

Business Administration Ph.D.

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The Ph.D. in Business Administration is designed to prepare individuals with high intellectual capabilities to pursue teaching and research careers in higher education and other institutions. This preparation includes a major focus on international business, functional specialization, research methodology, and foreign language competency. This combination provides doctoral students with the breadth and knowledge needed to function effectively in today's and tomorrow's business world. The faculty of the College of Business and Public Administration support the College's mission of producing graduates who have the theoretical and applied knowledge to meet the challenges posed by a dynamic domestic and global business environment (see the University Catalog 2002-2004, p. 113). Additionally, the faculty support the institutional mission of developing a respect for the dignity and worth of the individual, a capacity for critical reasoning and genuine desire for learning, the boundaries of knowledge through research and scholarship, and a commitment to the preservation of a rich cultural heritage (see the Catalog, p. 3).

Institutional Goal(s) Supported

The Ph.D. Program in Business Administration supports the institutional goals of (1) attracting and serving academically qualified students from the immediate geographical area as well as the national and international communities, (2) creating a culturally and ethnically diverse student body, and (3) paying attention to students who are academically gifted. It also supports the goals of (1) attracting and retaining a distinguished faculty in teaching and research, (2) encouraging active participation of the faculty in the decision-making process of the University, and (3) strengthening its faculty through the recruitment and retention of minorities and women (see the Catalog, pp. 3-4).

Intended (Student) Outcomes for your program, Methods for Assessment, and Criteria for Success for each Intended Outcome

Intended Outcome 1

Students will gain a broad understanding of various aspects of international business--management, marketing, and finance. As doctoral students, they should be able to demonstrate the theoretical, methodological, and practical elements of these fields.

Method for Assessing Outcome 1 and Criterion for Success: The intended outcome is achieved in the following manner. First, the students are required to take doctoral level international business (IB) courses in management, marketing, finance and trade. Course contents are periodically upgraded by the faculty members who teach these courses with the consultations of their colleagues. Second, students are tested on the knowledge related to these courses at the end of the semester. Finally, they are given a set of comprehensive examinations to assess their understanding of the subject matters independent of the regular course work requirements. Most students take these comprehensive examinations in their first test administration and move on to the next phase of taking the functional area comprehensive examination. Those who fail any part of these IB comprehensive exams are asked to retake the failed examination.

We use the rate of passing the exams as a major criterion for success. In the academic year of 2000-2001, two of five students partially passed the exams on their first test administration. These two students were given the second chance. One passed on his second attempt; the other failed and was forced to be out of the program. In the 2001-2002 academic year, one student partially failed the IB exam on the first try but passed subsequently. Since then, most students were well prepared for these exams and mostly passed on their first attempt.

Intended Outcome 2

Students will develop in-depth knowledge of a functional area of specialization either in Marketing or Finance in the context of international business environment. This functional specialization is built on the broader understanding of IB courses.

Method for Assessing Outcome 2 and Criterion for Success: Students take advanced doctoral seminar courses in international marketing or finance in their second year to gain in-depth knowledge of in the functional specialization. The intended outcome is achieved by means of: (1) upgrading the course contents of the required advanced seminars, (2) passing the required course, and (3) taking the field comprehensive examination. Most students pass the required course work and comprehensive examinations on their first try and move on to the dissertation phase of their program. Those who do not pass the comprehensive examinations are given the second chance. In the 2000-2001 academic year, one failed on the first attempt but successfully passed on the second try. Since then, there was no incidence of failure.

Intended Outcome 3

Students will gain a set of knowledge-expanding and discovering skills including theory building, research design, statistical analysis, and academic writing. Any scientific and academic endeavor requires a formal process of inquiring a field of knowledge. The ultimate goal of our doctoral program is to equip our students on these research-based skills.

Method for Assessing Outcome 3 and Criterion for Success: This intended outcome is achieved in the following ways: First, the theory-based skills are gained through doctoral seminar course as stated in Intendend Outcomes 1 and 2. Second, students take a series of quantitative and research mothology courses such as econometrics and multivariate statistics. And, finally, they have to demonstrate their research skills in their dissertation research. Only those students who have demonstrated these skills are awarded with the Ph.D. degree.

Since the inception of our doctoral program stated in 1990, 134 students were admitted to the program. Of these 46 degree were awarde (23 in Marketing, 18 in Finance, and 5 in Management). Those who were awarded doctoral degree have successfully demonstrated the knowledge-expanding and discovering skills. Currently, 35 students are active in various stages of completion and 53 students are inactive due to voluntary and involuntary dropouts. In order to improve the graduation rate, we tightened the admission requirements and processes. As a result, the average GMAT score of incoming students has been raised from the lowest level of 537 in the 1995-96 academic year to the current level of 636.

Intended Outcome 4

Students gain teaching skills. They are required to make oral presentations in most doctoral courses and some are given teaching assignments in their second and third years.

Method for Assessing Outcome 4 and Criterion for Success: Students teaching skills are assessed by means of oral presentations in the classes, the Graduate Teaching Institution's evaluation, and student teaching evaluations. Students who are assigned to teach classes go through a teacher-training program run by the Graduate Teaching Institution. Senior professors at the Institute's training sessions evaluate the participants' teaching skills. Only those who pass the teaching skills are given teaching assignments. Currently, six doctoral students are involved with teaching responsibility.

Intended Outcome 5

The program attempts to upgrade the quality of the student body, which is also culturally and ethnically diverse. To this end, we are actively recruiting academically gifted students by offering assistanships, fellowships, and even some signing bonuses. Additionally, we are actively recruiting well-qualified minorities and women.

Method for Assessing Outcome 5 and Criterion for Success: We assess the success of this intended outcome by improving the quality of incoming students each year as demonstrated in their GMAT scores. As shown in Intended Outcome 3, the average score of incoming students has gone up from the lowest level of 537 in the 1995-96 academic year the current level of 636. Additionally, we have recruited four females out of the nine incoming students ententered in the program in 2002-2003. Plus, four out of the nine new students are non-white. One Afro-American female is recruited for the 2003-2004 academic year.

Intended Outcome 6

The doctoral program is intended to enhance the image and academic reputation of the University by means of placing our graduates in teaching, research, and/or administrative positions in higher education and other professional institutions.

Method for Assessing Outcome 6 and Criterion for Success: Most of our graduates have been successfully placed in teaching positions in higher education. The following list shows where our graduates are employed: Berry College (GA), Christopher Newport University (VA), Eastern Connecticut Univeristy (CT), Hampton University (VA), Hafstra (NY), James Madison University (VA), Millikin University (IL), University of Maryland at Salisbury (MD), University of Missouri at St. Louis (MO), University of Northwest Missouri (MO), Univeristy of Nevada (NV), East Tennessee State University (TN), Western Washington University (WA), University of Ulsan (Korea), Kukdong University (Korea), Pyungtack University (Korea), and University of Kuwait (Kuwait).

Intended Outcome 7

The doctoral program is aimed at attracting and retaining highly qualified faculty members whom otherwise would (have) not join(ed) our faculty.

Method for Assessing Outcome 7 and Criterion for Success: Several faculty members indicated that they were attracted to Old Dominion University because of the doctoral program. For example, Drs. Kirande Karande (marketing), Anil Nair (Management), Shaomin Li (Management), Yuping Liu (Marketing), and Larry Filer (Economics) are here because of the doctoral program that provides them with an intellectually challenging environment.