

New SLO/Academic Assessment Plan Submission Form

Check one:

- New Certificate Academic Assessment Plan
- New Undergraduate Academic Assessment Plan
- New Graduate Academic Assessment Plan
- New Professional Academic Assessment Plan
- New Student Learning Outcome (SLO)

Major: Doctor of Business Administration

College: Warrington College of Business

Effective term and year of implementation: Term: Fall Year: 2014

IMPORTANT: If you are submitting an **Academic Assessment Plan**, please enter your plan into Compliance Assist, and then submit this form to the approvals submission site. Once we receive this form, we will download the plan for committee review. You do not need to restate the SLOs on this form because the SLOs are in the Plan. Instead, skip items 1-5 and go directly to items 7 and 8, the Department and College Contact Sections.

If you are submitting one or more new **Student Learning Outcomes (SLOs)**, please complete items 1 through 6.

1. Include the new SLO here

2. Indicate the areas of the SLOs:

Undergraduate: Content Critical Thinking Communication

Graduate: Knowledge Skills Professional Behavior

3. What types of assessments will be used?

- Course-related Exam Capstone
- Final Paper/Project/Presentation Course Grades
- Course Assessments/Assignments Standardized Exam
- Other – please describe here

4. What assessment methods will be used?

- Rubric

- Single Faculty Member
- Other:

5. Who applies the method?

- Faculty Committee
- Single Faculty Member

6. Describe the individual student assessments and the assessment method that will be used to measure each SLO.

7. Department Contact

Name:
Telephone Number: PO Box:
E-mail Address:

8. College Contact

Name: Michael A. King
Telephone Number: 273-4953 PO Box: 117158
E-mail Address: mike.king@warrington.ufl.edu

University of Florida

Academic Affairs

Academic Colleges

Warrington College of Business Administration

Hough Graduate School of Business

Business Administration (PhD)

Business Administration PhD Mission

Each department in the Warrington College of Business offers specialized Ph.D. level coursework and personal instruction aimed toward a common set of goals. In brief, the Warrington faculty seeks to train students to understand, apply, and expand the research tools appropriate for their area of study. Successful graduates should compete effectively for industrial research positions or academic positions at the University level, in the U.S. and abroad.

Responsible Roles: Associate Dean (Ray, Brian)

Program: Business Administration (PhD)

Progress: Ongoing

Doctor of Business in Business Administration Mission

The Doctor of Business Administration (DBA) program mission is to integrate the theory and practice of business with the context of current issues that the business world faces.

Responsible Roles: Associate Dean (Ray, Brian)

Program: Business Administration (PhD)

Progress: Ongoing

2015-16 DBA PG 1 : Recruitment

Recruitment: Attract to the program a select group of 20-25 senior executives meeting our selection criteria each year.

Evaluation Method

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 DBA PG 2 : Retention

Goal

The retention rate of admitted DBA students will exceed the Graduate School target of 70%.

Evaluation Method

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 DBA PG 3 : Graduation

The graduation rate of admitted DBA students will exceed the Graduate School target of 70%

Evaluation Method

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 PhD PG 1: Retention

The retention of admitted Ph.D. students will exceed the Graduate School target of 70%.

Evaluation Method

Compare the number of students in good standing to the number of students originally admitted.

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 PhD PG 2: Graduation

The graduation rate of admitted Ph.D. students will exceed the Graduate School target of 70%.

Evaluation Method

Compare the number of students that have graduated to students originally admitted.

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 PhD PG 3: Placement

Monitor placements.

Evaluation Method

Monitor placements.

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

2015-16 DBA SLO 4: Communicate advanced knowledge

Communicate advanced knowledge on topics in business administration verbally and in writing

SLO Area (select one): Professional Behavior (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Final Project Proposal and Oral Defense

Final Project Written Paper and Oral Defense

2015-16 DBA SLO 5 : Communicate advanced knowledge

Communicate advanced knowledge on topics in business administration at a level understandable by an educated layman or university undergraduate student

SLO Area (select one): Professional Behavior (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Final Project Proposal and Oral Defense

Final Project Written Paper and Oral Defense

2015-16 DBA SLO 1 : Knows and applies the technical tools

Knows and applies the technical tools (theory, methodology, statistical analysis, and reporting norms) essential to business administration

SLO Area (select one): Knowledge (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Annual Review

2015-16 DBA SLO 2 : Utilize technical tools

Utilize technical tools to create new knowledge through original research

SLO Area (select one): Skills (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Final Project Written Paper and Oral Defense

2015-16 DBA SLO 3 : Apply advanced knowledge

Apply advanced knowledge on topics in business administration in ways that enhance management practice

SLO Area (select one): Skills (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Final Project Written Paper and Oral Defense

2015-16 PhD SLO 1: Knowledge

Manage the technical tools (theory, methodology, statistical analyses, and reporting norms) essential to the departmental area of study.

SLO Area (select one): Knowledge (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Assessment methods are allowed to vary by department. Assessment methods include an annual review, exams (e.g., a first year paper, a comprehensive written exam, an oral exam, a conceptual paper), and placement success.

2015-16 PhD SLO 2: Skills

Interpret with technical tools to create new knowledge through original research.

SLO Area (select one): Skills (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Assessment methods are allowed to vary by department. Assessment methods include an annual review, exams (e.g., a first year paper, a comprehensive written exam, an oral exam, a conceptual paper), and placement success.

2015-16 PhD SLO 3: Professional Behavior

Communicate specialized information from a field of expertise verbally and in writing.

SLO Area (select one): Professional Behavior (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Teaching evaluations and completion of the dissertation.

2015-16 PhD SLO 4: Professional Behavior

Communicate specialized information from a field of expertise verbally at an educated layman or university undergraduate student level.

SLO Area (select one): Professional Behavior (Grad)

Responsible Role: Associate Dean (Ray, Brian)

Progress: Ongoing

Assessment Method

Teaching evaluations and completion of the dissertation.

DBA AAP Detail

Start: 7/1/2015

End: 6/30/2016

Progress: Ongoing

Providing Department: Business Administration (PhD)

Responsible Roles: Associate Dean (Ray, Brian)

Research (Graduate and Professional AAPs only)

Three-stage Research Process

In lieu of a comprehensive exam on content, students must meet the research-related standards reflected in the following three-stage process:

End of first year: At the end of the summer term of their first year, DBA students will submit a paper that identifies an important research question, provide a review of the relevant literature surrounding that question, and put together a project plan for investigating that question (i.e., a plan explaining exactly how any initial qualitative or quantitative research would be performed). Based on the focus of this proposal, the student will be assigned a faculty advisor as they move into their second year. The faculty advisor will provide feedback on the project plan and interact with the student during the second year as they work on the project plan implementation.

End of spring term of second year: During May of the second year, the student submits a complete paper that is 'conference ready'. That is, the paper will be of sufficient quality to warrant submission to an academic conference (consistent with the list of conferences suggested by the faculty advisor). An assessment of the paper by the faculty advisor will serve as the doctoral student qualifier. Based on a positive assessment, a two-member doctoral committee is formed by the student. The committee could include one outside member, such as emeriti faculty or one from another college.

Third year: At the end of August or early September of the second year, the student will submit a final project proposal to the doctoral committee and defend it orally. The proposal will have two components. The first of these is an updated or revised version of the paper submitted in May of the second year. The second component is a detailed description of the next stage of research to be completed on the topic. This will include the aspects of the research question they will be investigating beyond what was done in the initial paper (unless an entirely new paper is proposed), and a methodology to guide the next stage of the research. In addition to assessing the proposal itself, the oral defense ensures the student's mastery of the relevant literature surrounding the project topic. If the oral defense is passed, the student becomes a DBA candidate, qualified to complete their final project and earn the degree.

The final research project is supervised by a committee consisting of at least two graduate faculty members. At least one member will be from the Warrington College of Business Administration and at least one member may be drawn from a different discipline. The doctoral committee is formed no later than the end of the fourth term. By the end of the seventh term, the student formally presents the final project proposal to the supervisory committee. Once the proposal is approved by the committee, the student works under the committee's supervision to complete the final project and sit for the final oral defense at the end of the ninth term.

Assessment Timeline (Graduate and Professional AAPs only)

DBA Assessment Timeline

- [DBA Assessment Timeline](#)

Curriculum Map (UG AAPs only)

Assessment Cycle (All AAPs)

- [DBA Assessment Cycle](#)

Methods and Procedures (UG and Certificate AAPs)

SLO Assessment Rubric (All AAPs)

- [DBA SLO Assessment Rubric](#)

Measurement Tools (Graduate and Professional AAPs Only)

Annual review of student progress: Student progress (e.g., course grades, research performance) is periodically reviewed by the Director of the DBA Program or, once assigned, their faculty supervisor. Students not meeting College of Business Administration requirements in terms of grades, research performance, and professional behavior are counseled out of the program.

First and Second Year Paper Assessment Process: Assessments are administered in a time window stretching from the end of the first year of study through the third year of study. Specifically, first and second year papers allow faculty supervisors and program faculty to assess the research and communications skills of students. In addition, DBA student oral communications skills will be assessed when they present their work during the third year research symposia.

Final Research Project: Students must prepare and present a final research project that shows independent investigation and that is acceptable in form and content to the supervisory committee. To complete the final project, the student must identify a gap in the profession's current knowledge and undertake research that fills the gap in a way that satisfies high professional standards. The work must be of sufficient quality to warrant possible publication in an approved managerial journal or related publication outlet. The final research project will be assessed in two stages. The first stage involves an oral defense before the supervisory committee by the student of a research proposal. The second stage includes an evaluation by the supervisory committee of the submitted final written paper together with an oral defense of the completed research project.

Assessment Oversight (All AAPs)

Name	Department Affiliation	Email Address	Phone Number
Michael Morris	James W. Walter Eminent Scholar Chair Dept. of Marketing	michael.morris@warrington.ufl.edu	352-273-0747

Academic Assessment Plan Entry Complete:

PhD BA AAP Detail

Start: 7/1/2015

End: 6/30/2016

Progress: Ongoing

Providing Department: Business Administration (PhD)

Responsible Roles: Associate Dean (Ray, Brian)

Research (Graduate and Professional AAPs only)

The Warrington College of Business Administration takes pride in its Ph.D. programs. The Ph.D. program awards two degrees: a Ph.D. in economics and a Ph.D. in business administration with a concentration in one of the departmental fields: accounting, management, marketing, finance or real estate, and information systems. The program is overseen by a committee of six members (one from each department), chaired by a seventh member, who represents no department but serves as an organizer and arbiter when needed.

The Departments function quite independently in their admissions decisions, required course work, and graduation standards. Ultimately, a successful doctoral candidate must learn in a small, customized environment. Each department therefore enrolls a relatively small number of students relative to faculty, and the majority of the faculty members are involved in their department's program.

Research performance is assessed at the department level. Each department has a policy concerning Ph.D. productivity. The policy explicitly states (1) the minimum number of research projects to be produced while enrolled in the Ph.D. program, (2) the quality level of each project (3) the collaborators, (4) the timing of each project, (5) monitoring, and (6) remedies.

Research productivity is assessed every two years using a five year rolling window. Assessment occurs in the summer of odd years for the previous five year period (e.g., productivity for 2006- 2010 was measured in summer 2011). Assessment is performed as follows: (1) each department has a designated list of top-tier journals, (2) student publications in these journals are counted. Only projects that were initiated while the student was enrolled in the Ph.D. program are eligible. Productivity statistics are kept at the Department and College level. Research quality is measured using job placement data. The metric for a quality placement is the Carnegie Foundation list of Doctoral Granting Institutions with a RU/VH designation (very high research activity). There are 107 of these institutions. The College also strives to place students in AAU universities, a more prestigious and restrictive list than the Carnegie list (62 institutions). The College measures placements yearly and uses a five-year running window to track trends in performance.

Assessment Timeline (Graduate and Professional AAPs only)**Assessment Timeline for PhD in Business Administration**

Assessment	Annual Reviews	Dissertation	Teaching Evaluations
SLOs			
Knowledge			
#1	X		
Skills			
#2		X	
Professional Behavior			
#3		X	X
#4		X	X

Curriculum Map (UG AAPs only)

Assessment Cycle (All AAPs)

Assessment Cycle

Analysis and Interpretation:

From May – August

Improvement Actions:

Completed between September to November

Dissemination:

Completed by December

Year	14-15	15-16	16-17	17-18	18-19	19-20
SLOs						
Content Knowledge						
#1	X	X	X	X	X	X
Skills						
#2	X	X	X	X	X	X
Professional Behavior						
#3	X	X	X	X	X	X
#4	X	X	X	X	X	X

Methods and Procedures (UG and Certificate AAPs)

SLO Assessment Rubric (All AAPs)

- [SLO Assessment Rubric](#)

Measurement Tools (Graduate and Professional AAPs Only)

Annual review of student progress: Student progress (e.g., course grades, research performance) is periodically reviewed by the department's faculty. Each student is paired with a major adviser who takes primary responsibility for overseeing the process.

Each student receives an annual letter of evaluation. The Department's major retention decisions involve the comprehensive exam (administered at the end of the students' first year) and the second year paper, which is

scheduled to be completed and presented by early in the student's third year.

Exams: Exams are administered in a time window that stretches from the end of the first year of study until the middle of the third year of study. Three forms of exams are administered. First and second year papers allow faculties to assess the research and communication skills of students. Topics are chosen by students and papers are graded by faculty. Written comprehensive exams, administered in year two, assess student competence in major topic areas within the discipline. The exam is written and graded by a committee of faculty members. A conceptual paper on a topic of the students choosing can substitute for a written exam (Marketing). The conceptual paper is completed in the first semester of year three in the program and is graded by the Supervisory Committee. Students must complete an oral exam after successfully completing the written comprehensive exam or conceptual paper. The oral exam can be on a general topic or specific to the student's area of interest.

Dissertation: Students must prepare and present a dissertation that shows independent investigation and that is acceptable in form and content to the supervisory committee and to the Graduate School. To complete a dissertation, the student must identify a gap in the profession's current knowledge and undertake research that fills the gap in a way that satisfies high professional standards. The work must be of publishable quality and must be in a form suitable for publication, using the Graduate School's format requirements.

Placement: Placement success will be assessed using the list of Carnegie Research University "Very High" institutions. This list roughly parallels Ph.D. granting institutions in business.

Communication: All students are required to teach a minimum of one course while in the Ph.D. program. Teacher evaluations will be used to assess performance.

Assessment Oversight (All AAPs)

Name	Department Affiliation	Email Address	Phone Number
Chris Janiszewski	Marketing – Russell Berrie Foundation Eminent Scholar Chair	chris.janiszewski@warrington.ufl.edu	352-273-3281

Academic Assessment Plan Entry Complete: