

# Assurance of Learning: PhD Program Spring 2010

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## Academic Mission Statement

### Program Mission Statement

The Doctor of Philosophy in Business Administration is designed to prepare students for careers in research and teaching. Flexibility in program design accommodates students who seek career opportunities in the global business environment. The program seeks to create an intellectual climate that embraces diversity and global awareness.

### PhD Program Philosophy

The Doctor of Philosophy in Business Administration at the University of Texas Pan—American serves the population of the South Texas region and the state of Texas by:

- Offering graduates the opportunity to prepare for faculty positions in public or private universities or to fill management roles in the private sector or in government service;
- Developing a focus for the study of international business especially as it relates to the global business environment and rising trade relations among North, Central, and South America;
- Striving to achieve excellence in research, teaching and service and the economic, social and cultural growth of the Rio Grande region; and
- Producing high quality graduates which includes becoming an important source of Hispanic Americans with doctoral qualifications in business.

### Link between PhD Mission and College Mission

The mission of the UTPA College of Business Administration is

- To develop business and academic leaders who are qualified and committed to the improvement of society,
- To produce scholarly research relevant to domestic and global business,
- To support professional community and university activities that contribute to the economic progress, social improvement, and intellectual development.

One focus of this college mission is on intellectual development and research to support the community. Similarly, the PhD program strives to serve the regional community primarily in two ways. First, the program serves the community by preparing regional students, especially Hispanic students, for careers in research and teaching at other institutions of higher learning. Second, the program serves the community by providing quality educators who may teach and conduct research at other regional institutions.

# Learning Goals of the PhD Program

## Background

During 2005-2006 academic year and in consultation with doctoral faculty, the PhD program underwent a substantial restructuring process under the direction of the PhDACCC (Program Admissions, Content and Curriculum Committee). Subsequently, a self-study of the PhD program was conducted in 2007-2008. The review was compiled by Drs. A. Fuat Firat, Professor of Marketing and Dr. Jun Sun, Assistant Professor of Quantitative Methods, but was based on input from all doctoral faculty.

During this time of restructure and evaluation, learning goals for the PhD program were established. The goals were considered consistent with the missions of the College and the PhD program and include the acquisition of: (1) an understanding of the essential core of knowledge necessary to do research and teach in the business disciplines; and (2) the skills necessary to do research and publish scholarly work.

The expected outcomes of the program, measures of assessment, such as establishing a preliminary exam, and implementing program expectations have been documented through the Annual Action Plans and Assessment Reports required by the University for planning and assessment purposes. At the discretion of the program director at the time, the learning goals were operationalized into four goals that allowed more specific assessment of program goals.

These program goals, objectives, assessment measures and result are presented in the following sections.

## Learning Goals

The learning goals of the PhD program are:

- The acquisition of advanced knowledge in area of specialization.
- The development of advanced theoretical or practical research skills for the area of specialization.
- Preparation for teaching responsibilities in higher education (for those students who expect to enter teaching careers).
- Dissertation, or equivalent, demonstrating personal integration of, and original intellectual contribution to the field of knowledge.

## **Learning Goal One: The acquisition of advanced knowledge in area of specialization.**

### **Introduction**

The learning objectives for learning goal one are as follows:

***Learning Objective 1.a.*** Learning Goal 1 requires that students pass a written portion of an exam in a specialized area of study. The exam will be taken in the semester after a student completes their required coursework.

***Learning Objective 1.b.*** Learning Goal 1 requires that students pass an oral exam that focuses on advanced knowledge in an area of specialization and research methodology. The oral exam will be taken approximately three weeks after the written, specialized exam is successfully completed.

### **Assessment Method**

The results of both written and oral exams are provided to the PhD Director by the faculty panel conducting the exams by way of forms: The Report of Written Comprehensive Examination form and The Report of Oral Comprehensive Examination form. Results are recorded in DigitalMeasures, a faculty and PhD student activity database, and in the Student Learning Outcomes Assessment Report compiled during alternate spring semesters, beginning with Spring 2010.

### **Standard for Demonstrating Achievement of Learning Objectives**

***Learning Objective 1a.*** 100 percent of all Ph.D. students taking the written, specialized area exam will pass the exam within one year of completing their coursework.

***Learning Objective 1.b.*** 100 percent of all Ph.D. students taking the oral exam that focuses on advanced knowledge in an area of specialization and research methodology will pass the exam within six months of completing their written, specialized area exam.

## **Learning Goal Two: The development of advanced theoretical or practical research skills for the area of specialization.**

### **Introduction**

The learning objective for learning goal two is to pass a preliminary exam after completion of the first year coursework in research methods.

### **Assessment Method**

A preliminary exam designed to test skills and knowledge of research statistical analysis is administered once each year during the summer. The results of the preliminary exam are provided to the Ph.D. Director by the faculty panel conducting the exams by e-mail. Results of the pass-rate are tabulated each semester and reported in the Student Learning Outcomes Assessment Report.

Also, students will report all conference presentations, proceedings and journal articles accepted and published in DigitalMeasures. The number of scholarly contributions will be tallied and reported in the Assessment report compile during alternate spring semesters beginning with Spring 2010.

### **Standard for Demonstrating Achievement of Learning Objectives**

*Learning Objective 2.* 100 % of all Ph.D. students taking the preliminary exam that focuses on research analysis will pass the exam within six months of completing the first year of coursework.

## **Learning Goal Three: Preparation for teaching responsibilities in higher education (for those students who expect to enter teaching careers).**

### **Introduction**

The learning objectives for learning goal three is to be an effective teacher. To facilitate this objective, students will generally teach classes in the College of Business Administration as teaching assistants. During this time, they are mentored by faculty and department chairs to ensure good practices in developing syllabi, devising exams and guiding undergraduate student in learning.

### **Assessment Method**

All students in the College of Business Administration at UTPA are asked to complete a student evaluation of teaching form designed to assess instruction. These evaluations will form the basis for assessing instruction of teaching assistants. Specifically, the percentage of students rating the teaching assistant as good to excellent will be a measure of teaching effectiveness. Additionally, the percent of students who seek and obtain positions as faculty with institutions of higher learning will be monitored. Annual results will be presented in the biennial Assurances of Learning Report.

### **Standard for Demonstrating Achievement of Learning Objectives**

*Learning Objective 3.* Percent of teaching assistants in the PhD Program will achieve a teaching effectiveness rating of 80 percent good or excellent before graduating.

## **Learning Goal Four: Dissertation, or equivalent, demonstrating personal integration of, and original intellectual contribution to the field of knowledge.**

### **Introduction**

The learning objective for learning goal four is for students to complete dissertation requirements and successfully defend their dissertation within three years of completing their course work.

### **Assessment Method**

The results of the dissertation defense are provided to the PhD Program director by way of the Report of Dissertation Defense shown in Appendix A. Results of the dissertation defense are tabulated each semester and reported in the Student Learning Outcomes Assessment Report during alternate spring semesters. Also, the program director will generate a report of students' intellectual contributions from DigitalMeasures during alternate spring semesters of each year.

### **Standard for Demonstrating Achievement of Learning Objectives**

*Learning Objective 4.a.* 100 % of Ph.D. students successfully defending their dissertation research within three years of completing written and oral exams.

*Learning Objective 4.b.* 100% of Ph.D. students completing the Ph.D. program will have at least one published journal article.