

**MISSOURI SOUTHERN**  
STATE UNIVERSITY  
THE ROBERT W. PLASTER SCHOOL OF BUSINESS

Student Learning Outcomes and Achievement Indicators 2023-2024

*(03.27.2024 Salary Visible.xlsx (mssu.edu))*

**Knowledge Rate:** 86% of graduates between July 1, 2022 and June 30, 2023

**Success Rate:** 90% of graduates between July 1, 2022 and June 30, 2023 were employed or in graduate school within six months of graduation.

**Mean Starting Salary:** Mean starting salaries among graduates employed in the United States, by emphasis areas, are as follows:

General Business: \$41,600

Marketing: \$42,500

Human Resource Management: \$45,760

Finance: \$50,000

Accounting: \$51,792

Management: \$52,000

**First Destination:** First Destination refers to the postgraduate plans of graduates six months after graduation. Employment outcomes are based on those students seeking full-time employment.

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Employed Full Time: 79%  
Continuing Education: 10%  
Seeking Employment: 6%  
Not Seeking: 1%

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## Learning Outcomes

The scores below represent the average national standardized exam scores for all students graduating from the Plaster School of Business in 2023-2024 on each dimension on the Peregrine Exit Exam (excluding exams submitted with outlier completion times).

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<b>Peregrine Dimensions</b>	<b>MSSU Scores</b>	<b>AACSB Accredited Institutions</b>
<i>Total</i>	<b>64.527</b>	63.214
Accounting	<b>59.267</b>	59.575
Business Communications	<b>73.533</b>	71.513
Business Ethics	<b>62.467</b>	63.25
Business Finance	<b>59.467</b>	58.455
Business Integration and Strategic Management	<b>66.133</b>	64.085
Business Leadership	<b>65.600</b>	59.687
Economics	<b>65.467</b>	61.549
Economics: Macroeconomics	<b>64.667</b>	60.426
Economics: Microeconomics	<b>66.267</b>	62.628
Global Dimensions of Business	<b>64.933</b>	60.417
Legal Environment of Business	<b>63.133</b>	63.27
Marketing	<b>67.333</b>	66.369
Quantitative Research Techniques and Statistics	<b>62.467</b>	63.16

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