2013-2014 Assessment Report
Program: Business, PHD (two concentration areas, Management (MNGT) and Information Systems (ISMN)

College of Business

Business

Business, PHD

Expected Outcome 1: Competently Engage in Teaching

Upon graduation, students will demonstrate pedagogical skills sufficient to competently engage in teaching.

Assessment Method 1: Teaching Evaluations

Assessment Method Description
All students assigned teaching duties are evaluated by their students. The students are asked to evaluate their teacher's overall effectiveness where 5 = excellent and 1 = unacceptable. At least 85% of the students, who have graduated from the program, will have achieved an average rating of 3.5 or higher.

Findings
83% of the students who taught had overall teaching effectiveness scores greater than 3.5.

How did you use findings for improvement?
During the current year, 5 of 6 Ph.D. students who were asked to serve as an instructor for a course, scored above a 3.5 overall. Effective teaching will continue to be a topic stressed during the Ph.D. colloquiums which are a required part of the program for every student. Students with continually low ratings will be referred to the Biggio Center for Teaching Effectiveness for additional assistance.

Additional Comments
This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.
Expected Outcome 2: Demonstrate Oral Communication Skills

Upon graduation, students will demonstrate oral communication skills to competently perform research, teaching, service, administrative or consulting responsibilities in their chosen field.

Assessment Method 1: Oral defense - Communication Rating

Assessment Method Description
Students will orally defend their dissertation to their dissertation committee and outside faculty reader. The committee and outside faculty reader will rate the student's oral communication skill where 5= excellent and 1= unacceptabile. At least 80% of the students will achieve a rating of 4.0 or higher.

Findings
100% of the students achieved oral communication skills ratings of 4.0 or higher.

How did you use findings for improvement?
Overall improvement was noted in 2013-2014. Faculty should continue to reinforce the enhancement of the students' oral communication skills through additional opportunities such as seminar presentations and other, similar requirements.

Additional Comments
This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.

Expected Outcome 3: Demonstrate Research Design and Data Analysis

Upon graduation, students will demonstrate competency with research design and data analysis.

Assessment Method 1: Dissertation - Empirical Analysis

Assessment Method Description
The student's dissertation committee and outside reader will
rate the research design and data analysis in the dissertation where 5 = excellent and 1 = unacceptable. At least 80% of the students will achieve a rating of 4.0 or higher on their dissertations.

**Findings**
100% of the students were rated 4.0 or better for research design and data analysis.

**How did you use findings for improvement?**
Overall, research methods seemed to be a solid area for many students. While all met the 4.0 rating, there were occasionally “dissenting opinions” from a committee member or outside reader regarding a narrow and specific portion of the overall research method(s) utilized. With a new program coming online in Fall, 2014, the Ph.D. program steering committee will be reviewing the research methods courses contents and examine alternatives to further strengthen this area.

**Additional Comments**
This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.

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**Expected Outcome 4: Demonstrate Written Communication Skills**
Upon graduation, students will demonstrate written communication skills to competently perform research, teaching, service, administrative or consulting responsibilities in their chosen field.

**Assessment Method 1:** Dissertation - Written Communication Rating

**Assessment Method Description**
Students will provide a written copy of their final dissertation to members of their dissertation committee and the outside faculty reader designated by the Graduate School Dissertation committee members and the outside faculty reader will rate each student on a 5 point scale measuring written communication skills where 5 = excellent and 1 = unacceptable skill level. At least 80% of the students will achieve a rating of
4.0 or higher on the rating scale.

**Findings**
100% of the students were rated at 4.0 or above.

**How did you use findings for improvement?**
Overall, written dissertation evaluations met or exceeded the 4.0 requirement. However, in some instances, the dissertation drafts were not considered to be adequate for defense in part due to written communication issues which were required to be corrected prior to final defense. These findings were communicated to the faculty who were asked to further reinforce a student’s written communication skills through assignments in seminars and through the comprehensive examination/paper process. Professors were also encouraged to send students to the writing center if they need additional help.

**Additional Comments**
This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.

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**Expected Outcome 5: Obtain Employment Within One Year**
Upon graduation, Ph.D. students will possess the skills necessary to obtain employment in an academic, business, or consulting position in a public or private organization.

**Assessment Method 1: Job Placement**

**Assessment Method Description**
Upon graduation, students will be asked about their employment status. If the student doesn't have a job upon graduation, we will track them for one year. Within one year 85% of the students will have obtained employment in an academic, business, or consulting position in a public or private organization.

**Findings**
83% of the students obtained a position within one year of graduation.
**How did you use findings for improvement?**

Ph.D. colloquiums and one credit hour seminars (in the new finance concentration) will further reinforce the importance of publications, quality teaching, and networking in the ability to obtain a desirable academic position upon graduation.

**Additional Comments**

This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.

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**Expected Outcome 6: Prepared to Conduct Publishable Research**

Upon graduation, students will demonstrate the skills necessary to conduct publishable research.

**Assessment Method 1: Journal Publications**

**Assessment Method Description**

At least 65% of the students will have one or more publications by their date of graduation. Method will be based upon the presentation of a letter of acceptance for each publication from a journal editor.

**Findings**

67% of the students had one or more publications by their date of graduation.

**How did you use findings for improvement?**

The Ph.D. steering committee is working with faculty members of each concentration area (MNGT, ISMN, and now FINC) to identify additional effective ways for students to (earlier in there time on campus) pursue topic identification and research pursuits leading towards publication. Clearly it is necessary to continue to express the importance of publishing in journals before graduation to the students both early and often throughout the program.

**Additional Comments**

This Ph.D. program assessment was based on an n of 6 students for the most recent academic year.