

PROGRAM MATRIX

DOCTORATE OF BUSINESS ADMINISTRATION

SPECIALIZATION: ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

The Doctorate of Business Administration with a specialization in Entrepreneurship and Business Management is designed to help students perform applied research and transform mature learners into leaders. While focusing on advanced decision-making skills and techniques, doctorate candidates also hone the research and writing skills that are required for a high level of responsibility in academic and business environments. It enables students to improve their analytical ability, strategic thinking, and process implementation beyond industry applications.

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 healthcare fields for a higher level of understanding for decision-making in complex organizational environments
- Demonstrate critical thinking skills for local and global business new venture planning and decision making.
- Identify and evaluate ethical behavior in enhancing business issues and opportunities for optimum return on investments
- Demonstrate effective leadership skills and an entrepreneurial mindset for starting new ventures and growing innovative and collaborative economic development
- Apply research approaches to data collection to create and implement a strategic plan associated with the process and practice of entrepreneurship

CURRICULAR REQUIREMENTS (60 CREDITS)

The Doctorate of Business Administration with a specialization in Entrepreneurship and Business Management requires the completion of 60 semester credits of coursework, including 30 credits of Business Core courses, 15 credits of Entrepreneurship and Business Management 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
- 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
- ACC 601 - Advanced Accounting

2. Entrepreneurship and Business Management Specialization Courses: 15 Credits/5 Courses

- MGT 645 – Strategic Management: A Global Approach

- MGT 655 – Financial Entrepreneurial Ventures
- MGT 657 – Case Studies in Global Entrepreneurship
- MGT 660 – Strategic Entrepreneurship
- MGT 665 – Exploring Entrepreneurship and Economics

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