

BUSINESS ADMINISTRATION, DOCTOR OF BUSINESS ADMINISTRATION(D.B.A)

All students are required to complete a minimum of 54 credit hours beyond a bachelor's degree. Typically, students will take 42 credits in the following categories: Research Tools and Methodologies (10 – 12 credits), courses in the student's major field of study (22 – 24 credits), and practice-focused elective courses (10 – 12 credits). All students should take 12 credits of the capstone project research in addition to the coursework for graduation eligibility. In addition to passing each course, students are required to successfully pass their capstone project proposal before registering for the capstone project course. Finally, students must successfully complete their capstone project to graduate the program.

The course listing below provides courses that meet the research tools and methodologies, major field of study, and practice-focused elective courses. Students are not required to take all of the courses listed nor are they limited to these courses. Some coursework is interdisciplinary in that students may take a course in another concentration to fulfill their specialization requirement. For example, BDBA820 Applied Microeconomics for Business can be used to complete the research tools and methodologies requirements of the Information Systems concentration and the Marketing (quantitative track) concentration. All course registration plans must be approved by the DBA Faculty Coordinator.

Course	Title	Credits
Research Tools & Methodologies		
INFORMATION SYSTEMS		
BDBA620	(Data Models and Decisions)	2
BDBA621	(Managerial Economics and Public Policy)	2
BDBA720	(Data Mining and Predictive Analysis)	2
BDBA820	Economics for Business Research (Applied Microeconomics for Business)	3
BDBA830	(Applied Multivariate Analysis)	2
FINANCE		
BDBA640	(Financial Econometrics I)	2
BDBA641	(Financial Econometrics II)	2
BDBA642	(Financial Mathematics)	2
BDBA643	(Financial Programming)	2
BDBA848(A-Z)	(Special Topics in DBA in FIN)	1-4
MARKETING		
BDBA752	Marketing Research and Analytics (Market-Based Management)	3
BDBA753	(Consumer Analysis)	3
BDBA754	(Statistical Programming)	3
BDBA755	(Marketing Research & Analysis)	3
ACCOUNTING		
BDBA820	Economics for Business Research (Economics for Business Research)	3
BDBA822	Quantitative Research Methods (Quantitative Research Methods)	3

BDBA803	(Research Methods - Causal Methods in Business Research)	3
BDBA802	Data Mining and Predictive Analytics (Data Mining and Predictive Analytics)	3
OR		
BDBA804	Big Data and AI for Business (Data Science – Big Data for Business)	3
MANAGEMENT & ORGANIZATION		
BDBA820	Economics for Business Research (Economics for Business Research)	3
BDBA822	Quantitative Research Methods (Quantitative Research Methods)	3
BDBA803	(Research Methods - Causal Methods in Business Research)	3
BDBA862	(OB/Strategy Research Methods)	3

Course Title Credits

Practice Focused Elective Courses

INFORMATION SYSTEMS		
BDBA702	(Decision Analytics)	2
BDBA703	(Data Mining and Predictive Analysis)	2
BDBA708(A-Z)	(Special Topics in DBA in Information Systems)	1-4
FINANCE		
BDBA747 (A-Z)	(Special Topics in DBA in FIN Asset Management)	1-4
BDBA748 (A-Z)	(Special Topics in DBA in FIN Corporate Finance)	1-4
MARKETING		
BDBA758(A-Z)	(Special Topics in DBA in MKT)	1-4
BDBA857 (A-Z)	(Special Topics in DBA in MKT (CB))	1-4
BDBA858 (A-Z)	(Special Topics in DBA in MKT (Quant))	1-4
ACCOUNTING		
BDBA818X	(Special Topics in DBA in Accounting)	2-4
BDBA848X	(Special Topics in DBA in Finance)	2-4
MANAGEMENT & ORGANIZATION		
BDBA868B	(Special Topics in DBA in M&O (Independent Research Study))	2
BDBA868C	(Special Topics in DBA in M&O (Independent Research Study))	1
BDBA868D	(Special Topics in DBA in M&O (Independent Research Study))	3

Course Title Credits

Major Field of Study Electives

INFORMATION SYSTEMS		
BDBA600	(Strategic and Transformational IT)	2
BDBA601	(Managing Digital Business Markets)	2
BDBA701	(Project Management in Dynamic Environments)	2
BMGT801	(Research Methods in Information Systems)	2
BDBA802	Data Mining and Predictive Analytics (Institutions, Firms, and Collectives)	2
BDBA803	(Quality Transparency and the Value of Information Systems)	2
BDBA804	Big Data and AI for Business (Research in Strategy and IS I)	2
BDBA805	(Research in Strategy and IS II)	2

BDBA806	Executive Decision Making in the Age of AI (Information Systems Economics I)	2	BUAC758Q	(Research on Accounting and Economic Cybersecurity)	2
BDBA807	Theoretical Foundations of Digital Organizations (Information Systems II)	2	BUAC762	Tax I: Taxation of Individuals & Forecasting Analytics	2
BDBA808 (A-Z)	(Special Topics in DBA in Information Systems)	1-4	BUAC764	Tax II: Taxation of Corporations & Other Entities	2
FINANCE			BUAC742	Accounting Analytics	2
BDBA644	(Financial Management)	2	BUAC744	Valuation Measurement, Reporting, and Auditing for Accountants and Auditors	2
BDBA645	(Advanced Capital Markets)	2	BUAC767	Tax IV: Real Estate Taxation	2
BDBA646	(Valuation in Corporate Finance)	2	BUAC770	Tax V: Visual Analytics and International Tax	2
BDBA647	(Derivative Securities)	2	BUAC714	Forensic Accounting/Auditing	2
BDBA740	(Applied Equity Analysis)	2	BUAC766	Data Security and Taxation of Not-for-Profit Entities	2
BDBA741	(Fixed Income Analysis)	2	BUFN710	Financial Strategy for Corporations	2
BDBA742	(Portfolio Management)	2	BUFN712	Financial Restructuring	2
BDBA743	(International Investment)	2	BUFN730	Advanced Financial Modeling and Equity Analysis	2
BDBA744	(Financial Strategy for Corporation)	2	BUFN745	Financial Programming	2
BDBA745	(Corporate Governance and Performance)	2	BUFN717	Entrepreneurial Finance and Private Equity	2
BDBA746	(International Corporate and Project Finance)	2	BUFN721	International Investment	2
BDBA840	(Seminar in Financial Theory)	3	BUFN736	Quantitative Investment Strategies	2
BDBA841	(Seminar in Corporate Finance)	3	BUFN741	Advanced Capital Markets	2
BDBA842	(Topics in Empirical Corporate Finance)	3	BUFN742	Financial Engineering	2
BDBA843	(Seminar in Asset Pricing)	3	BUFN746	Enterprise and Credit Risk Management	2
MARKETING			BUFN747	Asset-Liability and Nonfinancial Risk Management	2
BDBA750	Customer Analysis (Innovation and Product Management)	2	MANAGEMENT & ORGANIZATION		
BDBA751	(Integrated Brand Management)	2	BDBA806	Executive Decision Making in the Age of AI (Executive Decision Making in the Age of AI)	3
BDBA752	Marketing Research and Analytics (Market-Based Management)	3	BDBA86?	(Content Review Global)	3
BDBA753	(Consumer Analysis)	3	BDBA86?	(OB Foundations)	3
BDBA754	(Statistical Programming)	3	BDBA86?	(Strategy Foundations)	3
BDBA755	(Marketing Research & Analysis)	3	BDBA868	(Special Topics: Electives)	2
BDBA756	(Advanced Marketing Analytics)	3	BMS0758E	(Advanced Marketing Analytics)	2
BDBA757	(Data Science)	3	BMS0758F	(Financial Analytics)	2
BDBA850	(Seminar in Marketing Strategy)	2	BUS0731	Social Media and Web Analytics	2
BDBA851	(Seminar in Consumer Behavior)	3	OR		
BDBA852	(Seminar in Marketing Models)	3	BUDT706	Social Media and Unstructured Data Analytics	2
BDBA853	(Seminar in Structural Models)	2	BUSI602	(Leading with a Strategic Mindset)	2
BDBA854	(Seminar in Analytical Models)	2	BUSI758J	(Digital Customer Journey)	2
BDBA855	(Seminar in MCMC Estimation)	2	BUSI662	Leadership and Teamwork	2
BDBA856	(Experimental Design)	2	BUSI710	Competitive and Collaborative Negotiation	2
ACCOUNTING			BUSI737	Innovation & Product Development	2
BDBA806	Executive Decision Making in the Age of AI (Executive Decision Making in the Age of AI)	3	BUSO706	Organizational Change	2
BDBA811	(Capital Market Research with Big Data)	3	BUSO712	Entrepreneurship	2
BDBA812	(AI Literacy: Accounting & Business Applications)	3	BUSI758V	(Digital Promotion and Advertising)	2
BDBA813	(Information Intermediaries in the Age of AI)	3	BUSI758W	(Systems and Design Thinking)	2
BUAC707	Financial Statement Analysis for Accountants and Auditors	2	BUSI758Z	(Decision Modeling)	2
BUAC716	Auditing Automation and Analytics	2	BUSO614	Strategic Management	2
BUAC740	Data Driven Decision Making	2	Course Title Credits		
BUAC758A	(Accounting for Income Tax and Database Management)	2	Capstone Project 12		
BUAC722	Applied Research for Accounting and Auditing	2	BMGT829	(Capstone Project)	
BUAC756	Information Security, Audit and Control	2			