

Program Assessment Plan

Program: PhD Program in International Business and Marketing

Department: International Business and Marketing

College/School: Chaifetz School of Business

Date: June 10, 2019

Primary Assessment Contact: Brad Carlson

Note: Each cell in the table below will expand as needed to accommodate your responses.

#	Program Learning Outcomes	Assessment Mapping	Assessment Methods	Use of Assessment Data
	<p>What do the program faculty expect all students to know, or be able to do, as a result of completing this program?</p> <ul style="list-style-type: none"> Note: These should be measurable, and manageable in number (typically 4-6 are sufficient). 	<p>From what specific courses (or other educational/professional experiences) will artifacts of student learning be analyzed to demonstrate achievement of the outcome? Include courses taught at the Madrid campus and/or online as applicable.</p>	<p>What specific artifacts of student learning will be analyzed? How, and by whom, will they be analyzed?</p> <ul style="list-style-type: none"> Note: the majority should provide direct, rather than indirect, evidence of achievement. <p>Please note if a rubric is used and, if so, include it as an appendix to this plan.</p>	<p>How and when will analyzed data be used by faculty to make changes in pedagogy, curriculum design, and/or assessment work?</p> <p>How and when will the program evaluate the impact of assessment-informed changes made in previous years?</p>
1	<p>Assess relevant literature or scholarly contributions in the field of study. [Relevant Knowledge]</p>	<p>Students demonstrate their knowledge of the relevant literature and theories in the following areas: Marketing theory, Consumer behavior, International business, International marketing theory, Global business strategy.</p>	<p>Comprehensive written and oral exams at the end of the coursework portion of the program. These assessments occur at the end of the first and second year of coursework (Direct). Contributing in a meaningful way to seminar discussions (Indirect).</p>	<p>Preliminary and/or qualifying exams are completed every year by students. If deficiencies in the expected learning outcomes are evident across students (rather than in isolation), we discuss any changes that may be necessary to address the deficiencies.</p> <p>Overall results of all students are compared to overall results from previous years to assess the impact of any changes made.</p>
2	<p>Apply the discipline's major practices, theories, or research methodologies. [Major Practices]</p>	<p>Students shall be able to complete a research project that creates meaningful new knowledge in their</p>	<p>All students shall complete a research dissertation and orally present the findings in a public</p>	<p>Dissertation proposals and/or defenses are completed every year by students. If deficiencies in the expected learning</p>

		chosen discipline. Students shall be able to create both written and oral research reports. Students shall be able to apply appropriate quantitative and qualitative analytical techniques.	defense (Direct).	outcomes are evident across students (rather than in isolation), we discuss any changes that may be necessary to address the deficiencies. Overall results of all students are compared to overall results from previous years to assess the impact of any changes made.
3	Apply disciplinary knowledge to address problems in broader contexts. [Apply Knowledge to Broad Topics]	Students demonstrate their ability to apply marketing and international business knowledge through the completion of original empirical research projects that create meaningful new knowledge within these disciplines and presenting this research for others.	Comprehensive written and oral exams at the end of the coursework portion of the program. Generally this is at the end of the second year (Direct). All students shall complete a research dissertation and orally present the findings in a public defense (Direct). All students are expected to present their original research at national conferences (Indirect).	Preliminary and/or qualifying exams are completed every year by students. If deficiencies in the expected learning outcomes are evident across students (rather than in isolation), we discuss any changes that may be necessary to address the deficiencies. Overall results of all students are compared to overall results from previous years to assess the impact of any changes made.
4	Articulate arguments or explanations to both disciplinary and general audiences, in both oral and written forms. [Communication]	Students demonstrate their ability to apply marketing and international business knowledge through the completion of original empirical research projects that create meaningful new knowledge within these disciplines and presenting this research for others. All students will alternate leadership roles in small groups thereby requiring all students to practice group leadership skills.	Comprehensive written and oral exams at the end of the coursework portion of the program. Generally this is at the end of the second year (Direct). All students shall complete a research dissertation and orally present the findings in a public defense (Direct). All students are expected to present their original research at national conferences (indirect). All students lead topic discussions for a group of assigned readings within seminar courses (Indirect). Interviews with current and exiting students (Indirect).	Preliminary and/or qualifying exams are completed every year by students. If deficiencies in the expected learning outcomes are evident across students (rather than in isolation), we discuss any changes that may be necessary to address the deficiencies. Overall results of all students are compared to overall results from previous years to assess the impact of any changes made.
5	Integrate scholarly and/or professional integrity within the	Students will work effectively with each other and in small study groups	All students lead topic discussions for a	Dissertation proposals and/or defenses

<p>field of study. [Professional Integrity]</p>	<p>that are composed of others from various ethnic, educational, and work experience backgrounds.</p> <p>Students understand and exhibit ethical practice in use and identification of published, unpublished, and electronic sources of information.</p> <p>Students understand and practice appropriate safeguards in the use of human subjects in research.</p>	<p>group of assigned readings within seminar courses (Indirect). Interviews with current and exiting students (Indirect).</p> <p>All students shall complete a research dissertation. In addition to review for intellectual rigor (see above) this dissertation will also be audited by the dissertation committee for appropriate use and attribution of materials consulted (Direct). All students are expected to present their original research at national conferences (indirect). Students must complete IRB training (Direct).</p>	<p>are completed every year by students. If deficiencies in the expected learning outcomes are evident across students (rather than in isolation), we discuss any changes that may be necessary to address the deficiencies.</p> <p>Overall results of all students are compared to overall results from previous years to assess the impact of any changes made.</p>
---	--	---	---

Additional Questions

1. On what schedule/cycle will faculty assess each of the above-noted program learning outcomes? (*It is not recommended to try to assess every outcome every year.*)

Given the nature of the PhD Program, we assess each area every year.

2. Describe how, and the extent to which, program faculty contributed to the development of this plan.

Faculty members involved with the PhD Steering Committee directly contributed to the development of this plan.

3. On what schedule/cycle will faculty review and, if needed, modify this assessment plan?

The assessment plan will be reviewed and modified as needed every other year.

IMPORTANT: Please remember to submit any assessment rubrics (as noted above) along with this report.