

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