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

**Purpose**

The purpose of the Doctor of Business Administration is to improve the student’s understanding of, the ability to provide data necessary for decision-making, and the ability to make decisions on relevant data supplied. This 60-hour program is designed for individuals pursuing careers as consultants and/or academia, and provides training in all of the core areas of business needed at the doctoral level.

**Program Learning Outcomes**

The student will be able to:

1. Evaluate current theoretical and applied research in business administration.
2. Recommend qualitative and quantitative analysis methods to perform effective business research.
3. Recommend solutions for the improvement of business and organizational practice based upon research, knowledge of the literature, and best practices.
4. Integrate a Christian Worldview into business functions.

**Program Specific Admissions Requirements**

The DBA has a competitive admissions process. Meeting the requirements does not guarantee admission into the program.

1. The specific earned graduate degree required is dependent upon the applicant’s intended DBA cognate.
   - A Master of Business Administration (MBA) is required for all DBA cognates except for Accounting and Information Systems.
   - A Master of Science in Accounting (MSA) or MBA with an accounting concentration is required for the Accounting cognate.
   - A Master of Science in Information Systems or Master of Science in Management Information Systems is required for the Information Systems cognate.
2. Cumulative GPA of 3.00 or above is required for entrance into the program from any of the acceptable degrees.
3. Professional Resume/Vita.
4. Contact information for two professional references may be requested as an additional requirement on a case-by-case basis.
5. No cautionary admission
6. Admissions packets are approved by the department
7. TOEFL Scores for students who speak English as a second language (score of 600 paper-based test; 250 computer-based test, 80 internet-based test).

**Transfer of Credit**

Applicants may transfer up to 15 hours of coursework. In order for a transferred course to replace a Liberty University course, the following requirements must be met:

1. The school at which the course was taken must be appropriately accredited.
2. The course credit must be at least three semester hours or five quarter hours.
3. The student must have earned a grade of B- or better in the course.
4. The course must overlap one of Liberty’s courses by at least 80%. The course(s) to be transferred must have been completed within seven years of the start date of the student’s program at Liberty University.
5. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

Transfer credit will not be given for the following courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUSI 700</td>
<td>Doctor of Business Administration Orientation</td>
<td>3</td>
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<tr>
<td>BUSI 885</td>
<td>Research Concept</td>
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<tr>
<td>BUSI 988</td>
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<td>BUSI 989</td>
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**Graduation Requirements**

In addition to other regulations governing graduation, as stated in the Liberty University Catalog, students in the Doctor of Business Administration must meet the following requirements:

1. Complete 60 hours.
2. Residential Orientation course (1 week intensive), 2 other mandatory 1-week intensives.
3. A minimum of 45 hours must be completed through Liberty University, not to include credits from a prior degree earned through Liberty.
4. A maximum of 15 hours of transfer credit, including credit from a degree on the same academic level previously earned through Liberty, may be applied to the degree. The 15 hours may also include courses in the cognates (which are 500/600-level). These courses must have been completed within seven years of the student’s admission to the DBA.
5. 3.25 GPA.
6. No grades lower than B- may be applied to the degree.
7. For information regarding the repeat policy, please refer to “Course Repeat Policy” in the Academic Information and Policies section of this Catalog.
8. The degree must be completed within five years.
9. Submission of Degree Completion Application must be completed within the last semester of a student’s anticipated graduation date.

**Programs of Study**

**Delivery Format: Online Only**

- Business Administration (D.B.A.) - Accounting
- Business Administration (D.B.A.) - Accounting – Project
- Business Administration (D.B.A.) - Finance
- Business Administration (D.B.A.) - Finance – Project
- Business Administration (D.B.A.) - Healthcare Management
- Business Administration (D.B.A.) - Healthcare Management – Project
- Business Administration (D.B.A.) - Human Resources
- Business Administration (D.B.A.) - Human Resources – Project
Career Opportunities

- Account Executive
- Auditor
- Brand Manager
- Budget Supervisor
- Business Marketing Consultant
- Certified Management Accountant
- Certified Public Accountant
- Chief Sustainability Officer
- Company Executive
- Compensation and Benefits Manager
- Cultural Advisor
- Data Administration
- Data Networking
- Development Specialist
- Digital Marketing Manager
- Distribution Director
- Federal, State, and Local Government Trade Specialist
- Financial Manager
- Global Manager
- Healthcare Administrator
- Human Resources Director
- International Business Consultant
- Job Analysis Specialist
- Lead Management
- Management Analyst
- Management Consultant

- Market Researcher
- Marketing Coordinator
- Marketing Manager
- Nonprofit Organization Director
- Product Manager
- Project Scheduler
- Recruitment Specialist
- Regulatory Affairs Manager
- Sales Director
- Senior Management
- Senior Project Manager
- Systems Integration
- Treasurer and Controller

Courses

BUSB 700 Doctor of Business Administration Orientation 3 Credit Hour(s)
Introduction for new DBA students to provide information about the DBA program and philosophy, as well as the Graduate School of Business and university resources (Intensive Optional).
Offered: Online

BUSB 701 Current Topics in Business Administration 3 Credit Hour(s)
This course covers current trends in critical areas of business administration from an executive perspective.
Offered: Online

BUSB 710 Foundations of Applied Research Methods 3 Credit Hour(s)
Online Prerequisite: BUSI 701 (may be taken concurrently)
An overview of the assumptions, theories and processes of qualitative and quantitative contemporary applied business research methods, with an emphasis on blending them to investigate practice-anchor research problems.
Offered: Online

BUSB 730 Strategic Allocation of Financial Resources 3 Credit Hour(s)
Online Prerequisite: BUSI 700 and BUSI 710
The advanced study of accounting and financial decision making techniques and models that are useful in the translation of strategic and operational goals related to resource allocation into specific budgetary expectations of revenue, expenses, capital expenditures, and needs for external funding, including analysis of the effects of contingencies that might cause financial outcomes to vary from budgeted expectations.
Offered: Online

BUSB 735 Understanding the Organization 3 Credit Hour(s)
Online Prerequisite: BUSI 701
This course provides a comprehensive overview of the modern organization from a systems perspective. Topics include the importance of organizations, organizations as systems, the environment of the organization, and the structure of organizations.
Offered: Online

BUSB 740 Managing the Supply Chain 3 Credit Hour(s)
Online Prerequisite: BUSI 701
A comprehensive study of concepts, processes, and strategies used in the development and management of global supply chains. Topics will include: supply chain management, production planning and control, inventory control, order fulfillment and supply chain coordination; and global supply chain design, logistics, and outsourcing.
Offered: Online
BUSI 745 Marketing for Competitive Advantage  3 Credit Hour(s)
Online Prerequisite: BUSI 701
This course will examine the development of marketing strategy from the perspective of shifting demand patterns due to changes in consumer behavior, market segmentation, persona development, and the economic environment. Marketing strategy will be developed and examined through the lens of a Christian Worldview.
Offered: Online

BUSI 750 Managing Human Resources  3 Credit Hour(s)
Online Prerequisite: BUSI 701
This course provides the business leader with the knowledge of critical topics related to strategically managing the organization’s human resources. Key issues addressed include the environment of HRM, jobs and labor, talent development, performance, compensation and employee relations. Current HR issues, measuring HR effectiveness, global human resource management and HR ethics will be evaluated.
Offered: Online

BUSI 755 Organizational and Executive Coaching  3 Credit Hour(s)
Online Prerequisite: (BUSI 700 and BUSI 710) or Digi 700
Comprehensive overview of business coaching theory, methodology, and techniques, including organizational coaching theories and frameworks, coaching skills and techniques, and executive coaching, resulting in an experiential and individualized leader development process that builds a leader’s capability to achieve short- and long-term organizational goals.
Offered: Online

BUSI 760 Quality Management and Productivity  3 Credit Hour(s)
Online Prerequisite: BUSI 700 and BUSI 710
The advanced study of the concepts of continuous improvement and quality management, viewing quality as a systematic process that improves customer satisfaction. Coverage includes methods and technologies that will aid managers in ensuring that the organization's quality system is effectively meeting the organization’s continuous improvement goals.
Offered: Online

BUSI 770 Strategy Formulation and Strategic Thinking  3 Credit Hour(s)
Online Prerequisite: BUSI 701
The advanced study of the process of business strategy (for both profits and nonprofits), including the decision traps to avoid and the most effective ways to develop and implement strategy.
Offered: Online

BUSI 780 Business Case Study Design Seminar  3 Credit Hour(s)
Online Prerequisite: BUSI 770
Offered: Online

BUSI 789 Appl Doctoral Research Proj II  5 Credit Hour(s)

BUSI 790 Appl Doctoral Research Proj III  5 Credit Hour(s)

BUSI 815 Qualitative Research Methods  3 Credit Hour(s)
Online Prerequisite: (BUSI 700 and BUSI 710 and BUSI 730 and BUSI 740 and BUSI 750 and BUSI 760 and BUSI 770) or (Digi 710 and Digi 720)
This doctoral level course examines the qualitative method used in business research, with a focus on five qualitative designs: narrative, phenomenological, grounded theory, ethnographic, and case study. Underpinning philosophical assumptions are presented in context with the selected qualitative designs. The course also covers data collection, analysis, and validation measures appropriate for qualitative research. (Formerly BUSI 715)
Offered: Online

BUSI 820 Quantitative Research Methods  3 Credit Hour(s)
Online Prerequisite: BUSI 700 and BUSI 710 and (BUSI 715 or BUSI 815) and BUSI 730 and BUSI 740 and BUSI 750 and BUSI 755 and BUSI 760 and BUSI 770
This course is designed to prepare doctoral students to apply statistical methods to problems in business administration. Students will learn the fundamental concepts, designs, principles, and statistical skills necessary to perform an empirical study. This will include a basic knowledge of the nature of quantitative methods and the principles of experimental design. Upon completion of the course, students will be able to differentiate between a variety of models and statistical methods appropriate to business administration research. (Formerly BUSI 720)
Offered: Online

BUSI 830 Case Study Research Methods and Consulting Techniques  3 Credit Hour(s)
Online Prerequisite: BUSI 701 and BUSI 710 and BUSI 820
This doctoral level course examines the qualitative method used in business research, with a focus on case studies. Students will also explore current trends in effective business consulting techniques.
Offered: Online

BUSI 885 Research Concept  3 Credit Hour(s)
Online Prerequisite: BUSI 701 and BUSI 710 and BUSI 730 and BUSI 735 and BUSI 740 and BUSI 745 and BUSI 750 and BUSI 770 and BUSI 820 and BUSI 830 and (BUSI 601 and ACCT 612 and ACCT 622 and ACCT 632 and ACCT 642 or BUSI 530 and BUSI 532 and BUSI 534 and BUSI 536 and BUSI 538 or BUSI 505 and BUSI 506 and BUSI 511 and BUSI 646 or BUSI 642 and BUSI 643 and BUSI 644 and BUSI 645 or BMIS 510 and BMIS 520 and BMIS 530 and BMIS 580 or BUSI 604 and BUSI 605 and BUSI 606 and BUSI 607 and BUSI 502 and BUSI 503 and BUSI 504 and BUSI 610 or BUSI 520 and BUSI 612 and BUSI 613 and BUSI 614 and COMS 658 and HLTH 553 and MGM 602 or BUSI 650 and BUSI 660 and BUSI 681 and BUSI 682 or BUSI 621 and BUSI 622 and BUSI 623 and JURI 550 or BUSI 570 and MGM 501 and BMAL 500 and COMS 532 and COMS 560 or STCO 532 and STCO 534 and STCO 550 and STCO 562 and BUSI 615 and BUSI 616
This course will focus on students completing research concept paper and preparing students for their applied doctoral research project.
Registration Restrictions: All DBA Core Courses and all Cognate courses for Cognate the student is enrolled will need to be completed prior to this course.
Offered: Online

BUSI 887 Applied Doctoral Research Project I  5 Credit Hour(s)
Online Prerequisite: BUSI 885
This course is the first step for DBA Doctoral Candidates in the process of developing and completing their applied doctoral research project. Doctoral Candidates will develop Section 1 which includes the Foundation of the Study to include a detailed Literature Review relevant to the proposed research study.
Offered: Online

BUSI 888 Applied Doctoral Research Project II  5 Credit Hour(s)
Online Prerequisite: BUSI 887
This course is the second step for DBA Doctoral Candidates to develop and complete their applied doctoral research project. Doctoral Candidates will develop Section 2 which includes their methodology for conducting the study and combine it with Section 1 into a single document. Candidates will also defend their research proposal.
Offered: Online
BUSI 889  Applied Doctoral Research Project III  5 Credit Hour(s)
Online Prerequisite: BUSI 888
This course is the final step in developing the applied doctoral research project manuscript. Doctoral Candidates will conduct their field study, analyze their data, and present their findings and develop Section 3 of their applied doctoral research project. Candidates will combine all three sections into their completed applied doctoral research project manuscript in preparation for their defense.
Offered: Online

BUSI 890  Applied Doctoral Research Project IV  0 Credit Hour(s)
Online Prerequisite: BUSI 889 (may be taken concurrently)
This course is the last step in the DBA program. Doctoral Candidates will defend their applied doctoral research project and finalize their manuscript.
Offered: Online

BUSI 987  Dissertation I  5 Credit Hour(s)
Online Prerequisite: BUSI 700 and BUSI 710 and BUSI 730 and BUSI 740 and BUSI 750 and BUSI 755 and BUSI 760 and BUSI 770 and (BUSI 815 or BUSI 715) and (BUSI 820 or BUSI 720) and (BUSI 885 or BUSI 785)
This course is the first step for DBA Doctoral Candidates in the process of developing and completing their research study and dissertation. Doctoral Candidates will develop Section 1 which includes the Foundation of the Study to include a detailed Literature Review relevant to the proposed research study.
Offered: Online

BUSI 988  Dissertation II  5 Credit Hour(s)
Online Prerequisite: BUSI 987
This course is the second step for DBA Doctoral Candidates to develop and complete their dissertation. Doctoral Candidates will develop Section 2 which includes their methodology for conducting the study and combine it with Section 1 into a single document. Candidates will also complete and submit their IRB package complete their proposal defense.
Offered: Online

BUSI 989  Dissertation III  5 Credit Hour(s)
Online Prerequisite: BUSI 988
This course is the final step in developing the dissertation manuscript. Doctoral Candidates will conduct their field study, analyze their data, and present their findings and develop Section 3 of their dissertation. Candidates will combine all three sections into their completed dissertation manuscript in preparation for their dissertation defense.
Offered: Online

BUSI 990  Dissertation IV  0 Credit Hour(s)
Online Prerequisite: BUSI 989
This course is the last step in the DBA program. Doctoral Candidates will defend their dissertation and finalize their dissertation manuscript for publication.
Offered: Online