### Program Matrix

### dOCTORATE OF BUSINESS ADMINISTRATION

The Doctorate of Business Administration (DBA-GEN) program prepares graduates for advancement in their current employment or new business career opportunities. While learning the most advanced decision-making skills and techniques, doctorate candidates also develop and hone research and writing skills required for high- level responsibility in academic and business environments. The program encourages executives, college or university professors, and consultants to use their professional backgrounds to explore, design, and manage large systems in the complex organizations of increasingly multifaceted and multi-sectored economy.

# Program Competencies and Learning Objectives

Upon successful completion of this program, students will be able to:

* Demonstrate mastery of content knowledge in specialized fields for a higher level of understanding for decision making in complex organizational environments
* Demonstrate critical thinking and communication skills for local and global business planning and decision making.
* Integrate knowledge across disciplines in the use of quantitative and qualitative research methodologies for business problem solving
* Identify and evaluate business issues and opportunities that enhance prospects for optimum return on investments and creating value
* Demonstrate an entrepreneurial mindset and skills for starting and growing new ventures
* Demonstrate creative research approaches to data collection, analysis, and synthesis for organizational effectiveness, change, and continuous improvement
* Demonstrate informational literacy and computational thinking for effective and efficient use of technology
* Demonstrate effective leadership skills for innovative and collaborative economic development
* Develop diverse teams and foster teamwork through effective techniques through human resource management
* Review business case studies and prepare theoretically-grounded arguments using peer-reviewed journals and appropriate scholarly writing styles

# DBA-GEN Curricular Requirements (60 CREDITS)

##### The Doctorate of Business Administration degree requires completion of **60 semester credits** of coursework which includes 30 credits of Business Core courses, 15 credits of Specialization Elective courses, a Comprehensive Competency Assessment, and 15 credits of Dissertation courses.

##### **Business Core Courses: 30 Credits/10 Courses**

1. **Economics**

* ECO 615 Global Economy

1. **Finance**

* FIN 605 Global Business Finance

1. **Graduate Level Research**

* GRC 600 Doctoral Academic Study and Writing
* GRC 605 Business Research Methodology and Quantitative Statistics

1. **Management**

* MGT 616 Organizational Change and Development in Management System
* MGT 626 Managing Innovation Integrating Technology
* MGT 635 Merger and Acquisition: Due Diligence Report
* MGT 645 Strategic Management: A Global Approach

1. **Marketing**

* MKT 640 E-Commerce Models and Applications
* MGT 645 Marketing Research in Consumer Behavior

1. **Specialization Courses:** **15 Credits/5 Courses**

* Specialization Electives
* Specialization Electives
* Specialization Electives
* Specialization Electives
* Specialization Electives

1. **Comprehensive Competency Assessment: 0 Credits/1 Course**

* Comprehensive Competency Assessment

1. **Doctorate Dissertation Courses: 15 Credits/5 Courses**
2. **Graduate Level Research**

* GRC 641 Chapter 1 Dissertation Introduction
* GRC 642 Chapter 2 Dissertation Literature Review
* GRC 643 Chapter 3 Dissertation Methodology
* GRC 644 Chapter 4 Dissertation Results and Findings
* GRC 645 Chapter 5 Dissertation Conclusions and Recommendations/Dissertation Presentation and Oral Defense

SPECIALIZATION Elective Courses - (Select 5 courses from the list below)

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| * HCM 603 | Strategies for Healthcare Leadership |
| * HCM 612 | Economic Evaluation in Healthcare: Merging Theory with Practice |
| * HCM 620 | Managing Disaster: Perspectives for Healthcare Leaders |
| * HCM 625 | Healthcare Marketing: Tools and Techniques |
| * HCM 630 | Quality Management in Healthcare: A Systems Approach |
| * IST 630 | Information Technology in Organizations |
| * IST 635 | Managing IT Projects |
| * IST 638 | Knowledge Management: Concepts and Practices |
| * IST 639 | Enterprise Resource Planning and Management |
| * IST 655 | Effective Security Management |
| * MGT 610 | Mastering Leadership: Theories and Concepts |
| * MGT 618 | International Business |
| * MGT 620 | Risk Management |
| * MGT 630 | Business Logistics: Theory and Practice |
| * MGT 650 | Project Management |
| * MGT 655 | Financing Entrepreneurial Ventures |
| * MGT 657 | Case Studies in Global Entrepreneurship |
| * MGT 660 | Strategic Entrepreneurship |
| * MGT 662 | Entrepreneurship and Small Business Management |
| * MGT 665 | Exploring Entrepreneurship and Economics |