

# Gateway to Worldwide Opportunities

## Become a Transformative Leader



Westcliff University's Doctor of Business Administration (DBA) program is tailored specifically for working adults. You can choose between our campus or online. Each class is 8 weeks long (except BUS 790 and BUS 795, which are 16 weeks long) which typically provides you the opportunity to focus on one class at a time.

### Westcliff University Will Help You

- Apply theory to real life through professional business cases
- Advance your leadership and teaching potential
- Enhance your practical job skills for career advancement
- Be creative and innovative with an entrepreneurial mindset
- Learn through the vast experiences of our esteemed faculty

### DBA Program Required Courses

#### 1<sup>ST</sup> YEAR (18 CREDIT HOURS)

- BUS 710 Finance for Managers
- BUS 715 Global Economics
- BUS 720 Marketing Strategy & Consumer Behavior
- BUS 725 Business Intelligence & Information Systems
- BUS 730 Management Strategy for Performance
- BUS 735 Leading Change

#### DOCTORAL QUALIFYING EXAM

#### 2<sup>ND</sup> YEAR (18 CREDIT HOURS)

- BUS 740 Global Business Initiatives
- BUS 745 Corporate Social Responsibility
- BUS 755 Strategic Planning & Implementation
- BUS 760 Creative Solutions Leadership
- BUS 765 Management of Technological Innovation
- BUS 780 Organizational Development

#### 3<sup>RD</sup> YEAR (24 CREDITS HOURS)

- BUS 770a Quantitative & Qualitative Analysis I\*
- BUS 775 Transformation & Execution Strategies\*
- BUS 770b Quantitative & Qualitative Analysis II\*\*
- BUS 785 Dissertation Final Project Block 1\*\*

#### DOCTORAL COMPREHENSIVE EXAM

- BUS 790 Dissertation Final Project Block 2
- BUS 795 Dissertation Final Project Block 3

Total 60 credit hours

\* BUS 770a and BUS 775 are taken concurrently

\*\* BUS 770b and BUS 785 are taken concurrently

### Imagine Where a DBA Degree Can Take You

Possible career opportunities include:

- Education Administrator
- Director of Business Development
- Regional Management
- VP of Operations
- Educational/Management Consultant
- Manufacturing Director
- Management Analysts
- Social & Community Services Manager

### Admissions Requirements

- Interview with an Admissions Representative
- Master's degree from an accredited institution
- Personal statement of professional goals
- Official transcript from previous institutions



**For more information, please contact us:**  
**Call 949-825-5566 or visit [www.westcliff.edu](http://www.westcliff.edu)**  
**Email: [admissions@westcliff.edu](mailto:admissions@westcliff.edu)**  
**16715 Von Karman Ave, Irvine, CA 92606**

