

DBA Assessment Matrix		Program Activities					
Learning Goal	Learning Objective	Annual Review	Course Papers	Project Proposal	Oral Defense	Dissertation	Placement
Demonstrate effectiveness as researchers in business or academic environments	Understand the technical tools (theory, methodology, statistical analyses, and reporting norms) essential to business administration	A					
	Utilize technical tools to create new knowledge through original research				A	A	
Demonstrate effective communication of advanced knowledge in areas of specialization	Communicate advanced knowledge on topics in business administration verbally and in writing		A	A	A	A	
	Communicate advanced knowledge on topics in business administration at a level understandable by an educated layman or university undergraduate student			A	A	A	A
Apply appropriate problem solving and decision-making skills	Demonstrate ability to apply advanced knowledge on topics in business administration in ways that enhance management practice				A	A	A

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