



Doctor in Business Administration

Gain an executive edge and lead the next generation of global business

The Doctor of Business Administration (DBA) program is designed for experienced professionals who are seeking to gain a deeper understanding of the principles that govern global business. The program emphasizes advanced decision-making and leadership skills, as well as in-depth knowledge of theory and applied research. Doctoral students have the opportunity to explore the challenges facing business today, including corporate social responsibility, globalization, and managing change. In keeping with our commitment to working adult professionals, we have one of the few doctoral programs in Southern California that allows students to complete their studies in a synchronous hybrid or online format.

DBA Program Overview

Required Courses

1ST 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

2ND YEAR (18 CREDIT HOURS)

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

3RD YEAR (14 CREDITS HOURS)*

- BUS 770a Business Research Methods I**
- BUS 775 Applied Business Research Methods**
- BUS 770b Business Research Methods II**
- BUS 785 Dissertation Final Project Block 1**

DISSERTATION (10 CREDITS HOURS)

- BUS 790a Dissertation Final Project Block 2
- BUS 790b Dissertation Final Project Block 3
- BUS 795a Dissertation Final Project Block 4
- BUS 795b Dissertation Final Project Block 5

Total 60 credit hours

* After completion of 1st year, Doctoral Qualifying Exam required

* After completion of 3rd year, Comprehensive Exam required

** BUS 770a and BUS 775 may be taken concurrently

** BUS 770b and BUS 785 may be taken concurrently

Key Learning Outcomes

- Develop effective presentation skills.both written and oral
- Acquire credible research and analytical skills
- Demonstrate sensitivity to cultural differences and their positive impact
- Execute transformational leadership to improve business objectives
- Evaluate current business knowledge to create innovative strategies

Career Opportunities

- College or University Educator
- Director of Administration
- Director of Business Development
- Business Consultant
- Economist
- C-Level Executives
- VP of Operations
- Manufacturing Director

Why Westcliff University for DBA?

 Senior College and University Commission Regional Accreditation	 ACCREDITED FOR CANDIDATE FOR Global Accreditation	 Affordable Tuition	 Great Value College Ranked #4 Most Affordable	 Accelerated Programs
 Live Online Classes	 10:1 Student:Faculty	 Flexible Schedule	 Mentorship Program	 Dedicated Career Services Team