

## 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.

### Program Competencies and Learning Objectives

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

- Through written and oral communications, demonstrate mastery of content knowledge in specialized fields for a higher level of understanding for decision making in complex organizational environments
- Identify and evaluate ethical behavior in enhancing business issues and opportunities for optimum return on investments
- Evaluate entrepreneurial skills and practices for starting and growing new ventures
- Apply research approaches to data collection, analysis, and synthesis for organizational effectiveness, change, and continuous improvement
- Demonstrate effective leadership skills and entrepreneurial mindset for starting new ventures and growing innovative and collaborative economic development

### Curricular Requirements (60 Credits)

The Doctorate of Business Administration degree requires completion of 60-semester credits of coursework, including 30 credits of Business Core courses, 15 credits of Specialization Elective courses, a Comprehensive Competency Assessment, and 15 credits of Research Project courses – **OR** – 15 credits of Dissertation courses.

#### 1. Business Core Courses: 30 Credits/10 Courses

- ECO 615 – Global Economy
- FIN 605 – Global Business Finance
- GRC 600 – Doctoral Academic Study and Writing
- GRC 605 – Business Research Methodology and Quantitative Statistics
- MGT 616 – Organizational Change and Development in Management System
- MGT 610 – Mastering Leadership: Theories and Concepts
- MGT 618 – International Business
- MGT 662 – Entrepreneurship and Small Business Management
- MKT 640 – E-Commerce Models and Applications
- MKT 645 – Marketing Research in Consumer Behavior

#### 2. Specialization Courses: 15 Credits/5 Courses

- Specialization Elective
- Specialization Elective
- Specialization Elective
- Specialization Elective

- Specialization Elective
- 3. Comprehensive Competency Assessment: 0 Credits/1 Course**
- Comprehensive Competency Assessment
- 4. Research Project or Doctorate Dissertation Courses: 15 Credits/5 Courses**
- A. Research Project**
- DRP 801 – Introduction to Doctoral Research Project
  - DRP 802 – Doctoral Research Project Literature Support
  - DRP 803 – Doctoral Research Project Research Methodology
  - DRP 804 – Doctoral Research Project Results and Findings
  - DRP 805 – Doctoral Research Project Conclusions and Recommendations
- OR**
- B. Dissertation**
- 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:**

- HCM 603 – Strategies for Healthcare Leadership
- HCM 612 – Economic Evaluation and Healthcare: Merging Theory with Practice
- HCM 620 – Managing Disaster: Perspective 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 620 – Risk Management
- MGT 630 – Business Logistics
- MGT 645 – Strategic Management: A Global Approach
- MGT 650 – Project Management
- MGT 655 – Financial 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