BIRCHWOOD UNIVERSITY



DBA

DOCTOR OF BUSINESS ADMINISTRATION

Duration: 2 years

About **Birchwood University**

Birchwood University takes pride in its focused approach to education, concentrating on key domains that drive the future. The university aligns its programs with the evolving needs of the professional landscape. It caters to a diverse range of academic pursuits, offering programs from Bachelors to Doctoral levels. This comprehensive spectrum allows students to embark on their educational journey with the university and progress seamlessly through various stages of academic advancement. The university engages students in research activities, encouraging them to explore, innovate, and contribute to the body of knowledge in their respective fields. The University stands at the forefront of futuristic education, specializing in Data Science, Cyber Security, Software Development, and Management courses. Birchwood University, authorized by the Commission of Independent Education (CIE) in Florida, USA, holds a prestigious position in the global education landscape.

Birchwood University is committed to delivering outstanding teaching and research pedagogy to students worldwide. Understanding the evolving landscape of education, Birchwood University invests in ongoing faculty training. The goal is to equip faculty members with the necessary tools and knowledge to provide an enriching and supportive educational experience to students.



Program **Description**

The DBA program at Birchwood University is an ideal opportunity for professionals and executives to develop advanced research skills and efficiency with the tools necessary to build agile business solutions for the modern business landscape. The practical approach to developing problem-solving skills aims to enhance the competencies of practicing managers. Along with earning the highest level qualification, this program helps learners earn the skills to make strategic planning and decision-making and become influential players in the business industry.

DBA Program Focuses on the following:

- **Management Operations:** Work and perform in a changing global environment.
- **Entrepreneurship:** Develop and grow organization.
- **Leadership:** Lead ethically in a multicultural environment.
- **Innovation:** Effectively manage resources and understand the choices of society, businesses, and government.
- **Technology:** Gather, organize, and report information to stakeholders, utilizing data for informed decision-making.
- **Strategy:** Effectively and ethically manage the resources of individuals, organizations, and communities.
- **International Global Practicum:** Immerse students in different cultures and apply their cumulative knowledge and skills in an international setting. This enables our students to work in group settings within a multicultural global society and apply theoretical frameworks in a consultative capacity, to solve real business issues and challenges. Participation in the field program is voluntary and comes at no cost to students.
- **Research and Analysis:** Develop empirical research projects.
- **Teaching:** Acquire the skills to become effective teachers.



Program **Objectives**

- Mastery of the necessary skills to communicate effectively and thoughtfully within the global management field.
- Ability to apply, synthesize, analyze, and integrate knowledge of business, technology, and other fields to provide innovative solutions for organizational problems.
- Master the skills to employ technology towards organizational goals in a globalized society.
- Ability to engage in decision-making, ethically and compassionately.
- Mastery of developing, analyzing, and communicating empirical scholarly work.
- Capable of effectively and ethically managing the resources of individuals, organizations, and communities.
- Ability to develop empirical research projects.



Course **Curriculum**

Course No.	Course Title	Credit Hours	Services
	Prerequisite Courses 24 Credit		
MAN 7600	Managerial Valuation	3	(Online)
ECO 7610	Resource Economics	3	(Online)
MAR 7615	Digital Marketing	3	(Online)
BUS 7620	Business Analytics and Data Management	3	(Online)
ACC 7625	Managerial Accounting	3	(Online)
MAN 7630	Global Technology Management	3	(Online)
QUA 7635	Quantitative and Qualitative Research Design & Analysis	3	(Online)
MAN 7640	International Project Management	3	(Online)
	Research Courses 9 Credit		
MAN 8645	Management of Innovative Technologies I	3	(Online)
MAN 8650	Management of Innovative Technologies II	3	(Online)
MAN 8655	Predictive & Risk Analysis	3	(Online)
	Concentration 15 Credit **Technological Transformation**		
DAT 9660	Data Science Analytics	3	(Online)
TEC 9665	Technological Transformation Design and Leadership	3	(Online)
TEC 9670	Advanced Effective Technologies	3	(Online)
TEC 9675	Global Technology Cybersecurity	3	(Online)
LED 9680	Strategic Leadership	3	(Online)
	Dissertation Courses 12 Credit		
DIS 9800	Dissertation Development I	3	(Online)
DIS 9810	Dissertation Development II	3	(Online)
DIS 9820	Dissertation Development III	3	(Online)
DIS 9830	Dissertation Defense	3	(Online)
	TOTAL:	**60**	

Course **Description**

Prerequisite Courses 24 Credit

MAN 7600 Managerial Valuation – 3 Credit Hours

This course emphasizes furnishing students with a robust comprehension, both theoretically and practically, of the fundamental tools utilized in equity valuation and stock selection. Valuation methodologies covered comprise dividend discount models, cash flow models, and valuation based on multiples.

ECO 7610 Resource Economics – 3 Credit Hours

In this course, students will learn advanced techniques of micro and macroeconomic analysis applicable to business decisions. Students are expected to apply economic concepts, theories, and tools to solve business challenges. The course consists of several core topics, including Financial packages and their practical and legal grounds, Market Structure, Resource allocations and pricing, Competitive application of managerial strategy and public policy, market power, Government regulation and business firm's optimal responses.

MAR 7615 Digital Marketing – 3 Credit Hours

This course introduces students to advanced digital marketing concepts. Core topics include Introduction to Digital Marketing, Search Engine Optimization (SEO), Introduction to Advanced Integrated Marketing Communications (IMC), Social Media Marketing (SMM), Paid Advertising (PPC, social media advertising, display advertising), Content Strategy, Content Marketing, Web Analytics, E-mail Marketing, Digital Marketing Strategy and Planning, Ethics, Privacy, and Legal Considerations, and Emerging Trends in Digital Marketing (Integration of AI and Big Data). As a key assessment, students will develop an original digital marketing plan for a product or service.

BUS 7620 Business Analytics and Data Management – 3 Credit Hours

This course explores the Data Science basics and the application of business analysis. Students will understand the uses and applications of data analysis for business, whether in the search for effective results, predicting situations, or making more assertive decisions, through Business Intelligence, Big Data, Data Mining, Data Warehouse, and data collection. The course will also address issues related to data protection in companies and organizations.

ACC 7625 Managerial Accounting – 3 Credit Hours

This course delves into the accounting procedures fundamentals and the various use cases of accounting information, covering several core topics, including Recording transactions, Control, cost, and analysis of inventories, Liquid assets- Controlling and reporting, measuring and reporting long operating assets current and contingent liabilities, time value of money, Long term Debts Accounting, installment notes payable; Owner's equity: analysis and reporting, balance sheets and cash flow statements, and Corporate Income tax managing

and accounting. Students also learn the legal and tax benefits of corporations, proprietorships, and partnerships.

MAN 7630 Global Technology Management – 3 Credit Hours
In this course, the focus is on the essential aspects of managing technology in a global context. Important topics include an Introduction to Global Technology Management, International Technology Trends Analysis, and Cross-Border Technology Adoption. Students will explore Managing Global IT Infrastructure, Digital Transformation in a Global Context, and the development of Technology Strategies for Multinational Companies. The course also covers Cybersecurity Concerns in Global scenarios, Global Technology Sourcing and Supply Chain Management, Technology and Global Regulatory Compliance, and Technology Risk Management in Global Operations, with a focus on practical challenges in Global Technology Adoption and Implementation.

QUA 7635 Quantitative and Qualitative Research Design and Analysis – 3 Credit Hours
Theoretical, managerial, and hands-on approaches to the study of research and design. The course introduces students to the variety of tools and techniques used in soliciting, evaluating and communicating information for problem-solving purposes. The course will look at different types of research processes; how to write a research proposal; create and implement design strategies; gather and evaluate data, and then present the results to appropriate audiences. There will be a strong emphasis on statistical skills and analytic techniques.

MAN 7640 International Project Management – 3 Credit Hours
This course on International Project Management covers key aspects of managing projects in global environments. Topics include international project management, cross-border team management, cultural differences, global project planning, risk management, and resource complexities. The course also addresses project scope, timelines, budgeting, and communication strategies, with a focus on maintaining efficiency, compliance, and alignment with business goals. Through case studies, students will gain practical insights into managing large-scale global projects. The outcome is the development of a comprehensive international project management plan, applying strategic project management principles for a global initiative.

Research Courses 9 Credit

MAN 8645 Management of Innovative Technologies I – 3 Credit Hours
This course content seeks the presentation and detailed contextualization of business strategy-related aspects, business rules, and management, allowing the development and expansion of thought and innovation implementation for companies and businesses. The content has been packaged from the perspective of competitive advantage, which will result in creating leaders ready for all the varied challenges on the job.

MAN 8650 Management of Innovative Technologies II – 3 Credit Hours

The course presents the basics of innovation, its characteristics, instruments, concepts, and actions of management innovation with the support of disruptive technologies. This content is based on open innovation in business management processes using disruptive technologies as support. Students will understand the leading disruptive technologies used in management and creation in the corporate area, with case studies of disruptive technology's usage in the direction of organizations and companies' innovation.

MAN 8655 Predictive & Risk Analysis – 3 Credit Hours

The Predictive & Risk Analysis course offers a comprehensive exploration of methodologies and tools used to anticipate future outcomes and manage risks effectively across various domains. This course blends theoretical foundations with practical applications to equip participants with the skills needed to make informed decisions in uncertain environments.

Concentration 15 Credit

DAT 9660 Data Science Analytics – 3 Credit Hours

Data Science Analytics course in this program covers core and advanced topics in data science analytics with special focus on hands-on learning. Core topics include Data Collection, Cleaning, Visualization, Descriptive Analytics, and Predictive Modeling (e.g., Regression, Clustering, and Classification). Advanced topics cover Machine Learning, Deep Learning, NLP, Big Data and tools like Python, R, SQL, Tableau, Power BI, Hadoop, Spark, and Kafka. The course also addresses Data Ethics and Governance. Students gain practical experience in analyzing complex data and applying data-driven decision-making. It will help the students in producing actionable insights from data analysis to inform strategic business decisions, demonstrating the application of advanced analytics tools and methodologies.

TEC 9665 Technological Transformation Design and Leadership – 3 Credit Hours

This course is designed to equip students with the knowledge and skills necessary to lead organizations through the process of technological transformation. The rapidly evolving technological landscape today has necessitated businesses and institutions to be adaptable to stay competitive and relevant. This course provides a comprehensive understanding of the principles, strategies, and tools essential for orchestrating successful technological transformations.

Students will explore various aspects of technological transformation, including the identification of emerging technologies, assessment of organizational readiness, formulation of transformational strategies, and implementation of change management initiatives. The course will delve into case studies, real-world examples, and best practices from industry leaders to illustrate effective approaches to technological transformation.

Throughout the course, students will engage in interactive discussions, case analyses, group exercises, and hands-on projects to apply theoretical concepts to real-world scenarios. By the end of the course, students will be equipped with the knowledge and leadership capabilities to effectively lead technological transformations within their organizations and drive sustainable success in an increasingly digital world.

TEC 9670 Advanced Effective Technologies – 3 Credit Hours

This course intends to broaden students' vision of the future of technology applied to the business world and other areas of society, through the Planning and implementation of new technologies. Studies on Generative AI, Digital Twins, Computational Vision, Internet of Things (IoT), Robotics, Blockchain, Metaverse, Cloud Computing, Edge Computing, Quantum Computing, Cybersecurity, Prompt Engineering, Low Code, No-Code, Technologies in support of ESG, Internet of Bodies (IOB), Cognitive Computing and Singularity. Case studies in applying new technologies in business and other areas of society.

TEC 9675 Global Technology Cybersecurity – 3 Credit Hours

Students will gain comprehensive knowledge involving the internet, web servers, cryptography, the OSI model, data privacy, and security measures. The curriculum delves into essential topics such as cyberspace, cyber threats, cyberattacks, the dark web, darknet, social engineering, vulnerabilities, bugs, viruses, and Trojans.

LED 9680 Strategic Leadership – 3 Credit Hours

This course offers a platform for students to delve into the nuances of leadership. The course covers everything from fundamentals to future trends. It explores classic and contemporary leadership theories, the dynamics between leaders and followers, ethical and values issues, emotional intelligence, psychological influence, adaptive leadership, diversity and inclusion, global leadership, technology, and digital leadership. The course aims to equip students with a comprehensive understanding of the interactions between managers and followers, enabling them to lead ethically, innovatively, and effectively in organizational or social contexts.

Dissertation Courses 12 Credit

DIS 9800 Dissertation Development I – 3 Credit Hours

Research as a basic element in the training process needs to be socialized and incorporated in all stages of curriculum development, in this sense it is necessary to put it into practice from the different epistemological positions. Hence, this subject focuses its efforts on explaining research as a concept, which supports its progress in scientific knowledge, methods, approaches, and paradigms.

DIS 9810 Dissertation Development II – 3 Credit Hours

The development of theoretical and practical content to successfully approach a problem requires total immersion of the researcher because this phase of the process is the basis of what is intended to be built. A good approach generates the questions that will be formulated at the beginning and answered at the end of the study. Additionally, it will derive the general objective or initial purpose, which is systematized in the specificity to answer what is asked as the initial premise. Of course, it is essential to carry out the corresponding delimitation to determine limits and scope. In this sense, the objective of the subject is to formulate a research problem, specifying the objectives/purposes that direct the processes, the justification, and delimitation.

DIS 9820 Dissertation Development III - 3 Credit Hours

In this course, we will be working with the state-of-the-art investigation, beginning with the background check, based on its importance, which is focused on avoiding duplication of work, as well as similar investigation procedures. Similarly, the structure of the theoretical framework, the system of variables or categorical matrix, with its respective operationalization or categorization, as appropriate, is reviewed. The intent is to acquaint students with the theoretical construction of the study conducted.

DIS 9830 Research Thesis/ Dissertation Defense: 3 Credit Hours

In this course, students defend the methodology of research design, the gathering of research data, the analysis of the research findings, and the conclusions derived from their research.



Admission **Requirements**

Candidates are eligible for admission in the Doctor of Business Administration (DBA) program by following the below admissions criteria:

A complete application form is required along with all the necessary documents.

- Master's degree in business, information technology, management, organizational-related studies or closely related field earned from a regionally accredited college or university with an earned Grade Point Average (GPA) of 3.00 or above.
- Work experience in government service, NGOs, for-profit firms, and non-profit organizations.
- Submission and evaluation of graduate school applications, including; undergraduate and master academic transcripts and resumes.
- Personal Interview of the candidate as determined by the Program Director.
- Applicants must submit an essay on how a DBA degree would help in advancing their knowledge and contribute to their career goals.
- Transfer students must provide their high school transcripts and previous college or university transcripts.
- A copy of a valid identity proof issued by the government.
- Any document(s) not in English must be accompanied by a certified translated copy.
- Payment of Admission Fee.

GMAT/GRE Scores are not mandatory, however, students seeking scholarships may be required to show their scores.





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