Assurance of Learning Assessment Measure Guidance - DBA

Program Overview

The Doctor of Business Administration (DBA) program mission is to integrate the theory and practice of business with the context of current issues that the business world faces. It is a professional doctorate that emphasizes the application of theory to actual business issues. The DBA program helps candidates develop proficiency in applied research by improving their methodological and analytical skills. Participants who complete the program will be equipped for positions in higher education, consulting, and executive advancement in their current or other organizations.

The DBA Program seeks to enroll a small, select group of experienced executives in senior leadership positions who hold a master's degree from an accredited U.S. university or its international equivalent and are committed to pursuing a formal, rigorous program as practitioner-scholars. A minimum of 10 years of experience in a managerial capacity is preferred.

The Program encompasses 60 credit hours designed to be completed in three years. It is a professional, non-resident program with limited visits to campus, allowing participants flexibility as they complete their studies while pursuing careers. During the program, participants make two to three trips to campus per term. The program consists of the following components:

- Outset of Year 1: A two-week residency that includes: A 2-day orientation session, and three courses: 'Organizational Research Methods Overview': 1 day, 8 hours of instruction (part of a 4 credit-hour course taught in the first term); 'Managerial Statistics': 5 days, 6.5 hours of instruction per day (3 credit hours); and 'Business Analytics': 5 days, 6.5 hours of instruction per day (3 credit hours). Although students are encouraged to stay for the whole two weeks, they are allowed to go home after the statistics course and attend the Business Analytics course synchronously via Zoom.
- Terms (6): 6 credit hours in each term for a total of 36 credit hours. Courses in terms 1-6 have both an online and on-campus component.
- Research Process: A three-stage process that takes place over the 3 years of the program. (See discussion of this process below.)
- Final Research Project: Terms 7, 8 and 9 are devoted to a research symposium and the final dissertation (18 credit hours). During Research Symposium weekend alumni of the program come in to discuss research that they have been engaged in since graduating from the program, and some of the career opportunities available to the graduating students.

Program Goals and Objectives

There are three overall learning goals and objectives for the Warrington DBA Program:

1) DBA recipients will be effective researchers in industrial or academic environments.
    a. Students will understand the technical tools (theories, methodologies, statistical analyses, and reporting norms) essential to business administration.
    b. Students will utilize technical tools to create new knowledge through original research.

Assessment Method: Annual review of student progress (e.g., course grades, research performance) in courses designed to teach theory, methodology, statistical analysis, and reporting norms in the academic environment.

2) DBA recipients will be effective communicators of advanced knowledge in their area of specialization.
    a. Students will communicate advanced knowledge on topics in business administration verbally and in writing.
    b. Students will communicate advanced knowledge on topics in business administration at a level understandable by an educated layperson or university undergraduate student.

Assessment Method: Dissertation Proposal and Oral Defense, Final Dissertation Defense, Presentations at Academic Meetings and Publications.

3) DBA recipients will apply appropriate problem solving and decision-making skills.
    a. Students will demonstrate the ability to apply advanced knowledge on topics in business administration in ways that enhance management practice.

Assessment Method: Dissertation Proposal and Oral Defense, Final Dissertation Defense, Presentations at Academic Meetings and Publications.

Three-stage Research Process

In lieu of a comprehensive exam on content, students must meet the research-related standards reflected in the following three-stage process:

End of the Fall term of the second year: By the end of the Fall term (December) of the second year, DBA students will submit a single-spaced 2–3 page paper that identifies: (a) an important research question, (b) a gap in the literature surrounding that question, and (c) the general methods that will be used to study the topic of interest (i.e., how any initial qualitative or quantitative research would be performed). Based on the focus of this proposal, a one or two-member doctoral committee is formed by the student. Only faculty members who have been qualified as members of the University of Florida Graduate Faculty may serve as chairs (or co-chairs) of the dissertation committee. The committee can include one outside member, such as emeriti faculty or one from another college. The faculty committee will provide feedback on the project plan and interact with the student as they work on implementing the plan.

End of summer term of the second year: By the end of the summer term of the second year (July), the student will submit a final dissertation proposal to the doctoral committee and defend it orally. The proposal will have two components. The first component is an extended version of the paper submitted at the end of the Fall term of the second year. This paper should include an elaboration of the research question(s) being asked, the contributions their study will make to the literature, and the specific hypotheses that will be tested. The second component will include a detailed discussion of the methodology that will be used in the next stage of the research (i.e., the research design that will be implemented, where the data will be obtained, the specific measures that will be used in the study, and the statistical methods that will be used to analyze the data). In addition to assessing the proposal itself, the oral defense ensures the student's mastery of the relevant literature surrounding the project topic. If the oral defense is passed, the student becomes a DBA candidate, qualified to complete their dissertation, and earn the degree. If the oral defense is not successful, the faculty committee will provide specific guidance to the student regarding what is needed to make the dissertation proposal acceptable.

Third year: During the third year, the student works with their committee to complete their dissertation and attends an alumni research symposium where previous students discuss research that they have been engaged in since graduating from the program. Typically, this semester is devoted to gathering and analyzing the data and writing up the results and conclusions of the student's study. Since this final year does not contain specific courses that have to be taken, students are strongly encouraged to set specific benchmarks with their committee to be met to complete their study. For students to graduate on time, they should present the final oral defense of their dissertation by the end of the ninth term (by July 15th). (See overview of a typical course sequence, including dissertation project deadlines, on next page.)

Overview of course sequence for the Warrington College of Business DBA program (class of 2026)

Foundations Review August 2023	1st Year: Fall 2023	1st Year: Spring 2024	Summer 1: Summer 2024	2nd Year: Fall 2024	2nd Year: Spring 2025	Summer 2: Summer 2025	3rd Year: Fall 2025	3rd Year: Spring 2026	Summer 3: Summer 2026
• Orientation: 7/29 – 7/30 • 7/31 – 7/31 • 8/1 – 8/5 • 8/7 – 8/11	• 9/22 – 9/24 • 11/10 – 11/12	• 1/19 – 1/21 • 3/15 – 3/17	• 5/17 – 5/19 • 7/12 – 7/14	• 9/13 – 9/15 • 11/15 – 11/17	• 1/24 – 1/26 • 3/14 – 3/16	• 5/16 – 5/18 • 7/11 – 7/13	• 8/15	• 3/14 – 3/15	• TBA
• Organizational Research Methods Introduction (Podsakoff) • Statistics (Pathak) • AI/ML & DV Methods for Research (Hoover)	• Organizational Research Methods (Podsakoff) • Marketing Strategy (Sela)	• Quantitative Research Methods & Analysis in Marketing (Davis) • Corporate Governance & Entrepreneurship (Hill)	• Corporate Finance (Ryngaert) • Organizational Behavior (Swider)	• Leading Change (Bono) • Research Analysis in Accounting (McGill)	• International Business (Naranjo) • Strategic Management (Lee)	• Advanced Regression Techniques (Impink) or Latent Variable Modeling (Leite) • Advanced Writing and Presentation Skills (Trainor & Leroy)	• Oral defense of dissertation proposal	• Alumni research symposium	• Final oral dissertation defense • Commencement
				• Conduct literature review • Write preliminary overview of proposal • Identify advisor & form committee by December 15, 2024	• Conduct literature review • Write preliminary overview of proposal • Identify advisor & form committee by December 15, 2024	• Submit dissertation proposal to committee and present oral defense of proposal by July 31, 2025	• Submit dissertation proposal to committee and present oral defense of proposal by July 31, 2025	• Complete writing of dissertation • Present final oral defense by July 15, 2026 • Optional commencement August 2026	• Complete writing of dissertation • Present final oral defense by July 15, 2026 • Optional commencement August 2026