



			students will receive a reading drawn from seminal research addressing important topics in the general fields of Marketing and International Business and basic research methods in both fields. This second year preliminary exam is in the form of original research paper that has both a written and oral component.	
2	Apply the discipline's major practices, theories, or research methodologies. [Major Practices]	Students shall be able to complete a research project that creates meaningful new knowledge in their 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.	All students shall complete a research dissertation and orally present the findings in a public defense (Direct).	A faculty committee designated by the Ph.D. Director will grade the written paper as Fail or Pass. If the written paper receives a grade of "Pass" the student will make an oral presentation of the research to the faculty. The oral component will be a presentation and defense of the original research paper. Following the oral presentation, the committee will grade the oral presentation as Fail or Pass.  2. Rubrics are used to assess student work (See attached rubric)
3	Apply disciplinary knowledge to address problems in broader contexts. [Apply Knowledge: 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.	All students shall take qualifying and preliminary exams (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).	A faculty committee designated by the Ph.D. Director will grade the preliminary exams. A dissertation committee will oversee the dissertation work and defense. Students will be evaluated at the end of the first academic year, and each year thereafter for research performance and intellectual development. Candidates are expected to prepare research papers for submission to scholarly conferences and journals, by the end of the second year at the latest.



## Use of Assessment Data

1. How and when will analyzed data be used by program faculty to make changes in pedagogy, curriculum design, and/or assessment practices?

The Ph.D. Steering Committee, chaired by the Director, meets twice yearly and often communicates to review the analyzed data to gain insights into the program's strengths and weaknesses and make informed decisions. If the data shows that students have a trending weakness in one of the learning outcomes, we would modify our program/course requirements as needed. Efficiency is never noted.

2. How and when will the program faculty evaluate the impact of assessment-informed changes made in previous years?

The Ph.D. Steering Committee, chaired by the Director, meets twice yearly and often communicates to evaluate the impact of assessment-informed changes made in previous years. The Steering Committee is reviewing data from first-year-year second comprehensive exams and student research productivity for the past three years to evaluate the comprehensive exam format.

## Additional Questions

1. On what schedule/cycle will program faculty assess each of the program student learning outcomes? (Please note: It is not recommended to try to assess every outcome every year.)

Every year, the steering committee evaluates the previous cycle's data on learning outcomes that necessitate further review and/or action. This year our focus is on learning outcomes 1 and 2; the data to be analyzed are related comprehensive evaluations.

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

Full-time faculty from the International Business and Marketing departments at the Chaifetz School Business, including the department Chairs, were involved in developing the curriculum and its alignment with each learning outcome. The program chair met with faculty from both departments to get their feedback.

**IMPORTANT** Please remember to submit any rubrics or other assessment tools along with this plan.

Members (if applicable)

At the conclusion of qualifying and preliminary exams,

For each attribute that a committee member feels is somewhat or very deficient, a short explanation s

Attribute for <b>ORAL</b>	<b>Does Not Meet Expectations</b> <i>Provide a short explanation for each attribute that you select in this category.</i>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Overall quality of presentation</b>	Poorly organized Poor presentation Poor communication skills Slides and handouts difficult to read	Clearly organized Clear presentation Good communication skills Slides and handouts clear	Well organized Professional presentation

Date:

**Exam**

*(To be completed by each committee member and reader. Please check all evaluation criteria that you feel are appropriate within each attribute category)*

<b>Attribute for WRITTEN</b>	<b>Does Not Meet Expectations</b> <i>Provide a short explanation for each attribute that you select in this category.</i>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
<b>Overall quality of science</b>	Arguments are incorrect, incoherent, or flawed Objectives are poorly defined Demonstrates rudimentary critical thinking skills Does not reflect understanding of subject matter and associated literature Demonstrates poor understanding of theoretical concepts Demonstrates limited originality Displays limited creativity and insight	Arguments are coherent and clear Objectives are clear Demonstrates average critical thinking skills Reflects understanding of subject matter and associated literature Demonstrates understanding of theoretical concepts Demonstrates originality Displays creativity and insight	Arguments are superior Objectives are well defined Exhibits mature, critical thinking skills Exhibits mastery of subject matter and associated literature. Demonstrates mastery of theoretical concepts Demonstrates exceptional originality Displays exceptional creativity and insight
<b>Contribution to discipline</b>	Limited evidence of discovery		