integration

Include the APA service as two assignments/activities within the first course or a research/methods course within your graduate program.

- **The first assignment is to complete the online training course in APA style.**
- **The second assignment is to complete the competency assessment exam.**

Tips and Techniques from our Lessons Learned Files

Since the online APA Writing Style training **course is accessible for up to a year**, require the students to go back to this course as the near the end of their graduate program and have to write their masters paper/thesis or doctoral dissertation.



Integration in Detail

Item #4: *Student Population Groups/Cohorts*

Student Groups

- We can readily segregate sub-populations of a student group for subsequent data analysis. We typically do this by having pull-down menus either at the time of registration or when the student starts the exam.
- Common ways to segregate the population include:
 - By campus location
 - By program specialization/concentration
 - Online vs. On-campus students

Using Pull-down Menus to Segregate the Population

PEREGRINE ACADEMIC SERVICES
Global Educational Support

Home | Our Services | For Our Clients, Students, & Learners | Login | Help & Support

Cardinal Stritch University / Student Registration Information

In order to complete the registration process, you must provide a valid email address. **The email address must be unique to you and not one shared with other students.** The email address is used to send to you your registration confirmation with the exam key. This address will also be used to send you your exam completion certificate. Please note that we only allow one registration for each exam based on the email address.

All fields are required. When you have entered the required information, please click "Review Registration".

Registration Information

University: Cardinal Stritch University

Program: ---

Cohort: ---

Your cohort number can be found at the top left side of your course calendar. Cohort number is

First Name:

Last Name:

Email:

Confirm Email:

Please ensure that you have typed your e-mail address correctly. This e-mail address will be used to send you your exam keys.

◀ Back to Course list | Edit Registration list | Review Registration ▶

We use pull-down menus to segregate the student groups. Subsequent data reporting can be by group or in a roll-up report.

Here is where we can record student groups, e. g. by program, by cohort, by specialization/major/concentration, campus location, etc. using pull-down menus (up to 5).

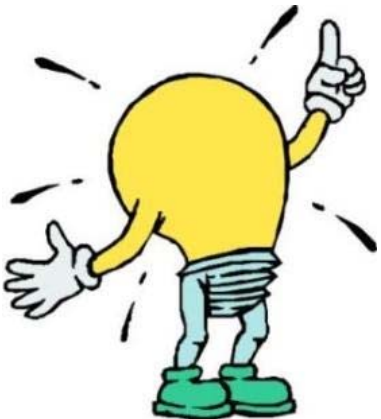
Data Required for Student Groups

When you submit your data to us for the micro-site, please list out what you want to see in each of the pull-down menus.

Keep in mind, however, that we prefer NOT to segregate based on demographic variables like gender, age, ethnicity, etc. else we run into privacy issues with the students. You, however, can conduct such analysis using the raw data we will send you, which lists the results by student.

Tips and Techniques from our Lessons Learned Files

As you consider splitting out your student population, keep in mind sample sizes. It generally takes a sample of 30-60 for meaningful and statistically valid comparisons. Therefore, you should only split out the results using pull-down menus to a level that gives you meaningful results. **We can still roll-up the data by the program as well as report the data for each cohort.**



Integration in Detail

Item #5: *The Student Experience*

E-Mail/Syllabus Language to Students Prior to Testing

Dear Student,

Accreditation authorities require us to measure independently our academic learning program in business education. In order for us to best assess your academic learning with the University, we require you to take a comprehensive (COMP) business exam. Your grade will only be course credit for taking the exam and you must complete the exam in order to complete your course. We ask that you do your best on this exam so that we can obtain the best measure of your academic learning. Your scores provide us with a clearer understanding of how we measure up in terms of our program delivery and your learning outcomes.

We have contracted with Para gine Academic Services located in Gilbert, Wyoming to provide us with a Common Professional Component (CPC) Based Comprehensive Exam. During this course, you will receive an e-mail from Support@Para gineAcademics.com with a password to use to take the CPC-Based COMP exam. The test number corresponds to your course number with your specific course. If you do not see the e-mail, please check your SPAM or JUNKMAIL folder. Occasionally, the message will be inadvertently diverted to the folder.

Please carefully read the instructions contained within the e-mail regarding how to take the online exam. When ready, click on the hyperlink associated with the exam name. Once clicked, you will be taken to the Para gine Academic Services website with the information auto-filled. Click "Proceed to Test" (opens in a new window) to start the exam. Please note that you must turn off the pop-up blocker for the site because the test will open in a new window. You must set your pop-up block to "Always Allow" as opposed to "Temporarily Allow" in order for the test to work correctly.

Once you start the test, you have 45 hours to finish and only three log-in attempts are allowed. These restrictions are needed in order to protect the academic integrity of the external testing process.

The CPC-based COMP exam is based on the Common Professional Component (CPC) business degree topics as defined by our accreditation authorities. These topics include:

1. Marketing
2. Business Finance
3. Accounting
4. Management (Operations/Production Management Human Resource Management Organizational Behavior)
5. Legal Environment of Business
6. Economics
7. Business Ethics
8. Global Dimensions of Business
9. Information Management Systems
10. Quantitative Techniques/Statistics
11. Business Leadership
12. Business International Strategic Management

As soon as you receive the e-mail with your password from Para gine Academic Services for the CPC-Based COMP exam, please schedule yourself a couple hours to take the exam. The COMP exam includes 120 questions, conducted all online, with 10 questions per CPC topic. Each test is randomly generated from a test bank that includes over 300 questions per topic - every test is unique. You must complete this exam by the end date of the testing period as will be announced by your course professor. A gain your grade for the activity will fully credit for completing the exam. You will be able to view your result. School officials will review the result in detail but communicate only for all students.

When you have completed the exam, please save and submit the exam completion certificate (a 1-page PDF file) to your course professor. If you forget to save the PDF file, you can retrieve the file using the log-in email password instructions included with the e-mail that included the testing password. Please note that these passwords are different.

If you have any problems with the exam process or testing site, please direct your inquiries to Support@Para gineAcademics.com. But before you e-mail Para gine Academic Services, looking for your response to the e-mail, please check your SPAM or JUNKMAIL folder first. You will be prepared for the test and if you do not see the e-mail, please check your computer first before checking with the vendor. Additionally, please note that you can receive any needed online technical and customer support from Para gine Academic Services at: <http://www.paragineacademics.com/support> and click on the student icon.

The purpose of the CPC-Based COMP exam is to assist us with maintaining our business degree accreditation status. The benefit you receive from accreditation is that you have additional leverage with your degree with your current and prospective employers. Employers evaluate the credentials of the school in order to evaluate the quality of your degree. Your completion of the CPC-Based COMP exam helps to maintain our accreditation status by ensuring that our degree program is of the highest quality.

Thank you in advance for your professional test with the CPC-based COMP exam.

Sincerely,

Course Faculty

We can send you a Word file with draft language to use for an e-mail to students and/or to post in the assignment area of the syllabus.

The FAQ Guide

Once we have your micro-site ready, we will create for you a Frequently Asked Questions (FAQ) Guide that you should post and distribute to both students and faculty. We will send this to you in both Word and PDF formats in case you want to edit and add additional instructions.

Shown on the next slide are 2 of the 3 pages of this guide.

The Frequently Asked Questions (FAQ) Guide

Program Assessment Exam from Peregrine Academic Services	
Question	Response
Why am I taking this assessment exam?	Your school requires each student to take a comprehensive assessment exam early in the program and again at the end of the program. The purpose of this exam is to allow the school the ability to assess the quality of its academic programs, so that the school can improve its programs and provide the best possible educational experience for all students. The assessment exam helps ensure that the school maintains the highest quality of education.
How should I prepare for the assessment exam?	The comprehensive exam covers topics taught throughout the business degree program, which are aligned to the business topics required for accreditation. If you are taking this exam early in your program (the inbound exam), there is no need to prepare. This exam simply assesses the baseline data the school needs for its analysis. This exam is not graded, but rather you must complete the exam to receive course credit. If you are taking the exam at the end of your program (the outbound exam), then the preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational business knowledge areas. There is no need to prepare for the exam.
Does this assessment exam affect my final grade?	Please refer to your course syllabus or course instructor for information on how the exam will be graded. Keep in mind that the "scores" you receive on the exam are relative, meaning the scores do not relate directly to a traditional 100pt grading scale. If you are graded on the exam, you will most likely be graded on an adjusted grading scale.
What do I need to access the exam?	You will need a computer with Internet access. No other plug-ins are required.
What is the cost of the assessment exam?	There are no additional costs to the student other than the fees you have already paid to the school.
How do I register for the exam?	Students obtain their exam key by self-registration from a micro-site created for your university. Open http://www.peregrineacademics.com/MYSCHOOL/ . On the right-hand side of the micro-site, enter the password ABCD-2301 . Click "View Registration" to enter the micro-site. Follow the instructions to self-register and obtain your hyperlinked exam key. Be sure to follow the instructions from your course professor. In most cases, you will select from the list the course you are currently enrolled in, which includes the exam as a course requirement.
How do I start the exam once I am registered for the exam?	At the conclusion of the self-registration process, a hyperlinked course name will be displayed. When you click the hyperlink, your web browser will open to the exam screen. If you do not complete the exam at the end of the self-registration process, you can also access the exam by using the e-mail sent to you upon completion of the self-registration process. This e-mail also has a hyperlinked course name to take you to the exam page.

Program Assessment Exam from Peregrine Academic Services	
Question	Response
I know I am registered, but I never received the e-mail.	Please check your SPAM or JUNKMAIL folder for the e-mail from Peregrine Academic Services.
My assessment exam site password does not work anymore after I used the exam key.	A student has 48 hours to complete the exam once the exam has started and only 3 log-in attempts are allowed. These restrictions are in place to protect the academic integrity of the testing process. Contact your instructor if you need the exam re-set.
I have the e-mail, but how do I access the assessment exam site?	Click on the hyperlink included with the title of the course you are enrolled in. The hyperlink directs your Web browser to the appropriate site and auto-fills the registration information.
How much time do I have to take the assessment exam?	You have 48 hours to complete the exam once the exam has been started. The 48 hour clock starts when you start the exam. The exam key does not expire, but rather the 48-hour rule begins after you click "Proceed with Exam" and start the online exam. Each question in the exam is also timed, generally 5 minutes per question. This is a lot of time and most students can complete the exam well within the time restrictions, usually within 60-90 minutes.
Am I allowed to take breaks during the exam?	Yes, two 15-minute breaks are allowed for the entire exam, and are built into the testing platform. You can take these breaks anywhere in the exam, be sure to select "Take a 15 minute break AFTER this question."
What if I need to stop during the exam?	You are allowed to stop during an exam and restart a later time. However, you only have 3 login attempts within the 48 hours. Please be advised that the 3 login attempts have been added to address unforeseen issues (i.e. loss of internet connectivity, emergencies). Do not use these as breaks during the exam. If you do stop the exam and restart later, you will resume the exam at the next question from where you ended the previous session. You will consequently miss the question you were on. You cannot go back and review previously answered questions.
How many questions are on the assessment exam?	There are 10 questions for each business topic. The number of topics assessed by the exam varies from program to program. In general, there will be 6 to 12 topics on an exam. Therefore, the number of questions will be 60 to 120. Exam questions are multiple choice and True/False.
How long will I need to take the exam?	Typically, the exam should take about 60-90 minutes.
How much time is allowed to answer each question?	You are allowed 5 minutes to answer each question. You will see the time remaining on the screen for each question during the exam.
Can I "back track" during the exam?	No, you will not be able to go back to a question if you decide to skip it. You need to do your best to answer each question within the allotted time. Otherwise, it will be graded as 0 points.

You distribute the FAQ Guide to your faculty and students. This Guide has the self-registration directions for your micro-site along with answers to the most frequently asked questions. We will send you a generic guide that you can edit.

Creating Assignments/Activities

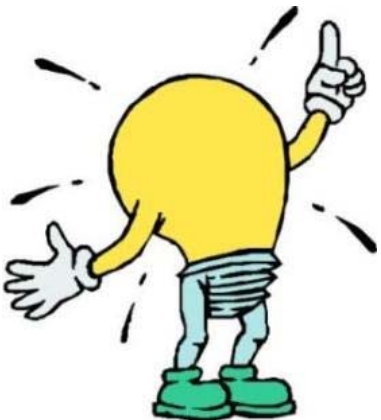
To embed the service within an existing course, all you need to do is create a new assignment/activity for the course. You can use the FAQ guide as the resource for the assignment/activity.

The student then uploads their completion certificate to the assignment area for academic credit.

Tips and Techniques from our Lessons Learned Files

We have integrated the sale of the exam and our online services with both EdMap and with MBS Direct.

So long as the bookstore allows API integration (and most will), it's a fairly easy process for all parties to have the service (exam or course) listed as a course required resource to purchase and then the **service is truly cost-neutral** for the school (we do not have any additional set-up, management, reporting, or integration fees).



Custom-Published E-Books Available Through VitalSource (Cengage Publishing)

Bachelors Program E-Books

- **The Business Environment Bachelors Program Volume 1**
<http://store.vitalsource.com/show/9781133689096>
- **Business Financial Systems Bachelors Program Volume 2**
<http://store.vitalsource.com/show/9781133689102>
- **Business Integration and Evaluation Bachelors Program Volume 3**
<http://store.vitalsource.com/show/9781133689119>

Masters Program E-Books

- **The Business Environment Masters Program Volume 1**
<http://store.vitalsource.com/show/1133067816>
- **Business Financial Systems: Masters Program Volume 2**
<http://store.vitalsource.com/show/9781133067825>
- **Business Integration & Evaluation: Masters Program Volume 3**
<http://store.vitalsource.com/show/9781133067832>

The Doctoral e-books are available and will be posted to VitalSource this fall.

Cengage will allow University Officials to obtain evaluation copies. Your local sales representative can assist.

Integration in Detail

Item #6: *Reporting and Data Analysis*

The Raw Data

We will send you monthly (or as required) the raw data for each student. We will send this to you in an Excel spreadsheet. There are no restrictions on how you can use these data.

We will provide you with two sets of raw data: by topic and by subject so that you can see down to the subject level the individual results.

We cannot send you the actual questions missed, however.

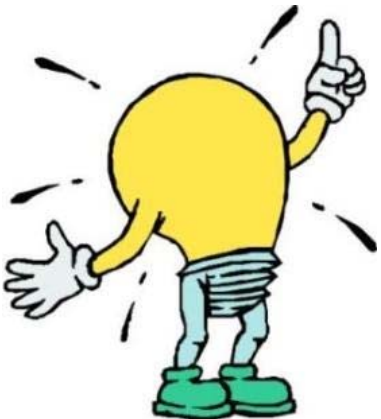
Excel File

2	Report Date: March - March 2012																					
3	Academic Level: Bachelors																					
4	Course(s): ADM496, MGT405, MGT499																					
5	Delivery Mode(s): Blended																					
6																						
7	Course	Timeline	Program	Cohort	Faculty	Learner	Accounting	Business Ethics	Business Finance	Business Integration and Strategic Management	Business Leadership Essentials	Global Dimensions of Business	Information Management Systems	Legal Environment of Business	Management	Marketing	Quantitative Research Techniques and Statistics	FINAL SCORE	Duration (min)	Completed	Abandoned	
8	ADM496 Bachelors Comprehensive CPC Ex: Outbound		Bachelor of Science in Business Administration (BSBA)	BSEA-1-4021	Selner, Shauntle		50	70	90	90	50	60	40	60	70	50	50	58	37.9	03/08/12 05:36		
9	ADM496 Bachelors Comprehensive CPC Ex: Outbound		Bachelor of Science in Business Administration (BSBA)	BSEA-1-4021	Tachie-Kwaw, Nichola		60	60	50	40	40	50	70	60	40	40	20	20	48	59.9	03/08/12 07:25	
10	ADM496 Bachelors Comprehensive CPC Ex: Outbound		Bachelor of Science in Business Administration (BSBA)	BSEA-1-4023	Abu, Carmen		40	20	50	50	60	50	20	60	40	20	10	40	39	41.3	03/04/12 09:10	
11																						
12	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Management (BSM)	BSM-1-206	Dincolla, Tiffany		30	50	30	40	40	40	50	70	70	40	30	40	44	35.4	03/02/12 10:22	
13	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Management (BSM)	BSM-L-9-2	alicearsed, guy		60	60	50	50	60	30	80	60	50	50	20	10	50	71.8	03/03/12 09:04	
14	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Management (BSM)	BSM-L-9-4	Janzombek, Stephanie		50	70	60	50	50	20	30	40	30	20	30	10	38	34.6	03/03/12 09:34	
15	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Management (BSM)	BSM-L-9-4	Velz, Bobby		60	50	40	30	50	30	40	50	50	20	20	30	40	49.9	03/04/12 11:35	
16	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Keck, Sara		60	90	40	50	60	70	70	70	60	20	40	40	56	60.8	03/04/12 11:20	
17	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Lewis McCaleb, Alise		60	30	80	50	70	50	40	60	40	30	40	10	53	146.7	03/02/12 09:19	
18	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		MacDonald, Gordon		60	50	40	50	40	70	90	70	70	70	40	50	58	20.2	03/07/12 11:25	
19	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Pliz, Tyler		60	70	20	50	40	40	40	50	70	50	30	10	48	33.8	03/04/12 11:44	
20	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Scharf, Erin		50	40	30	50	50	30	50	60	20	50	40	20	41	105.7	03/11/12 06:19	
21	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Taylor II, Ray		40	40	40	30	40	60	40	60	80	70	70	50	58	65.2	03/04/12 10:20	
22	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-12)		Witter, Stephen		40	40	20	30	50	60	50	50	80	50	50	30	53	49.9	03/04/12 04:26	
23	MGT406 Bachelors Comprehensive CPC Ex: Inbound		Bachelor of Science in Strategic Management Information Systems (ES:BSM-1-9-9)		Sino, Dawn		20	40	60	30	70	20	50	60	80	50	50	10	46	22	03/02/12 05:54	
24																						
25	MGT496 Bachelors Comprehensive CPC Ex: Outbound		Bachelor of Science in Management (BSM)	BSM-1-20'5	Sciortino, Cristina		50	90	30	40	40	40	50	40	40	30	30	30	43	42.9	03/03/12 11:09	
26	MGT496 Bachelors Comprehensive CPC Ex: Outbound		Bachelor of Science in Management (BSM)	BSM-1-20'6	Sorensen, Jim		20	50	10	30	60	50	30	40	40	40	30	30	36	11.7	03/08/12 12:37	
27																						

We include an Excel file with all the raw data by student.

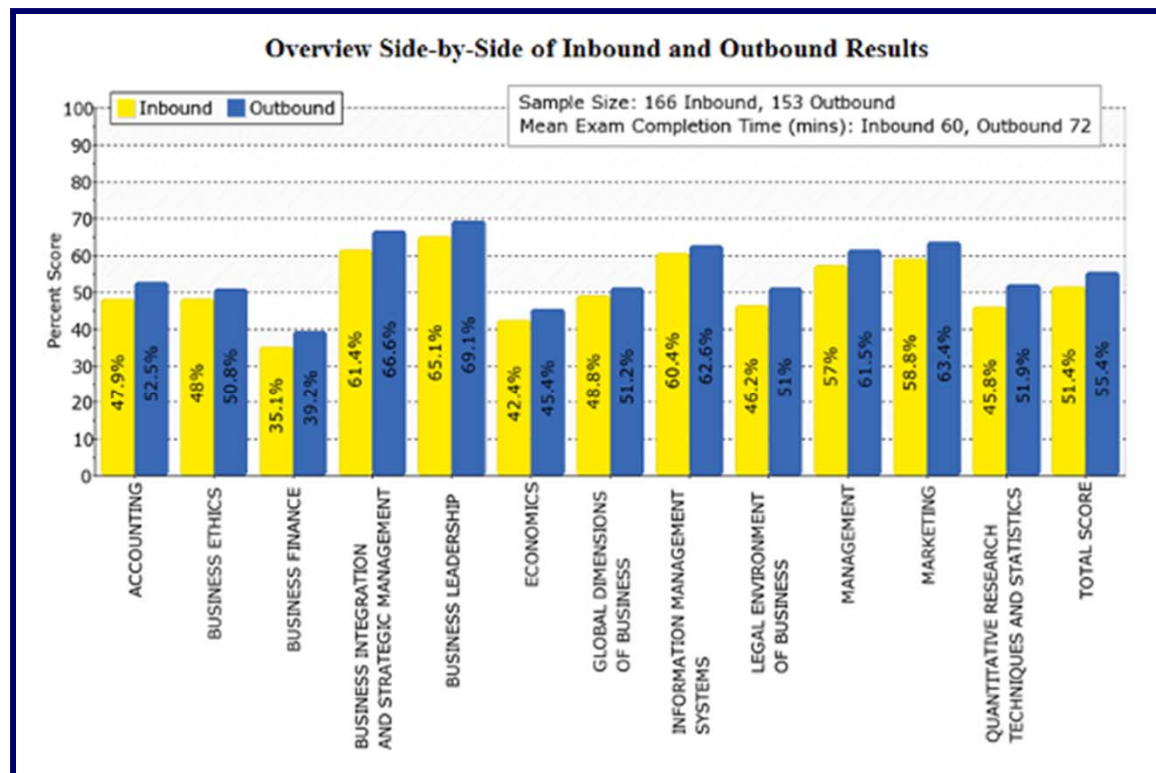
Tips and Techniques from our Lessons Learned Files

There are any number of additional analyses you can do with the raw data. **You can import into SPSS and/or link to your own student databases for further analysis of the data.**



Inbound/Outbound Comparisons

By comparing the inbound and outbound test scores, both cumulatively and by specific CPC topic, you can directly measure the effectiveness of your curriculum at the program-level.



Topic/Sub-Topic Level Data

Descriptive statistics are calculated and clearly displayed in the report for each CPC topic and sub-topic (the topics of management and economics have sub-topics).

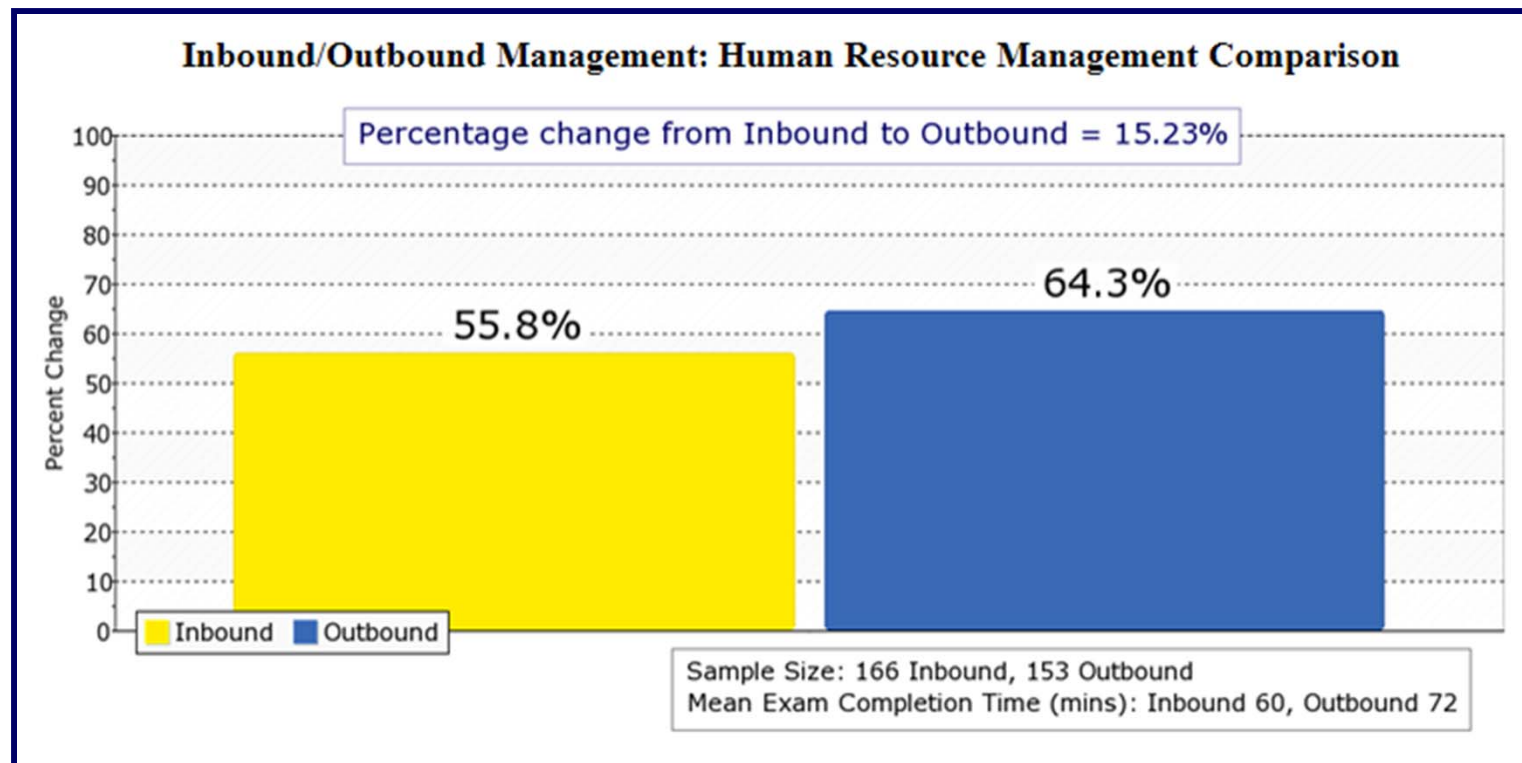
Business Ethics Assessment Summary

Assessment Summary Statistics

<u>Business Ethics</u>	<u>Inbound</u>	<u>Outbound</u>
Sample Size	122	163
Average Score	47.9 %	55.3 %
Standard Deviation	19.89	18.57
Min Score	0 %	10 %
Max Score	100 %	100 %
Median Score	50 %	60 %
Mode	50 %	70 %

Topic-Level Analysis

Bar graph comparisons between the inbound and outbound scores give you an easy to understand visual of your student's results. The percent change calculation is your direct measure of learning outcomes.



Subject-Level Analysis

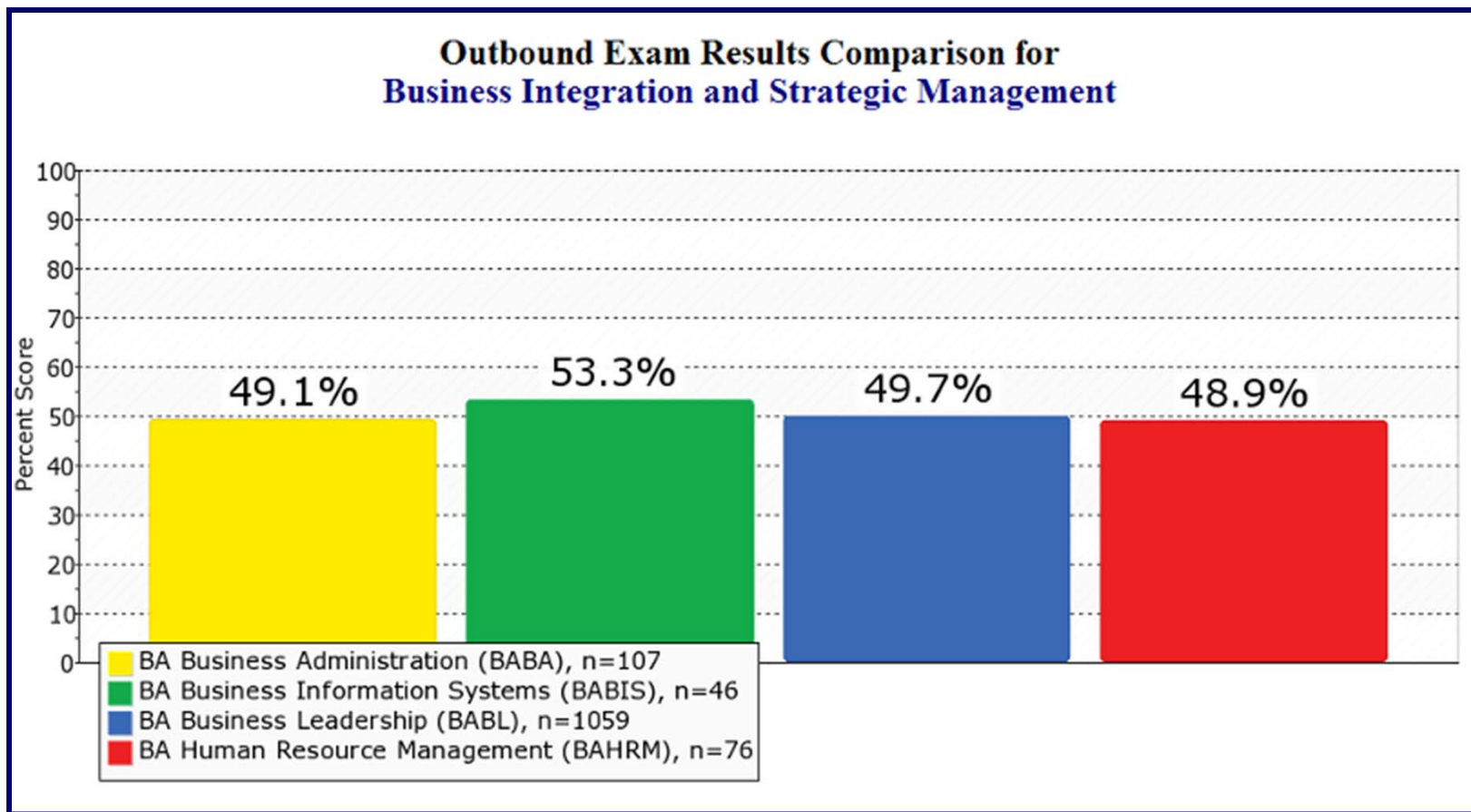
Subject-level analysis gives you the added detail you need for your program-level and course-level analyses. There are 4-8 subjects per CPC topic.

Frequency of Questions Offered on Outbound Exams

<u>Marketing</u>	<u>Number of Questions Offered</u>	<u>Frequency Missed</u>
Market Segment	146	19.86 %
Marketing Defined	123	54.47 %
Marketing Research	411	34.79 %
Marketing Strategy	480	39.17 %
Marketplace and Market Share	230	37.39 %
Types of Marketing	140	32.86 %

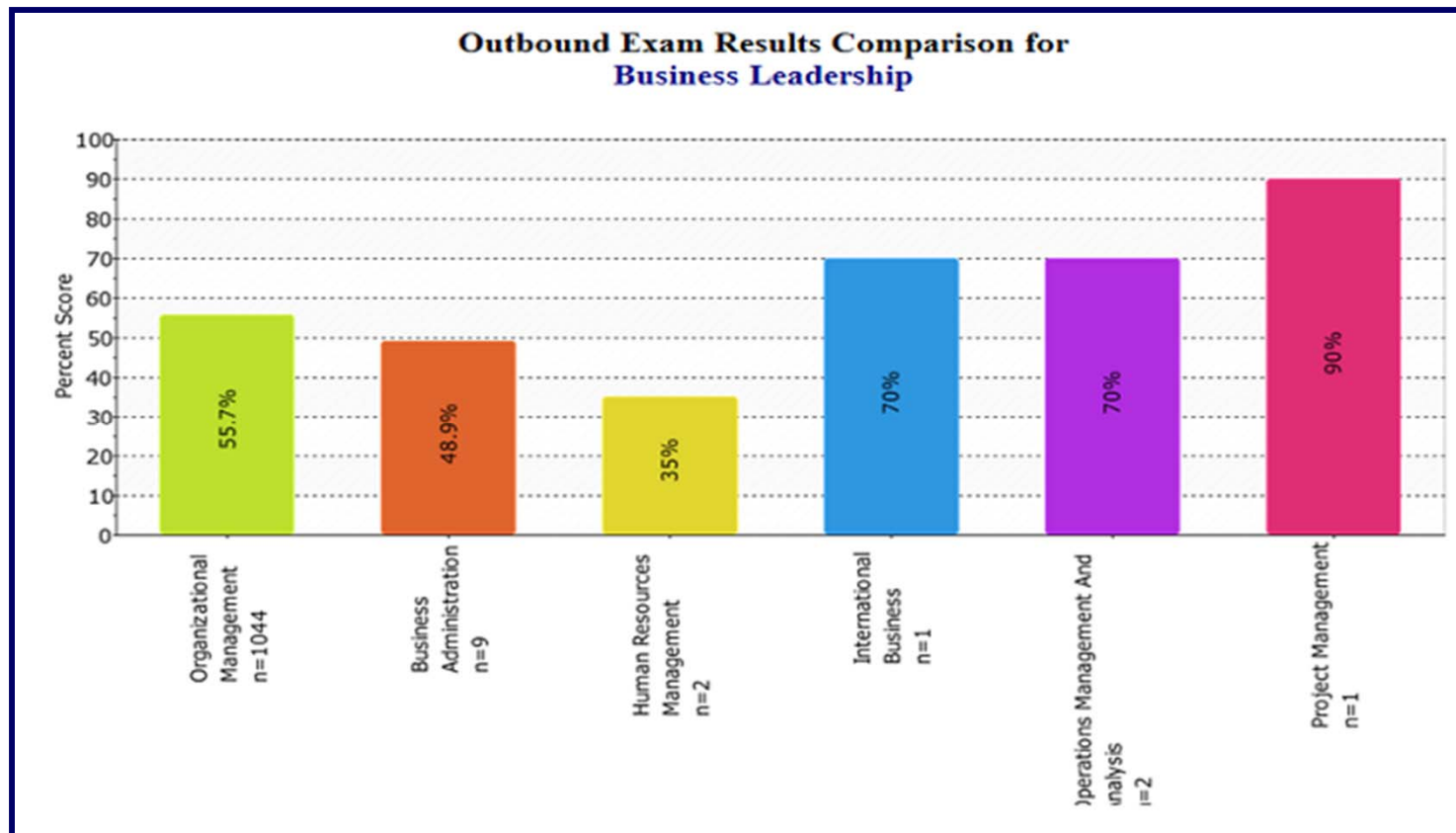
Program Comparison Analysis

Our program comparison report allows you to assess the differences in learning outcomes between degree programs.



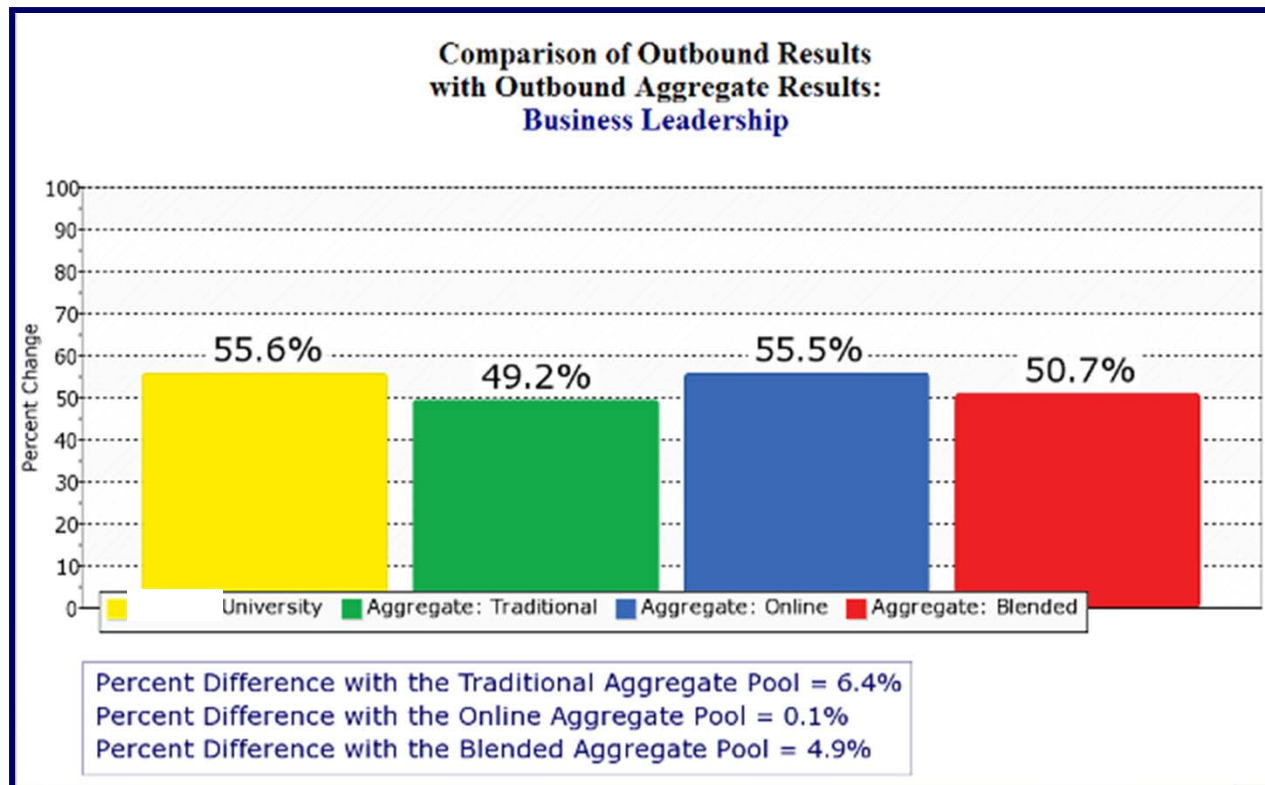
Cohort Comparison Analysis

If we record student cohort information when the student takes the exam (using a pull-down menu), we can show you how the different student cohorts compare with respect to their exam results. Example cohorts include campus location or program specialization.



External Benchmarking

External benchmarking allows you to assess how your business program measures up compared to other programs. External benchmarking includes a direct comparison of outbound exam results AND a comparison of the percent change from inbound to outbound.



Tips and Techniques from our Lessons Learned Files

Since we will show in the reports all of our aggregate pools for your external comparisons, you **DO NOT** have to pre-select which pool for the comparisons. You can draw your own inferences from the data.

The aggregate pools are updated July 1st of each year.



Data Reporting from the ALC and APA Services

We can provide you with the raw data from both the ALC and APA; however, none of our current clients have shown any interest in these data because they already see the student results from the completion certificates.

Still, it is up to you if you want to see these data and reports or not.

Integration in Detail

**Item #7: *Payments, Invoices
and Billing Information***

Billing Considerations

Please note that with Peregrine Academic Services:

- **You DO NOT have to pre-purchase exams/services. All services can be paid for after they are obtained and completed.**
- **There are NO ADDITIONAL CHARGES for set-up, customization, reporting, etc. There are no hidden fees or charges. Everything is sold on a per-item fee as shown on the following slides.**
- **Per unit discounts apply based on annual expected requirements. Please use your best estimate. We WILL NOT, however, come back on you for additional payment if you are a few off of your estimate.**

CPC-Based COMP Exam Pricing

<u>Exams/Year</u>	<u>Discount</u>	<u>Price Per Test</u>	
		<u>BA/BS/Grad</u>	<u>AA/AS</u>
1-50	Full Price	\$40	\$20
51-100	5%	\$38	\$19
101-250	10%	\$36	\$18
251- 500	15%	\$34	\$17
> 501	20%	\$32	\$16

There are no other fees. The price per exam includes all reports and analyses. Pricing also includes customization of the exam (adding new client-developed topics or deleting topics from an exam).

ACPC-Based COMP Exam Pricing

<u>Exams/Year</u>	<u>Discount</u>	<u>Price Per Test</u>	
		<u>BA/BS/Grad</u>	<u>AA/AS</u>
1-50	Full Price	\$40	\$20
51-100	5%	\$38	\$19
101-250	10%	\$36	\$18
251- 500	15%	\$34	\$17
> 501	20%	\$32	\$16

There are no other fees. The price per exam includes all reports and analyses. Pricing also includes customization of the exam (adding new client-developed topics or deleting topics from an exam).

International CPC-Based COMP Exam Pricing¹

<u>Exams/Year</u>	<u>Discount</u>	<u>Price Per Test</u>	
		<u>BA/BS/Grad</u>	<u>AA/AS</u>
1-50	Full Price	\$40	\$20
51-100	5%	\$38	\$19
101-250	10%	\$36	\$18
251- 500	15%	\$34	\$17
> 501	20%	\$32	\$16

Flexible Alternatives

¹We recognize the unique economic differences within the world. Therefore, we will adjust pricing based on the Purchasing Power Parity (PPP) Index. Contact us if you believe that you may qualify for this additional discount.

Pricing is inclusive—there are no hidden report fees or set-up charges.

ALC Pricing

OPTION #1: Specified Course within Your Program.

- \$60 for the online section pre-test (3) and post-tests (3)
- \$170-190 for the custom-published e-books purchased from Cengage Learning
- University fees/charges for the course itself may also apply

OPTION #2: Independent Study Course

- \$120 for the online topic pre-tests (12) and post-tests (12)
- \$170-190 for the custom-published e-books purchased from Cengage Learning

Note: Associates Degree alternative is less due to fewer topics included.

OPTION #3: Separate Online Modules (no e-book requirement)

- \$35/module or \$350 for a 15-module package

Pricing for Our APA Services

<u>Units</u>	<u>Discount</u>	<u>Course</u>	<u>Exam</u>
1-50	Full Price	\$35.00	\$10.00
51-100	5%	\$33.25	\$9.50
101-250	10%	\$31.50	\$9.00
251- 500	15%	\$29.75	\$8.75
> 501	20%	\$28.00	\$8.00

Keep in mind: Including our APA services into your curriculum can be **cost-neutral** for the school when you use a school micro-site with student self-registration and the students purchase the services using our secure e-commerce checkout.

Additionally, we can integrate the sale of the APA services with your online bookstore so that the purchase of the materials by the students is included with the sale of the APA Style Manual and/or other required course textbooks.

Billing Information

Upon registration with us, please provide us with your complete billing information along with the contact name of who should receive our invoice (assuming the school is paying for the services and not the individual students).

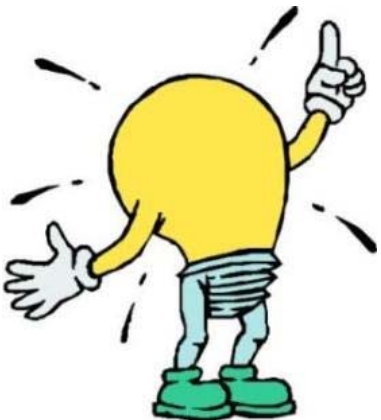
Also, do you require anything from us for payment purposes as a vendor for your school (e. g. W-9 form, State vendor registration, etc.)? If so, please let us know as soon as possible so that there will be no delays in payment.

Terms are Net 30 Days. A 15% late fee will be assessed if payment is not received after 30 days.

Tips and Techniques from our Lessons Learned Files

There's really no reason why our services can't be **cost-neutral for your school.**

Most of our clients either require the students to purchase the services from us directly (or through their online bookstore) or assess a course fee to cover the costs.



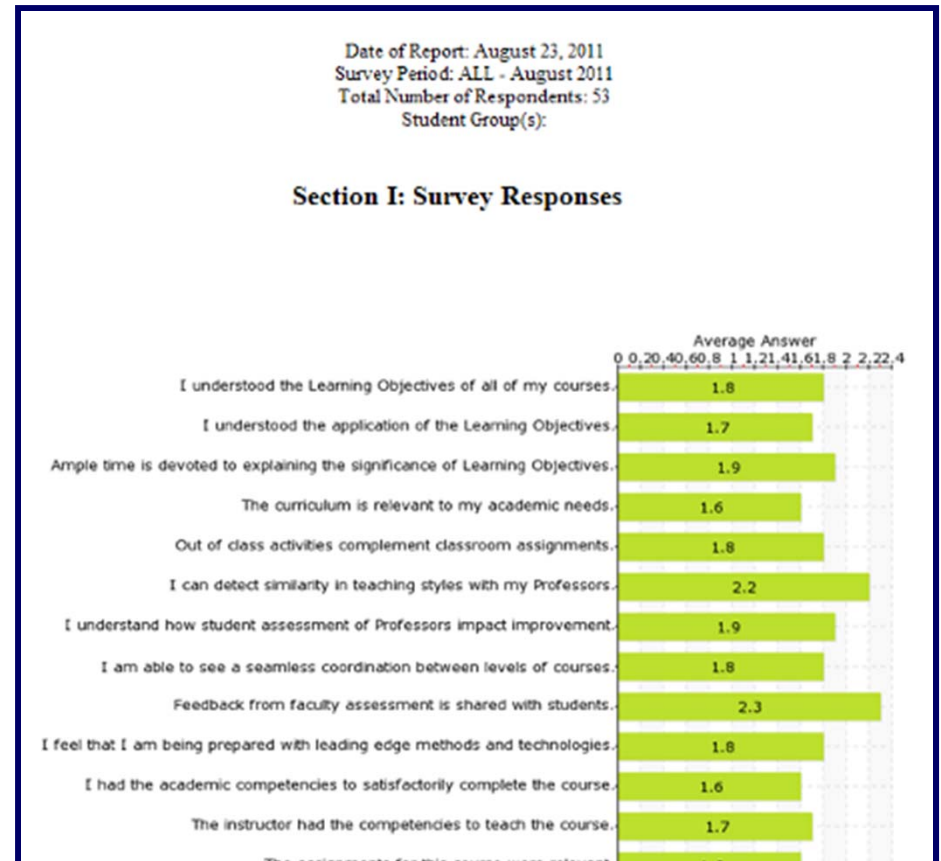
Optional Student Surveys

Survey Opportunities

In conjunction with an outbound CPC-based COMP exam, include an online pre-graduation survey.

- Respondent Demographics
- Open-ended Questions
- Likert-type Questions

Value Added with our CPC-based COMP Exam! No charge for the survey.

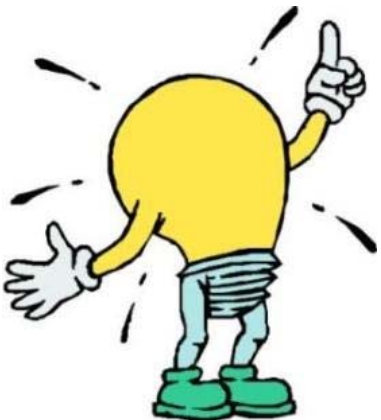


We have a standard list of questions (demographic, Likert-type, and open-ended) for the survey. You can also modify the survey to include your university-developed questions.

Tips and Techniques from our Lessons Learned Files

Even if your college/university has a pre-graduation survey (usually more of a satisfaction survey), you still might want to seriously consider a student survey for your program.

Consider survey questions related to your program learning outcomes and then you would have a second measure of learning outcomes that you can use for your accreditation requirements.



Frequently Asked Questions

Frequently Asked Questions

Question	Response
Are other fees involved in addition to the exam fees listed in your brochure?	No, our exam fees are inclusive. The only exception is if you require extensive customization for limited annual requirement of exams or if you require unique language versions for small number of tests.
Can you translate into other languages besides the ones listed in your brochure?	Yes, but it depends on the number of tests per year. With a requirement of 500+ tests per year, we can translate the test banks for you. For lesser quantities, we will need to work with you relative to the translation requirements.
Is the Academic Leveling course available in other languages?	No, the material is from Cengage Publishing and the e-books are currently only available in English. We can translate the test banks, but not the e-books.
Do your results show more than just the topic score?	Yes, our results include the total score, the topic score, and a frequency of missed questions by subject within a CPC topic
Can we see a written copy of the test?	You can review example exams, but because the material is proprietary, we cannot send you the test bank questions.

Frequently Asked Questions

Question	Response
Is the inbound exam the same as the outbound exam?	The exact exam is different, but the test questions are all drawn from the same test bank of questions. Every exam is unique, but the results can be statistically compared for both internal and external benchmarking.
Can I see the list of schools you will use for my external benchmarking?	We will share with you the types of schools we can benchmark you with along with a few example schools. We cannot share with you the precise list of schools nor can we compare you one-on-one with other schools in order to maintain confidentiality and privacy.
How do you compare with Major Field Test (MFT) offered by ETS?	<ol style="list-style-type: none"> 1. We can give you your results quicker, within a day or two of the testing period. 2. You will receive all the results, not just cumulative results. 3. Students can take our tests remotely and online without the need for a test proctor. 4. We are less expensive than MFT – no extra fees for additional reports. 5. We can provide you with more detailed and usable results. 6. We can compare your results with demographically similar schools and programs as opposed to an unknown aggregate. 7. You can use the results for individual student benchmarking. 8. You can use the results for internal program-level benchmarking.
Do you offer pricing discounts?	Yes, please refer to our pricing table in our brochure. We offer discounts based on annual expected quantities of tests.

Frequently Asked Questions

Question	Response
<p>Are your exams difficult for the students?</p>	<p>Difficult is a relative term. With an inbound/outbound assessment program, the scores are relative to each other, not to 100%. The goal is not for students to get an “A” on the test, but rather the goal is to measure the change in business knowledge from the time a student enters your program to the time they graduate from your program. Your external benchmarking is also relative in terms of the score. CPC-based COMP exams are different than course quizzes and tests.</p>
<p>How will I know if the test questions are relative and applicable to my program?</p>	<p>The test questions represent the foundational knowledge levels for each CPC topic. The test questions were drawn from the introductory chapters and foundational chapters from the leading textbooks used within the higher education industry. Although individual questions may or may not be precisely covered in your curriculum, the topics and subjects included within the exam are most likely covered in your business program.</p>
<p>How often do you update or change your test bank?</p>	<p>We regularly review the test bank to see evaluate if specific test questions are missed at a higher than normal rate, which would indicate a problem with the question. Otherwise, we do not change the test bank and risk invalidating future comparative analyses.</p>
<p>Can a group of schools pool together to get a better price discount?</p>	<p>Yes. If a group of relatively similar (usually smaller) schools would like to incorporate our services into their programs, we will consider the group total in terms of discount pricing.</p>

Tips and Techniques from our Lessons Learned Files

Please don't feel like you have to have this 100% perfect the first time. Many of our clients update how the process works as they gain experience with the process.

You can, later on, add topics to exam, add a student survey, change a survey, delete topics, etc. It truly is not a major undertaking for us to adjust the process/service after you have started.



Your Valued Partner for Academic Preparedness

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