



Report of Outcomes Assessment Results

Institution	Palm Beach Atlantic University
Academic Business Unit	Rinker School of Business
Academic Year	2016-2017

Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

The outcomes assessment plan that we have previously submitted is still current.

Changes have been made and the revised plan is attached.

We have made changes and the revised plan will be sent to the IACBE by: November 1, 2017 see note below.

The 2016-2017 outcomes assessment results in this document are based on the 2014 outcomes assessment plan filed in 2014. However, our self-study report and final response are due November 1, 2017. The Site Visit occurred in September 2017 and the report was received from IACBE on October 13. Our response to that findings letter is due on November 1, 2017 and it includes a new Outcomes Assessment Plan that will be effective for the 2017-2018 academic year.

The 2014 outcomes assessment plan did not include assessment for the Master of Accountancy Degree because the new program began in the 2016-2017 academic year. At the request of the IACBE, we are including the assessment that was completed for the Master of Accountancy in 2016-2017, even though they are partial results. Two of the three direct measures were collected and the third direct measure was not collected. The one indirect measure (exit survey of graduates) was not collected in 2016-2017 for two reasons. First, it had not been fully designed at the end of 2016-2017. Secondly, there were only two graduates. The two direct measures that were collected were necessary for regional accreditation (SACSCOC) reporting.

Outcomes Assessment Results

For Academic Year: 2016-2017

Section I: Student Learning Assessment

Student Learning Assessment for: <i>Bachelor of Science</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Students will exhibit business appropriate communication skills</i>	
2. <i>Students will exhibit the ability to successfully perform in a group or team.</i>	
3. <i>Students will exhibit an understanding of elements, standards, and application of critical thinking</i>	
4. <i>Students will exhibit business skills in the following areas: Technology, Research, Finance, Accounting, Marketing, Global Business, Management, Business Law</i>	
5. <i>Students will exhibit the ability to express a Christian Worldview as it relates to business practices.</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
1. <i>Group case and Industry Case in Core Capstone Class, BUS 4303</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 4	<i>It is assessed with a comprehensive case rubric with 6 levels (Poor, Fair, Average, Good, Very Good, Outstanding). Target is 75% of observations will demonstrate competency at good or better levels for each ISLO</i>
2. <i>Rinker Learning Assessment Test in Core Capstone Class</i> Program ISLOs Assessed by this Measure: 4	<i>Improvement in mean score over time.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. <i>IDEA evaluations (student course evaluations)</i> Program ISLOs Assessed by this Measure: 1, 2, 3, 5	<i>Meet or exceed the baseline measures established in the 2009-2010 academic year. The baseline measure is the mean percentage of respondents selecting a “4” or “5” on 2009-2010 IDEA forms.</i>
2. <i>Internship Employer Evaluations</i> Program ISLOs Assessed by this Measure: 1, 2, 4	<i>Meet or exceed the baseline measures established in the 2009-2010 academic year. The baseline measure is 90.7%, the mean percentage of respondents selecting a “4” or “5” on 2009-2010 employer evaluation forms.</i>

Learning Assessment Results: Bachelor of Science

Summary of Results from Implementing Direct Measures of Student Learning:

1. Each measure exceeded the 75% target measure
2. The assessment test average score was 34%, which is far below typical and does not meet our target.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. The percentage measures were below the target for ISLO 1, 2, 3, but was slightly below above the target for ISLO 5.
2. The percentage of employer positive assessments slightly exceed the target 90%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1	Met	NA			Not Met	Met		
2. Program Learning Outcome 2	Met	NA			Not Met	Met		
3. Program Learning Outcome 3	Met	NA			Not Met	NA		
4. Program Learning Outcome 4	Met	Not Met			NA	Met		
5. Program Learning Outcome 5	NA	NA			Not Met	NA		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Although we met Direct measure 1 targets, our self-study of 2015-2016 and recommendations from our site visit team convinced us that we must changing this measure to be individual measures, not group measures. Our 2017 Outcomes Assessment Plan includes this planned change.
2. Regarding direct measure 2, our results are disappointingly low. As in item 1 above, our 2015-2016 self study and feedback from our site visit team has convinced us to not use this exam as a direct assessment measure. The major weakness of this measure is that students have little incentive to place effort into doing well on the test. Our 2017 Outcomes Assessment Plan includes this planned change.
3. Regarding indirect measure 1, the student self-reported scores were lower than the target. Our site visit team encouraged us to not use these as an indirect measure. Our 2017 Outcomes Assessment Plan includes this planned change to use an exit survey with Likert scale and comment boxes as the indirect measure.

Student Learning Assessment for: *Master of Business Administration*

Program Intended Student Learning Outcomes (Program ISLOs)

1. *Students will exhibit business appropriate communication skills*
2. *Students will exhibit the ability to successfully perform in a group or team.*
3. *Students will exhibit an understanding of elements, standards, and application of critical thinking*
4. *Students will exhibit business skills in the following areas:Technology, Research, Finance, Accounting, Marketing, Global Business, Management, Business Law*
5. *Students will demonstrate the ability to identify competitive variables.*
6. *Students will exhibit the ability to express a Christian Worldview as it relates to business practices.*

**Assessment Instruments for Intended Student Learning Outcomes—
Direct Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Direct Measures:

1. *Group case and Industry Case in Core Capstone Class, BUS 4303*
Program ISLOs Assessed by this Measure: 1, 2, 3, 4

It is assessed with a comprehensive case rubric with 6 levels (Poor, Fair, Average, Good, Very Good, Outstanding). Target is 80% of observations will demonstrate competency at good or better levels for each ISLO

2. *An embedded assignment titled “Final Project” in BUS 5623*
Program ISLOs Assessed by this Measure: 4

It is assessed with a rubric with 3 levels (Poor, Fair, Good). Target is 80% of observations will demonstrate competency at good or better levels for the ISLO. Improvement in mean score over time.

**Assessment Instruments for Intended Student Learning Outcomes—
Indirect Measures of Student Learning:**

Performance Objectives (Targets/Criteria) for Indirect Measures:

1. *IDEA evaluations (student course evaluations)*
Program ISLOs Assessed by this Measure: 1, 2, 3, 6

Meet or exceed the baseline measures established in the 2009-2010 academic year. The baseline measure is the mean percentage of respondents selecting a “4” or “5” on 2009-2010 IDEA forms.

2. *Exit Interviews of graduates*
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5, 6

A large majority of positive responses.

Learning Assessment Results: *Master of Business Administration*

Summary of Results from Implementing Direct Measures of Student Learning:

1. The measure for each ISLO met or exceeded the target measure of 80% except ISLO #3 measure

2. With the 2016 revision of the MBA curriculum, this course is no longer part of the MBA core. Therefore this data was not collected.

Summary of Results from Implementing Indirect Measures of Student Learning:

3. The percentage measures were above the target for ISLO 1, 2, 3, but was below the target for ISLO 6.

4. There were a majority of positive comments in the exit interviews.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	Direct Measure 1	Direct Measure 2	Direct Measure 3	Direct Measure 4	Indirect Measure 1	Indirect Measure 2	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1	Met	NA			Met	Met		
2. Program Learning Outcome 2	Met	NA			Met	Met		
3. Program Learning Outcome 3	Not Met	NA			Met	Met		
4. Program Learning Outcome 4	Met	NA			NA	Met		
5. Program Learning Outcome 5	NA	Not Met			NA	Met		
6. Program Learning Outcome 6	NA	NA			Not Met	Met		

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. Regarding direct measure 1 results, our 2015-2016 Self-Study and the Site Visit Team recommendations caused us to revise the ISLOs and the MBA Direct and Indirect Measures. This particular measure will become an individual capstone case.

2. Regarding direct measure 2 results, our 2015-2016 Self-Study and the Site Visit Team recommendations caused us to revise the ISLOs and the MBA Direct and Indirect Measures. This measure will not be part on the 2017 Outcomes Assessment Plan.

3. Regarding indirect measure 1, Three ISLOs were met, but ISLO 4 was not met. The "Not Met" student self-reported scores were not significantly lower than the target. This measure will not be part on the 2017 Outcomes Assessment Plan. An exit survey will become the measure.

Student Learning Assessment for Master of Accountancy

Program Intended Student Learning Outcomes (Program ISLOs)

1. Students will demonstrate research skills to locate, interpret, and apply appropriate GAAP, Generally Accepted Auditing Standards (GAAS), and tax guidelines and rules.

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2, 3.

Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 4, 5.

2. Students will analyze financial transactions, financial statements and related accounting disclosure in footnotes to financial statements.

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2, 3.

Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 4, 5.

3. Students will analyze standard and complex business transactions and determine appropriate Generally Accepted Accounting Principles (GAAP), GAAS, and tax rules and guidelines.

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 2, 3

Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 2, 3, 4, 5.

4. Students will exhibit the ability to express a Christian worldview as it relates to business practices.

Broad-Based Student Learning Goals to which this Outcome is Linked: 1, 4.

Key Learning Outcomes for Master's-Level Business Programs to which this Outcome is Linked: 1, 4, 6.

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:

Performance Objectives (Targets/Criteria) for Direct Measures:

1. A research paper assignment in ACG 5123.

Program ISLOs Assessed by this Measure: 1, 3

It is assessed with a comprehensive rubric with three levels. At least 75% of students will perform at the competent level in overall ability to implement a plan of inquiry and properly apply authoritative literature to address research questions or scholarly problems.

2. A comprehensive financial statement analysis case of a real company in ACG 5153.

Program ISLOs Assessed by this Measure: 2, 3.

It is assessed with a comprehensive case rubric with 5 levels. Target is 80% of observations will demonstrate competency at meets or exceeds expectations levels for each ISLO

3. An ethics assignment in ACG 5153 that requires students to explain ethical decisions in a Christian worldview context. Program ISLOs Assed by this Measure: 4	It is assessed with a rubric with 5 levels. The target is 75% of observations will demonstrate competency at the fourth and fifth levels for the ISLO.
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Exit Survey of graduates Program ISLOs Assessed by this Measure: 1, 2, 3, 4.	75% of students will select a “4” or “5” on the Likert scale of the MAcc exit survey questions related to these ISLOs.

Learning Assessment Results: *Master of Business Administration*

Summary of Results from Implementing Direct Measures of Student Learning:

- 4 of 6 students (100%) performed at the competent level or higher (proficient level).
- 4 of 6 students (66.7%) met or exceeded expectations in the rubric assessment.
- Not implemented until 2017-2018

Summary of Results from Implementing Indirect Measures of Student Learning:

- Not implemented until 2017-2018.

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1</i>	<i>Direct Measure 2</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1</i>	<i>Indirect Measure 2</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Program Learning Outcome 1	Met				Not Met			
2. Program Learning Outcome 2		Not Met			Not Met			
3. Program Learning Outcome 3			Not Met		Not Met			

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

- Regarding direct measure 2 results, we will continue to use this measure as currently structured. It has only been used once in the initial year and results may meet the target in the second year.

2. *Regarding direct measure 3, we will begin using the direct measure in 2017-2018.*

3. *Regarding indirect measure 1, we will begin using the indirect measure in 2017-2018.*

Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)