

# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

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## Doctor of Business Administration (DBA) Courses

### **DBA 7003. Global Business and Economics. (3-0) 3 Credit Hours.**

This course is designed to provide an in-depth understanding of the complexities and dynamics of the global business environment. This course explores key economic theories and their applications in international markets, including trade policies, global financial systems, and the impact of geopolitical factors on business strategies. Students will engage with advanced topics such as international business operations, global supply chain management, cross-border mergers and acquisitions, and the challenges of competing in diverse cultural and regulatory contexts. The course aims to equip future business leaders with the analytical tools and strategic insights needed to navigate and succeed in a rapidly evolving global economy. This course has Differential Tuition.

### **DBA 7013. Organizational Behavior and Leadership. (3-0) 3 Credit Hours.**

This course explores the dynamic relationship between individual behavior, group interactions, and organizational processes. Students will examine foundational and contemporary theories of leadership, motivation, decision-making, and organizational culture. The course emphasizes the role of leadership in fostering effective communication, team dynamics, and managing change within global organizations. Through case studies and applied research, students will develop advanced skills in leadership strategies, ethical decision-making, and fostering innovation in diverse and complex environments. This course has Differential Tuition.

### **DBA 7023. Research Design and Survey Design. (3-0) 3 Credit Hours.**

This course provides an in-depth exploration of the principles and methods for designing robust research studies and surveys within the business context. Students will learn how to develop effective research questions, sample subjects, select appropriate research methodologies, and construct surveys that yield reliable and valid data. The course emphasizes the practical applications for business problem-solving and decision-making. By the end of the course, students will be equipped to design and conduct research projects that contribute to academic knowledge and offer actionable insights for business leaders. This course has Differential Tuition.

### **DBA 7103. Marketing Strategy and Consumer Behavior. (3-0) 3 Credit Hours.**

This course explores the strategic frameworks and analytical models that shape marketing decisions in today's dynamic business environment. The course emphasizes the intersection of marketing strategy and consumer psychology, focusing on how companies can effectively align their marketing efforts with consumer needs, motivations, and behaviors. Topics include segmentation, targeting, positioning, consumer decision-making processes, branding, digital marketing, and the impact of cultural and psychological factors on consumer behavior. Through case studies, research analysis, and practical applications, students will develop critical insights to enhance marketing strategies and drive business success. This course has Differential Tuition.

### **DBA 7113. Human Resource Management. (3-0) 3 Credit Hours.**

This course focuses on the strategic role of human resources in fostering organizational growth and competitive advantage. It examines key concepts such as talent acquisition, employee development, leadership, performance management, and organizational culture. Emphasizing both theoretical frameworks and practical applications, the course explores how human capital strategies can enhance productivity, innovation, and employee engagement in a global business environment. Students will develop skills to effectively manage and develop human resources to align with organizational goals and navigate complex workforce challenges. This course has Differential Tuition.

### **DBA 7123. Advanced Research Design. (3-0) 3 Credit Hours.**

This advanced statistics course focuses on complex analyses relevant to education and data-driven decision-making aimed at expanding students' knowledge of multivariate techniques. The course emphasizes the practical application of advanced statistical concepts, providing a balance between theoretical understanding and real-world application. Through hands-on opportunities, students will apply statistical methods to solve practical problems. This course has Differential Tuition.

### **DBA 7203. Innovation and Entrepreneurship. (3-0) 3 Credit Hours.**

This course explores the dynamic processes of creating and managing new ventures, focusing on fostering innovation and entrepreneurial thinking within organizations. It covers critical concepts such as idea generation, business model development, strategic planning, and scaling businesses in competitive environments. The course emphasizes the role of innovation in driving business growth and sustainability, examining both internal corporate entrepreneurship (intrapreneurship) and external venture creation. Students will develop critical skills in risk management, opportunity recognition, and leadership in rapidly changing markets. This course has Differential Tuition.

### **DBA 7213. Business Statistics and Data Visualization. (3-0) 3 Credit Hours.**

This course equips students with essential statistical tools and techniques for analyzing business data and making data-driven decisions. The course covers foundational statistical concepts, including probability, hypothesis testing, regression analysis, and descriptive statistics, with a strong emphasis on practical application in real-world business scenarios. Students will also explore advanced data visualization techniques, using modern software tools to create compelling, insightful visual representations of complex data sets. The course emphasizes interpreting and presenting statistical results effectively to inform decision-making processes, enhancing students' analytical and communication skills in business environments. This course has Differential Tuition.

### **DBA 7223. Qualitative Research Methods for Business. (3-0) 3 Credit Hours.**

This course is designed to equip students with the skills and knowledge to apply qualitative research techniques in business contexts. The course covers various qualitative methodologies such as case studies, ethnography, grounded theory, and narrative analysis, emphasizing their relevance to solving complex business problems. Students will learn to collect, analyze, and interpret non-numerical data, such as interviews and observations, to gain deep insights into organizational behaviors, consumer patterns, and market dynamics. The course also introduces Artificial Intelligence (AI), Natural Language Processing (NLP), and text analysis to analyze qualitative data. This course has Differential Tuition.

**DBA 7303. Leadership Theory and Practice. (3-0) 3 Credit Hours.**

This course offers an in-depth exploration of leadership theories and their practical application in organizational settings. Students will critically examine classical and contemporary leadership models, including transformational, transactional, servant, and authentic leadership. The course emphasizes the integration of theoretical perspectives with real-world leadership challenges, fostering the development of strategic decision-making, ethical leadership, and effective team management. Through case studies, reflective exercises, and applied research, students will gain the tools to lead diverse organizations, drive innovation, and influence organizational change in complex environments. This course has Differential Tuition.

**DBA 7313. Predictive Modeling and Machine Learning. (3-0) 3 Credit Hours.**

This advanced course is designed to equip students with advanced analytical tools and techniques used in modern business decision-making. This course covers the fundamental principles of predictive modeling, machine learning algorithms, and their applications in various business scenarios. Students will explore supervised and unsupervised learning, regression models, decision trees, neural networks, and ensemble methods, emphasizing utilizing these techniques to identify patterns, forecast trends, and make data-driven decisions. Practical applications and case studies are used to demonstrate real-world business solutions, enhancing strategic thinking and analytical skills. This course has Differential Tuition.

**DBA 7323. Advanced Managerial Accounting. (3-0) 3 Credit Hours.**

The course provides an in-depth exploration of advanced managerial accounting concepts and practices, focusing on decision-making, planning, and control in complex business environments. Students will examine cost behavior, performance measurement, budgeting, and strategic cost management, utilizing quantitative and qualitative approaches to enhance organizational effectiveness. Emphasis is placed on integrating financial and non-financial information to support long-term planning and operational efficiency, as well as the role of managerial accounting in shaping business strategy and achieving competitive advantage. This course has Differential Tuition.

**DBA 7403. Strategic Management. (3-0) 3 Credit Hours.**

The course offers an advanced exploration of formulating, implementing, and evaluating business strategies within complex and dynamic environments. Designed for doctoral candidates, this course integrates cutting-edge theories with practical applications to enhance strategic decision-making skills. Topics include competitive analysis, resource-based perspectives, innovation management, global strategy, and corporate governance. Through case studies, real-world projects, and academic research, students will develop critical insights into how firms can achieve sustainable competitive advantage and navigate evolving market challenges. This course prepares students for leadership roles in strategy formulation and execution across diverse industries. This course has Differential Tuition.

**DBA 7413. Advanced Business Statistics. (3-0) 3 Credit Hours.**

This advanced course is designed to equip doctoral candidates with advanced knowledge and practical skills in statistical methodologies relevant to business research. This course delves into complex statistical techniques such as factor analysis, structural equation modeling, time series analysis, survival analysis, cluster analysis, and categorical data analysis. Students will learn how to apply these methods to analyze datasets, interpret findings, and make data-driven decisions in a business context. Emphasizing theoretical understanding and practical application, the course prepares students to conduct rigorous research and contribute to data-informed strategies in their respective fields. This course has Differential Tuition.

**DBA 7503. Applied Marketing Research. (3-0) 3 Credit Hours.**

This course explores the marketing research process in relation to key marketing concepts such as consumer behavior, market segmentation, branding, customer service, pricing strategies, distribution channels, integrated marketing communications, and sales. It provides an in-depth examination of each stage of the research process, including survey design, data collection methods, data analysis techniques, and reporting findings. This course has Differential Tuition.

**DBA 7513. Financial Markets and Risk Management. (3-0) 3 Credit Hours.**

The course provides an in-depth exploration of global financial markets and the various risks that impact financial institutions and investors. The course covers critical topics such as market structure, financial instruments, portfolio theory, derivatives, and regulatory frameworks. Students will develop advanced analytical skills to assess and manage financial risks, including credit, market, liquidity, and operational risks. Through a combination of theoretical models and practical case studies, the course equips students with the tools to make informed decisions in risk management and navigate the complexities of financial markets effectively. This course has Differential Tuition.

**DBA 7613. Doctoral Research. (0-0) 3 Credit Hours.**

This course offers a comprehensive framework for doctoral students to undertake original research that contributes to the field of business. Students will engage in rigorous academic research, selecting a topic aligned with their professional interests and academic objectives. Through guided instruction, they will formulate research questions, conduct a thorough literature review, develop a research methodology, collect and analyze data, and present their findings through a course presentation or written paper. The course emphasizes producing high-quality work that advances both business theory and practice. At the conclusion of this course, students will complete a research project that showcases their ability to perform independent research, integrate complex concepts, and effectively communicate their findings in a scholarly format. May be repeated for up to 9 credits. This course has Differential Tuition.

**DBA 7713. Doctoral Dissertation. (0-0) 3 Credit Hours.**

Prerequisite: Admission to candidacy for Doctoral degree in Business Administration. May be repeated for credit, but not more than 12 hours may be applied to the Doctoral degree. This course has differential tuition.