DOCTOR OF BUSINESS ADMINISTRATION IN STRATEGIC INNOVATION
COURSE DESCRIPTIONS

COURSE WORK (39)

1. CORE COURSES

DBUS 800 Quantitative Research Analysis I (3)
Prerequisites: None
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: None
This course introduces doctoral students to the qualitative research methods and equip them with the essential skills, practices, and knowledge to start independent research analysis. Topics that will be covered include conceptualization and measurement, ethical research techniques, survey design, content analysis, and field studies. Course assignments will be used to apply the methods learned and complement the theoretical knowledge gained from the lectures.

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: None

Analysis of data is an important element of Business decision-making. The aim of the course is to prepare the students to lead in analytics-driven organizations. The course will equip the students with the competences and challenges of data-driven in business decision making. Data analytics techniques, such as, predictive analytics, data manipulation, decisions under uncertainty, and decision analytics tools will be covered. The course will help the students to understand the process of observing the data to draw conclusions, which are probable by using current 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 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.

DBUS 806 Peregrine APA Write & Cite (0)

Prerequisites: None

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 writing their doctoral capstones. Students will learn to write, format, and correctly cite academic work. This course will also specifically empower students to define their research problem, find legitimate sources, and create doctoral capstones that are publication worthy. Students are required to take the pre-course test, as well as a competency exam on completion of the course.

2. INNOVATION SPECIALIZATION COURSES

DBUS 810 Financial Engineering and Innovation (3)

Prerequisites: None

This 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 Digitization (3)
Prerequisites: None
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: None
This 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: None
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. 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 Business Transformation Through Processes, Technology, and People (3)
Prerequisites: None
This innovative course seeks to equip students with the strategies to transform organizations they work with to compete in the digital era. The course has three pivotal foci – processes, technologies, and people. Key

concepts covered in this course include joining multiple divisions within organizations, breaking down traditional silos, collaborative and big data driven decision-making, convergence of traditional roles such as IT, Operations, Predictive diagnostics, and leadership commitment to innovation and change, among others.

4. KEY COMPETENCY COURSES

DBUS 820 Theoretical Frameworks in Strategy Research (3)
Prerequisites: None
A vital goal for all doctoral students is to further business research, and practice, either through creation of new thoughts, 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 from the core courses in this program to learn about research logic, the differences between theoretical and empirical paradigms, and 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 Constructing Research Design (3)
Prerequisites: DBUS 820
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.

CONTRIBUTION TO THE FIELD OF BUSINESS RESEARCH (9)

DBUS 710 Special Interest Seminars and/or Conferences (0)
Prerequisites: None
Attending seminars and/or conferences in the special interest research areas is vital for doctoral students in the program. In this course, students get to network 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: None
This panel presentation is the first in a series of three CCP Panel Presentations. It will be scheduled in the second term of the program. The 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 CCP Panel Presentation II.

DBUS 813 CCP Panel Presentation II (0)
Prerequisites: DBUS 711
This panel presentation is the second in a series of three CCP Panel Presentations. It will be scheduled in the fourth term of the program. The 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 contents in their portfolio from the 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. In addition, students must include a statement on their stated research topic. They are also required to work on any feedback from their presentation in order to progress to the final CCP Panel Presentation.

DBUS 822 CCP Final Panel Presentation (0)
Prerequisites: DBUS 813
This is the final presentation in a series of three CCP Panel Presentations. It will be scheduled in the sixth term of the program. At this stage, 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 comprehensive candidacy portfolio. Students must be prepared to explain to the panel about their intended topic of research, their position on the topic, their intended doctoral capstone, 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.

DBUS 901 Doctoral Capstone Research (9)*
Prerequisites: DBUS 822 and completion of all course work
This doctoral capstone research is a traditional dissertation. Students work closely with their advisor, conduct their research, and develop their dissertation, 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 (9)*

Prerequisites: DBUS 822 and completion of all course work

Through this doctoral capstone, students will perform specific doctoral research aimed at developing innovative and strategic solutions to organizational problems in the real world. The final capstone project report is equal to a traditional dissertation in terms of academic rigor. Students are encouraged to work with an academic advisor with strong industry experience or an industry expert (mentor) to develop a real life topic identified within a particular organizational context. This capstone course may be developed from students' real work. In addition to a final capstone project report, deliverables could include a product, an application, and others.

DBUS 903 Doctoral Capstone Publishable Papers (9)*

Prerequisites: DBUS 822 and completion of all coursework

This capstone requires doctoral students to write three (3) separate publishable papers, on a single or related theme. Students are encouraged to publish these papers in a peer reviewed or refereed journal. The doctoral capstone consisting of three (3) publishable papers 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 (3) doctoral capstone choices above. Each doctoral capstone course requires a successful presentation of the doctoral capstone proposal, and a successful defense of the final doctoral capstone.*