

Same Walton College of Business PhD Competencies

2024-2025 Academic Year, Department of Marketing

Competency	Measurement	PhD Econ	PhD MKTG
<p>Communication: (Written and Oral) Graduates of the PhD in Business Administration/Economics program at the Sam M. Walton College of Business will be able to communicate scholarly research.</p> <ul style="list-style-type: none"> Students will demonstrate proficiency in academic writing and oral conventions. 	<p>Written: Passing written comprehensive</p> <p>Oral: Passing Oral comprehensive exam, second-year paper defense, or oral dissertation defense</p>	<p>7 of 9 passed written comp exam (77.8%)</p> <p>1 of 1 passed third-year paper (100%)</p>	<p>2 of 2 passed written comp exam (100%)</p> <p>2 of 2 passed oral comp exam (100%)</p>
<p>Critical Thinking/ Problem Solving: Graduates of the PhD in BA/Econ program at the Sam M. Walton College of Business will contribute knowledge through original research.</p> <ul style="list-style-type: none"> Students will demonstrate the ability to develop and conduct original research. 	<p>Dissertation Defense Pass rate.</p>	<p>3 of 3 passed dissertation defenses (100%)</p>	<p>2 of 2 passed dissertation defense (100%)</p>
<p>Technical Competence (Discipline Knowledge): Graduates of the PhD in BA/Econ program at the Sam M. Walton College of Business will contribute knowledge through original research.</p> <ul style="list-style-type: none"> Learning Objective 1: Students will demonstrate the ability to articulate a discipline's main theories and foundational literature. Learning Objective 2: Students will demonstrate deep knowledge of a discipline's research methods. 	<p>Comprehensive Exam Pass rate.</p>	<p>See above</p>	<p>See above</p>
<p>Teaching: Graduates of the PhD in BA/Econ program at the Sam M. Walton College of Business will employ quality teaching principles and practices.</p> <ul style="list-style-type: none"> Students will demonstrate effective teaching practices. 	<p>Teaching evaluations questions on:</p> <ol style="list-style-type: none"> Instructor Knowledge Overall Rating 	<p>See next page</p>	<p>See next page</p>
<p>Indirect Measure</p>	<p>Student placements/salaries</p>	<p>See next page</p>	<p>See next page</p>

MKTG students who taught in 2024-2025 AY are as follows:

- Manisha Shukla; MKTG 36303-010 (Fall) and MKTG 36303-022 (Spring)
- Francis Lawall; MKTG 36303-013 (Fall)
- Rafaela Canova Davide; MKTG 35503-007 (Fall) and MKTG 35503-006 (Spring)

MKTG placement for AY 2024-2025 is as follows:

- Aashish Pandey, Assistant Professor, University of Melbourne
- Vasavi Rayachoty, Assistant Professor, University of Wisconsin – Eau Claire