How long is the program?

The program is 54-60 credit hours, which is organized over a 3 year timeline.

What is the focus of the DBA?

The curriculum is focused on leadership and business analytics using both qualitative and quantitative methodologies.

Do I need a masters in a business field?

No, we require a graduate degree from a regionally accredited college or university with the U.S., or a U.S. equivalent degree from a nationally or internationally accredited college or university outside of the U.S. A graduate business-related degree is preferred.

What format is the program?

Most of the program is delivered online, every Spring there is a required in person 4-day Residency where students will collaborate with their peers and faulty.

How many classes will I take every semester?

1 course every 8 weeks, which equals 2 courses a semester. Furthermore, to take the stress out of registration, students will be enrolled in their classes when the time comes.

Is there an academic advisor?

Yes, the DBA Program Manager will be the main contact for students as well as dedicated faculty and advisors to support students from application to program completion.

What can I do with a DBA?

A DBA prepares students for everything from executive level leadership, business consulting roles, teaching in higher education, and so much more!

What would be the weekly time commitment for this program?

A doctoral student can expect to commit 18 hrs/ week to the DBA program.

Are there scholarships?

There are no scholarships or teaching assistant positions available for the DBA program.  LP

What are the deadlines for submission of all admission fees?

The $50 application fee is due at the time of applying for the DBA.  This is nonrefundable.  See Q7 for deadlines - LP

How much is the Commitment Deposit and how is that used?

I admitted into the DBA program, the student will be required to pay a commitment deposit of $250 to the business office.  This will save their seat in the cohort and will be applied to the first semester of tuition.  This deposit is nonrefundable – exceptions to his will require approval. 

When will a DBA webinar be held?

May 28th At 2pm

What is the application deadline?

June 22                 Application Deadline

June 29                 Remaining applications reviewed by faculty

July 6-8                 Remaining interviews completed

July 14, 15            Acceptance offers

July 20                   Commitment Deposit Deadline

July 22                   Second round of acceptance offers

SP

What is the cost of books?

If all texts are purchased new, total cost is around $1550. I would say a range would be $1200-$1500 but make sure to mention that many of these will have a rental option and there is a used market. For example, one of the Org Behavior books is $115.27 new, 83.59 used and 51.84 rent (on Amazon). Some publishers also have less expensive online options but we aren’t there yet to nail it down.  - TT

Can you also give we an idea how the classes are structured being that they are online?

Courses in the DBA will have synchronous and asynchronous components.  While there won’t be a set time that the cohort meets virtually, there will be opportunities for live sessions which will be recorded and made available to those unable to attend.  Discussion boards and web based simulations will be a large part of this online format.    TT/LP

Is financial aid available for this program?

Financial aid is available. Student must complete FAFSA – unsubsidized only available. Student’s total aggregate between undergraduate and graduate studies is $138,500. LP/CM

What is the cost of the DBA program?

The current 2020-2021 tuition is $1,250/ credit hour.  At this rate, the cost of the tuition is $67,500, but subject to change from year to year if tuition increases.  This is not inclusive of books (see Q8), or travel for residencies.  If a student needs to take 6 more credits for the DBA program, this can be taken from our MS/MBA courses and would pay that program rate. LP

Is there any deductions in credit completion consideration? Example being; if I were to be a Lean Six Sigma Black Belt do I still need to take one of the analytic courses that focuses on the Lean Six Sigma content?

There are no deductions for certifications at this time for the DBA program. LP

Some DBA programs allow you to have a major/concentration (e.g. DBA in Finance).  Will the Northwood DBA program have that option?

At this time, the program does not offer a concentration or specialization, though the focus will be more on Management/ Leadership and Analytics. -LP

It has been over 10 years since I earned my MBA (U of Michigan-Flint for MBA: 2009, U of Michigan-Ann Arbor BS: 2003).  It may be a stretch to find one of my instructors and ask for them to speak on my academic abilities.  Are the sources for the letters of recommendation an absolute requirement for acceptance?

If you are unable to obtain one from a past professor, we would accept as an alternate option a letter from someone that can speak to your academic ability.  Perhaps this could be a fellow classmate that you are still connected with from your Master’s program or another professional contact.   -TT/LP

I am an undergraduate Adjunct Professor of Finance at Northwood.  Does the University offer any tuition reimbursement for us part-time instructors?

You will need to reach out to HR at [hr@northwood.edu](mailto:hr@northwood.edu) to inquire about employee benefits. -LP

Do you have additional details on the dissertation requirements?  IE: 180 pages, 20% maximum is referenced material, etc.

There isn’t any detail on dissertation requirements that I can provide at this time.   Length and reference material, will entirely depend on the type of research, the area, and the input of the chair and committee. - TT

For the on-site 4 day weekends, will we be arranging our own accommodations while in Michigan, or is the plan for us to stay on campus?

The students would be arranged to stay on campus.  If the student decides to stay elsewhere, that would be at their own expense. SP/LP

I see there’s a 3.25 GPA requirement.  How strict is this?  I’ve got to be close, but I don’t recall my NU BBA or MBA GPAs.

Your master’s GPA is what will get reviewed.  The review committee will determine how much weight this will carry in your portfolio as they will be reviewing all other required admission items.  LP/TT

Are the professors the same professors as from the MBA program?

Depending when and where you completed your MBA program, some of the graduate faculty you had may no longer be with NU, therefore no guarantee they are the same. LP

Is there a live class each week, or is work just assigned each week?  (Also see Q9)

Most classes in the DBA will have recorded synchronous sessions but there won’t be any that meet, for example, 6-10 on Tuesday nights. If class members want a live session and I’m sure those will be offered, but they will always be recorded and made available as they cannot be required.  The residencies will provide the face to face component. TT

How do you get the books if you don’t live in the Midland/campus area any longer?

Being that this is an online program, books are ordered by the student and shipped to their own residence.  DeVos will provide the resources of where to order them from.   LP

Do you have more detail on the analytics piece?  Do they go into prescriptive and predictive analytics?

**Yes, prescriptive and predictive analytics. You can review all course descriptions** [**HERE**](https://devos.northwood.edu/dba)

Is this fall the first cohort?

Yes.  If there is demand and qualified candidates, we will look to have a Spring January cohort. -LP

What is the group size minimum/maximum for classes?

15-20

If I were to need to take a break in the middle of the program would that be acceptable?

We understand that life happens, and our Program Manager would work with you if this was the case.  While this may delay the program completion beyond the 3 years, a student must plan to complete within a 5 year time frame.

 I am a veteran with post 911 benefits.  What can I expect to get covered?

Please provide a copy of your DD214 unless you are active duty.  Submit your  COE - certificate of eligibility (you can download the COE from [www.ebenefits.va.gov](http://www.ebenefits.va.gov/)). One more item that we need submitted is a VA Form 22-1995 change of program or place of training form. It can be submitted at www.va.gov The reason is so that VA knows which facility they wish to attend.  One course at 3 credits is considered full-time status. Post 9/11 pays tuition up to 24,000 per academic year, because the DBA tuition exceeds this amount we can apply yellow ribbon for additional 7000 per academic year.  Veterans receive $125 per 3 credit course for books in a separate check or direct deposit to the student directly from VA

What is the difference between a DBA and a PhD? Does one hold more merit than the other?

A PhD in business would prepare somebody to be a researcher and academic in the area of business, organizational development, finance or related specialties. Because of this focus, they tend to be entirely residential and, because teaching and research are specific goals for them, there is normally an expectation that they would serve as teaching assistants or perhaps research assistants. As a result, a PhD is almost impossible to do while fully employed. Also, a strong PhD program is likely to have faculty with impressive research and teaching credentials as opposed to corporate credentials.

A DBA in business prepares somebody to be a practitioner. There's still a research component but it is much more application focused. Also, the quantitative and qualitative tools that are learned for research are the same tools common in business and that can be used throughout their career. DBA degrees are almost always structured with the notion that the students are also employed full-time. DBA programs also sometimes mix academic faculty and corporate faculty, but in our case, our entire faculty have both the corporate experience and the degree.

As far as which carries the most weight, it depends on what you want to do for a career. A PhD will carry more weight especially if your goal is to teach at a large research institution, if your study is in physical sciences, etc. A DBA tends to carry more weight in the business world because a holder of a DBA often has both business experience and the terminal degree. The DBA is seen as more practical whereas in general business especially, employers are often cautious that a PhD will be too "academic."

What are the backgrounds of the faculty leading the program and have any of them built a DBA program before?

*All faculty have long-time terminal degrees in the areas in which they teach and have all taught in doctoral programs. While they may not have built a DBA program at another institution, our faculty have been involved in the development of this program from the beginning. They all have experience in creating graduate programs as this will be the fourth graduate level program beyond the MBA that they have internally developed and launched. The DBA program had to go through a rigorous internal audit and review but more importantly a multi-day audit and review conducted by the Higher Learning Commission. We were approved by the HLC with no conditions which is also a high achievement.*

As the program is “on-line”, what level of in-person engagement will students have with faculty?

*Each class will have some level of synchronous as well as asynchronous interaction. Faculty are also always available for one-on-one help and discussion, as there will be quite a bit of that. After the introductory courses, and once a student is in the process of developing a dissertation chair and committee, there will be a lot of engagement not only in that process but in the ongoing development through classes and dissertation work.  All of the faculty are highly experienced in online teaching as well and every doctoral program needs to be high-touch so this should not be a concern.*

With the program specializing in Analytics and Leadership, are there specific areas of business that are preferred for the program - such as finance, manufacturing, engineering, marketing, consumer behavior?

*There are no specific areas of business that are preferred as some student will have a lot of experience with analytics and will really benefit from the leadership component. Others will have a lot of leadership training and experience, but need to add to their analytics portfolio. Students coming from the disciplines you mention, or career aspirations in those areas, might have a leg up on the initial one or two analytics and statistics courses, but after that, this will be advanced training in running and applying analytics and leadership.*

What software we will need to install on our personal computers for the DBA program? I am looking for any specialized software that is outside of Microsoft, Google, or web browser based apps, e.g. desktop software for graphing or statistical analysis. I ask because I am looking to purchase a computer and I am intrigued about purchasing an iPad Pro which works well for common apps but not at all well for specialized applications.

*We are recommending PCs for a couple of reasons. The primary statistics and analysis software we use will be SAS. We will also be using R and Python which are open source software platforms. All of them recommend PC versus Mac-based platforms.*

*The other reason is that while you find lots of Apple products in academics, the corporate world has PC by far over Mac. For most students, the ability to use these tools as work-related is going to be easier to have learned in PC.*

*A third reason now that I think about it is that our Helpdesk doesn’t support Apple products.*

*I wouldn’t be surprised if the iPad Pro doesn’t eventually get there, but for now I would strongly recommend the PC for DBA work.*