

Administrative and Educational Support Report*

PhD Program

Annual Action Plan Annual Assessment Report

June 2004 – May 2005

*Student Learning Outcomes for this department are available at
<http://ie.panam.edu/CoBALearningOutcomes.htm>



Annual Action Plan: June 1, 2004–May 31, 2005

Unit: Ph.D. Program in Business Administration

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Academic Affairs **Unit Head:** Dr. Michael Minor

Unit Mission: The Doctor of Philosophy in Business Administration with an emphasis in International Business 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. The College is committed to meeting the needs of the Rio Grande region, and particular emphasis is placed on business practices as they relate to North, Central and South America.

Unit Goal: The College of Business Administration Ph.D. Program will be recognized as the leader in South Texas in Ph.D. level education in business and economics.

Link to UTPA Goal(s): 2. Enhance graduate education and research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Continuously improve the doctoral program. (1)	4	Learning outcomes will show year on year improvement.	Engage in continuous improvement processes to improve learning outcomes.	Time to graduation.	Nominal
		Increase number of alumni participating in surveys by an average 5% per annum over five years	Maintain greater contact with alumnae.	Monitor inquiries of graduates.	Nominal

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
		Grow Ph.D. Program enrollments by an average 1% per annum over five years.	Continue to participate in student recruitment activities.	Assess number of acceptances to program.	Funds for travel and marketing tools
		Increase student recruiting activities by an average 5% per annum over five years.	Strengthen relationship between CoBA and current and potential employers.	Attend national organizational meetings.	Funds for travel
		Placements will grow by an average 5% per annum over five years.	Work with departmental and dissertation chairs to develop increased placement opportunities for graduates. Provide information to students regarding career placement opportunities.	Encourage students to attend national conferences.	Funds for travel
		Increase average speed of graduations an average of 5% per annum over five years.	Improve availability of classes	Schedule classes to make time to graduation more flexible	Nominal

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Goal:	The College of Business Administration Ph.D. Program will attract and develop outstanding students, faculty, and staff who are dedicated to intellectual excellence
Link to UTPA Goal(s):	2. Enhance graduate education and research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve faculty recruitment. (2)	4	Increase number of Academically Qualified faculty by an average 5% per annum over five years.	Hire additional qualified faculty.	Number of faculty hired who are academically qualified.	Funds for travel
		Increase number of candidates from underrepresented groups in search pools for faculty positions.	Increase awareness of opportunities in CoBA.	Number of faculty hired from underrepresented groups.	Funds for conference registration and travel groups.

Unit Goal:	Our Ph.D. students will produce recognized research that advances: <ul style="list-style-type: none"> • Basic scholarship leading to the creation of new knowledge in business and economics • Applied scholarship fostering improvements in management practice • The content and delivery of academic programs
Link to UTPA Goal(s):	2. Enhance graduate education and research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Increase faculty scholarship. (3)	5	Increase number of appropriate publications by Ph.D. students by an average 5% per annum over five years.	Encourage targeting publications of higher quality journals via faculty mentoring and reduced teaching loads.	Count number of publications.	Nominal

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
			for Ph.D. students.		
		Increase numbers of appropriate academic journals CoBA Ph.D. students have published in by an average 5% per annum over five years.	Encourage targeting publications of higher quality journals via faculty mentoring and reduced teaching loads for Ph.D. students.	Count number of journals.	Nominal
		Increase volume of sponsored research activity by an average 5% per annum over five years.	Encourage participation in sponsored research activity via attracting limited corporate and government sponsorship of Ph.D. student assistantships.	Count number of sponsored research activities submitted each year.	Nominal
		Increase overall number of presentations by an average 5% per annum over five years.	Encourage presentations via increased travel budgets.	Count number of presentations given.	Funds for travel
		Increase number of presentations at national meetings by an average 5% per annum over five years.	Encourage presentations via increased travel budgets.	Number of presentations at national conferences.	Funds for travel
		Increase number of citations and other documentation of recognition by an average 5% per annum over five years.	Encourage engagement in activities leading to recognition via increased support.	Count number of citations for each student.	Funds for summer research support, new database purchases, and dissertation research expenses.

Annual Action Plan, June 1, 2004–May 31, 2005

Unit Goal:	The College of Business Administration Ph.D. program will promote public service, participation in professional associations, and engage in activities that promote economic and community development
Link to UTPA Goal(s):	2. Enhance graduate education and research

Unit Objective (Action Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome for Unit Objective (AA-Measurable Objective)	Strategy(ies) to Achieve Expected Outcomes	Assessment Criteria, Evaluation Methods for Expected Outcome	New Resources Needed in FY05
Improve public image of doctoral program. (4)	6	Increase total number of positive feedback responses by an average 5% per annum over five years.	Solicit input from stakeholder groups.	Exit interviews.	Funds for survey



Annual Assessment Report: June 1, 2004–May 30, 2005

Unit: **Ph.D. Program in Business Administration**

UTPA Mission: The University of Texas-Pan American (UTPA) serves the higher education needs of a rapidly growing, international, multicultural population in the South Texas Region. The University preserves, transmits and creates knowledge to serve the cultural, civic, and economic advancement of the region and the state. The University provides students advanced instruction in academic programs offered through innovative delivery systems that lead to professional certification, and baccalaureate, master’s and doctoral degrees. Through teaching, research, creative activity and public service, UTPA prepares students for lifelong learning and leadership roles in the state, nation and world community.

Division: Academic Affairs **Unit Head:** Dr. Michael Minor

Unit Mission: The Doctor of Philosophy in Business Administration with an emphasis in International Business 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. The College is committed to meeting the needs of the Rio Grande region, and particular emphasis is placed on business practices as they relate to North, Central and South America.

Unit Goal: The College of Business Administration Ph.D. Program will be recognized as the leader in South Texas in Ph.D. level education in business and economics.

Link to UTPA Goal(s): 2. Enhance graduate education and research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Continuously improve the doctoral program. (1)	4	Learning outcomes will show year on year improvement.	Time to graduation.	No change	On-going
		Increase number of alumni participating in surveys by an average 5% per annum over five years.	Monitor inquiries of graduates.	Increases in number of inquires noted.	Plans for 10 th year anniversary celebration.

Annual Assessment Report, June 1, 2004–May 31, 2005

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
		Grow Ph.D. Program enrollments by an average 1% per annum over five years.	Assess number of acceptances to program.	Depends on number of applications that qualify for program	Numbers have not increased
		Increase student recruiting activities by an average 5% per annum over five years.	Attend national organizational meetings.	Faculty attended PhD Project program at national meetings.	On-going
		Placements will grow by an average 5% per annum over five years.	Encourage students to attend national conferences.	Number of students attending national conferences has remained the same.	On-going
		Increase average speed of graduations an average of 5% per annum over five years.	Schedule classes to make time to graduation more flexible	PhDAC ³ is evaluating curriculum to determine how to improve time to graduation	On-going

Unit Goal:

The College of Business Administration Ph.D. Program will attract and develop outstanding students, faculty, and staff who are dedicated to intellectual excellence

Link to UTPA Goal(s):

2. Enhance graduate education and research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Improve faculty recruitment. (2)	4	Increase number of Academically Qualified faculty by an average 5% per annum over	Number of faculty hired who are academically qualified.	Number of faculty hired has increased from last year.	Will continue to monitor

Annual Assessment Report, June 1, 2004–May 31, 2005

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
		five years.			
		Increase number of candidates from underrepresented groups in search pools for faculty positions.	Number of faculty hired from underrepresented groups.	number of women and ethnically diverse faculty have increased.	Will continue to monitor

Unit Goal:

Our Ph.D. students will produce recognized research that advances:
<ul style="list-style-type: none"> • Basic scholarship leading to the creation of new knowledge in business and economics • Applied scholarship fostering improvements in management practice • The content and delivery of academic programs
Link to UTPA Goal(s):
2. Enhance graduate education and research

Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Increase faculty scholarship. (3)	5	Increase number of appropriate publications by Ph.D. students by an average 5% per annum over five years	Count number of publications	Increased in absolute numbers	Must determine what is appropriate with respect to student major
		Increase numbers of appropriate academic journals CoBA Ph.D. students have published in by an average 5% per annum over five years.	Count number of journals.	Increased in absolute numbers.	Must determine what is appropriate with respect to student major.

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
		Increase volume of sponsored research activity by an average 5% per annum over five years.	Count number of sponsored research activities submitted each year.	None known	Need to establish way of determining what constitutes research activity for doctoral students.
		Increase overall number of presentations by an average 5% per annum over five years.	Count number of presentations given.	Absolute number of submissions has increased.	Must establish is acceptances count toward number.
		Increase number of presentations at national meetings by an average 5% per annum over five years.	Number of presentations at national conferences.	Absolute number has increased.	On-going
		Increase number of citations and other documentation of recognition by an average 5% per annum over five years.	Count number of citations for each student.	None known	On-going

Annual Assessment Report, June 1, 2004–May 31, 2005

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Unit Objective (Priority: #1 is highest)	Link to UTPA Objective	Expected Outcome	Assessment Criteria, Evaluation Methods	Assessment Results (Use actual data to describe annual performance)	Use of Results (What change was made?)
Improve public image of doctoral program. (4)	6	Increase total number of positive feedback responses by an average 5% per annum over five years.	Exit interviews.	On-going	On-going