

**DOCTOR OF BUSINESS ADMINISTRATION IN STRATEGIC INNOVATION
COURSE DESCRIPTIONS****1. CORE COURSES****DBUS 800 Quantitative Research Analysis I (3)**

Prerequisites: Admission to the DBA program.

This course offers topics in survey and experimental design and data; statistical analysis including variance analysis, multiple regression, linear model, and factor analysis; and time series study. Students will learn how to understand the statistical results included in academic papers and articles. In addition, they will learn how to relate these techniques using statistical software through practical analysis of research data sets.

DBUS 801 Quantitative Research Analysis II (3)

Prerequisites: DBUS 800

This is an advanced course. It aims to equip students with the quantitative research skills required to successfully conduct their doctoral research. In using the state of the art statistical software, students will gain hands on experience in topics such as statistics, probability, forecasting methods, and others. Students will also gain an understanding for the pros and cons of using quantitative methods.

DBUS 802 Qualitative Research ANALYSIS I (3)

Prerequisites: Admission to the DBA program.

This course introduces the student to qualitative research, its philosophical foundations and the various qualitative traditions. In a graduate seminar format, students will understand the conceptual framework, the nature of research questions, the role of reflexivity, methods, research ethics and the issue of validity and reliability in qualitative research.

The focus centers on qualitative research methods and data collection activities. Doctoral students learn the elements of qualitative research and data collection methods (including grounded theory and case study methods), developing a theoretical framework, creating an appropriate sampling framework, interview design methods (e.g., structured, semi-structured), ways to record interview data, trustworthiness in data collection and reporting, and ways to synthesize data and to integrate findings into the narrative.

DBUS 803 Qualitative Research Analysis II (3)

Prerequisites: DBUS 802

This course aims to provide a balance in research techniques to students

conducting doctoral research. The course will help students examine the proverbial story behind quantitative data. Key topics include potential biases that might distort data accuracy; developing case studies, interview techniques, interpreting verbal data, and others. Students will also receive hands on training with relevant software for conducting qualitative research analyses. Ethics, best practice, and quality criteria in research will be some underlying tenets.

DBUS 804 Data Analytics I (3)

Prerequisites: Admission to the DBA program.

Analysis of data is an important element of Business decision-making. The aim of the course is to equip students with the competencies to be data driven decision makers. Data analytics techniques, such as, predictive analytics, data manipulation, decisions under uncertainty, and decision analytics tools will be covered. The course will help students to understand the process of observing data to draw conclusions, by using tools such as Tableau, SAS, MS Power Business Intelligence (BI), Hadoop, and Excel, among others.

DBUS 805 Data Analytics II (3)

Prerequisites: DBUS 804

The course will enable students to understand the phenomenon that is data driven decision making within the context of strategic innovation. Together with Quantitative, and Qualitative Research Analysis, students will learn to interpret, manage and disseminate complex business data. Most importantly, students will understand how to use data as a strategic lever to drive innovation in organizations. Key topics covered include statistical modeling methods, business intelligence, data warehousing, and data mining.

2. INNOVATION SPECIALIZATION COURSES

DBUS 810 Financial Engineering and Innovation (3)

Prerequisites: Admission to the DBA program.

This unique and cutting edge course draws from multiple disciplines such as mathematics, financial theory, engineering, and programming to the practice of finance, asset management, and portfolio management. A key outcome of this course is to apply financial engineering techniques to drive innovations in finance by developing new financial products. Topics examined in this course are portfolio optimization, prediction, estimation, risk analysis, and financial innovation.

DBUS 811 Innovation and Digital Transformation (3)

Prerequisites: Admission to the DBA program.

This distinctive course focuses on various managerial, technological, and economic factors that drive digital revolution. This course goes beyond

creating products and services for the digital world by addressing the need for continued organizational innovation, leading and implementing innovation, strategic R&D, and principles of digital transformation, among others.

DBUS 812 Strategy for Disruptive Innovation (3)

Prerequisites: Admission to the DBA program.

This pioneering course deals with the pursuit of competitive advantage in a market that is constantly faced with myriad threats. Here, students will be equipped to analyze business trends all over the world, and identify risks, threats, and opportunities while implementing and managing disruptive innovation. Last, but not least, students will understand the role of disruptive innovation as an integral part of modern corporate strategy.

3. RESEARCH INTEREST COURSES

DBUS 700 Behavioral Marketing, Digitization, and Decision Making (3)

Prerequisites: Admission to the DBA program.

This course deals with the understanding of consumer behavior, and consequent organizational decision-making as a result of engagement with target markets in the digital world. It is of little surprise that digitization has revolutionized customer engagement strategies. Further, social media is fast emerging as a tool to understand, reach, and retain consumers. In this course, students can expect to learn about marketing decision making through consumer behavior analytics, search engine optimization, social media marketing, 3D Printing and its implications for the marketing function.

DBUS 701 Innovation in Business Transformation and Entrepreneurship (3)

Prerequisites: Admission to the DBA program.

This innovative course seeks to equip students with the strategies to transform organizations and entrepreneurial ventures to compete in the emerging global context. The course elaborates on innovation through three pivotal foci – processes, technologies, and people. Key concepts covered in this course include innovating business models, breaking down traditional silos, and developing tools for predictive decision-making. Applying the Silicon Valley entrepreneurial approach to design driven innovation, this course will address venture capital management, strategic leadership, and change and knowledge management.

4. KEY COMPETENCY COURSES

DBUS 820 Theoretical Frameworks in Strategy Research (3)

Prerequisites: Admission to the DBA program.

A vital goal for all doctoral students is to further business research, and practice, either through creation of new thought, and/or through challenging existing theories. This course will enable students to demonstrate a thoughtful consideration of the theoretical constructs that underpin their unique areas of doctoral research. Students integrate learning to study research logic, the differences between theoretical and empirical paradigms, types of research methodologies, sampling methods, and data collection. In addition, scholarly research, and specific doctoral writing techniques for publication will be introduced to prepare students for success in their chosen doctoral capstone.

DBUS 821 Research Design (3)

Prerequisites: Admission to the DBA program.

This course facilitates students' creation of their doctoral research. Framing the research question, Development and testing of hypotheses, research strategy, Pros and Cons of using certain research designs, Measurement of constructs, Publication, and Empirical research will be the key tenets of this course. The ethical implications of choosing certain research designs will also be explored.

DBUS 806 Peregrine APA Write & Cite (0)

Prerequisites: Admission to the DBA program.

Academic writing is a key competency for doctoral students. This is an online, interactive, eight (8)-module course, provided by external experts, Peregrine Academic Services to help students prepare and succeed in doctoral writing. Students will learn to write, format, and correctly cite academic work. This course will also specifically empower students to define their research problem, and create doctoral works that are publication worthy. Students are required to take the pre-course test, as well as a competency exam on completion of the course. This course costs \$49 to be paid by the student directly to Peregrine Academic Services on registration for the course.

DBUS 710 Special Interest Seminars and/or Conferences (0)

Prerequisites: Admission to the DBA program.

Attending seminars and/or conferences in special interest research areas is vital for doctoral students in this program. In this course, students get to network with peers and experts in the areas of their research interest, gain innovative direction for their doctoral capstone, gain traction for future publication, data collection, and much more. As part of their doctoral study, students are encouraged to attend at least four (4) seminars and/or conferences in their area of research, and use their learning to build their comprehensive candidacy portfolio (CCP).

DBUS 711 CCP Panel Presentation I (0)

Prerequisites: Admission to the DBA program.

This panel presentation is the first in a series of three Comprehensive Competency Portfolio (CCP) Panel Presentations. These presentations are

aimed at gauging the doctoral student's progress towards their academic and professional goals at critical milestones in their degree. Students must include in their portfolio for this presentation, a statement of their area of research, a brief summary of the literature, and a summary of conferences, seminars, and work experiences (if any) that have contributed to their area of research interest. Students are required to work on any feedback from their presentation in order to progress to the second CCP Panel Presentation.

DBUS 813 CCP Panel Presentation II (0)

Prerequisites: DBUS 711

This panel presentation is the second in a series of three Comprehensive Competency Portfolio (CCP) Panel Presentations. These presentations are aimed at gauging the doctoral student's progress towards their academic and professional goals after significant parts of coursework has been completed towards the degree. Students already have some tools in their portfolio from their first panel presentation. For this second presentation, students must demonstrate significant progress on their literature review, and they must include a summary of how their coursework till date has influenced their topic of choice. Lastly, students must have a statement of their position on their stated research topic. Students are required to work on any feedback from their presentation in order to progress to the third CCP Panel Presentation.

DBUS 822 CCP Final Panel Presentation (0)

Prerequisites: DBUS 813

This panel presentation is the final presentation in a series of three comprehensive candidacy portfolio (CCP) Panel Presentations. At this juncture, students will have already completed most of their doctoral coursework, and based on their research thus far, they will also be ready to present their completed (CCP). Students must be prepared to explain to the panel about their intended topic of research, their position on the topic, their intended doctoral capstone, and the literature, and research done on their intended topic till date. Upon successful completion of this final presentation, students will progress towards completing their doctoral capstone.

Doctoral Capstone Research (DBUS 901)*

Prerequisites: DBUS 822, and Passing all DBUS Courses

This doctoral capstone research is similar to a traditional dissertation. Candidates work closely with their advisor, conduct their research, and develop their research, achieving the highest levels of scholarship. The dissertation must include original research that is focused either on expanding the methodological scope of the content area, developing new theories, or confirming theoretic models. Research methods that may be employed include field experiments, surveys, and case studies.

DBUS 902 Doctoral Capstone Project (3)*

Prerequisites: DBUS 822, and Passing all DBUS Courses

Through this doctoral capstone, candidates will perform specific doctoral research aimed at developing innovative and strategic solutions to organizational problems in the real world. Candidates may also choose to develop the capstone project based on their actual work. They are encouraged to work with an industry expert (mentor) to solve a problem identified within a particular organizational context. In addition to a final capstone project report, deliverables could include a product, an application, and others. The final capstone project report is equal to a traditional dissertation in terms of academic rigor.

DBUS 903 Doctoral Capstone Publishable Papers (3)*

Prerequisites: DBUS 822, and Passing all DBUS Courses

This doctoral capstone presents a unique alternative to the traditional doctoral dissertation. This capstone requires doctoral students to write three (3) separate publishable papers, on a single or related theme. These papers are recommended to be publishable in a peer reviewed or refereed journal. The three publishable papers doctoral capstone is also equal to a traditional doctoral dissertation in terms of academic rigor, quality of research, and presentation of key information.

** Students may choose any one (1) of the three doctoral capstone choices above. All three doctoral capstones are equal to the traditional doctoral dissertation in terms of academic rigor. Students may only enroll in their chosen Doctoral Capstone course upon passing the CCP Panel Presentations, and successful completion of their doctoral coursework. Each doctoral capstone course requires a successful presentation of the doctoral capstone proposal, and a successful defense of the final doctoral capstone. Each doctoral capstone course above (DBUS 901, 902, 903) consists of three (3) sections. Please see the DBA curriculum for further information.*