



CASE study

GoVenture Facilitates Student Learning and University Accreditation

The business faculty at **Pennsylvania Western University** (PennWest) in California was on a mission to better prepare students for the real world of business and meet the expectations of their accreditation body.

PennWest faculty started the process in 2017 by adding a *Peregrine Global Services Business Administration Assessment Exam* for business students to take at the end of their studies.

The exam is an external comparative assessment intended to demonstrate that students have achieved the learning outcomes required by the university's accreditation body — the *Accreditation Council for Business Schools and Programs* (ACBSP).

One year later, while redesigning the undergraduate capstone course, **Elizabeth Jones**, Ph.D and her colleagues added an experiential learning activity to the curriculum to better prepare students for the exam. They chose the **GoVenture CEO** business simulation.

GoVenture CEO provided a successful experience and the PennWest faculty further integrated the program into the curriculum over the next few years. This includes:

- Playing more **simulations**.
- Using the **Competency Quiz** to expand student practice.
- Using the **Business Superhero** workbook to reinforce key concepts.
- Having students prepare and deliver **presentations** on their experiences.

This deeper integration enabled the PennWest faculty to identify more correlations between the formative assessment that GoVenture CEO offers, and student success on the summative Peregrine Exam that offers further insight into specific business topics where students excel or struggle.

PennWest further worked with the creators of GoVenture CEO to make more performance data available to create even more alignment with the Peregrine Exam, allowing quick and easy access and integration of data from both products.

The result — after years of testing and achieving objectively positive results, PennWest has a reliable system that assures student success and university accreditation by creatively fusing data from two assessment products.



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