WALSH COLLEGE

#1
Among Top 10 Best Online DBA Degrees of 2024
Forbes

DOCTOR OF BUSINESS ADMINISTRATION IN GENERAL MANAGEMENT

3 YEARS | 100% ONLINE | NO GRE/GMAT/TOEFL REQUIRED



DEMONSTRATE MASTERY AND EARN THE TITLE OF 'DR.'

Offered in collaboration with Great Learning

MASTER LEADERSHIP SUCCESS THROUGH STRATEGIC BUSINESS MANAGEMENT

The Doctor of Business Administration in General Management is designed for professionals seeking to advance their expertise in leadership, strategic decision-making, and management practices. In today's fast-paced business landscape, effective people management and organizational leadership are more important than ever. A report by the U.S. Bureau of Labor Statistics indicates that employment in management occupations is expected to grow, adding over 883,900 new jobs from 2021 to 2031. A DBA in General Management equips executives with advanced skills in management, strategic planning, and organizational behavior, allowing them to thrive in leadership roles. This program also emphasizes people management, focusing on developing capabilities to inspire, guide, and manage diverse teams.

RANKINGS AND RECOGNITIONS

CEO MAGAZINE

Tier One Ranking for DBA

Source: CEO Magazine 2023

#1

Among Top 10 Best Online DBA Degrees of 2024

Forbes

BEST ONLINE MASTER'S BUSINESS ADMINISTRATION

Master of Business Administration (MBA) Ranked at No.6

Source: Best Online Master's in Business Administration List

TOP ONLINE MBA PROGRAMS in MICHIGAN

Top Online MBA Programs in Michigan

Source: Online MBA Today

ACCREDITATIONS

Walsh has been granted the legal authority to operate as a private, not-for-profit institution by the State of Michigan, Department of Labor and Economic Opportunity to grant bachelor's, master's, and doctoral degrees and certificate programs.

Higher Learning Commission

The Higher Learning Commission (HLC)

Walsh is accredited by **The Higher Learning Commission**, a regional accreditation agency recognized by the U.S. Department of Education. It is an independent corporation and one of six regional institutional accreditors in the United States. The HLC accredited degree-granting post-secondary educational institutions in the North Central region.

WES WORLD EDUCATION SERVICES

World Education Services (WES) Recognized

Walsh is recognized by World Education Services (WES). Students can showcase their educational accomplishments with a verified report from WES that is both accepted and respected by licensing boards, academic institutions, and employers throughout the U.S. and Canada.



ABOUT

WALSH COLLEGE

Walsh is more than just a business school—it's an accelerator, a think tank, and an incubator for ideas. Since 1922, Walsh has combined theory and application to prepare students for successful careers.

At Walsh, students benefit from internationally and nationally ranked master's and doctorate programs in business and technology, learning directly from accomplished professionals with real-world experience.



ABOUT GREAT LAKES

Consistently ranked among the top 10 business schools, Great Lakes has steadily strengthened its reputation, becoming the youngest institution in the country to achieve such recognition.

5th Analytics India MAGAZINE
Analytics B-Schools

3rd OUTLOOK THE WEEKLY NEWSMAGAZINE
Top Standalone Institutions

9th Business India
Top B-Schools

Super League 2 Business Standard
Top Indian B-Schools

34th nirf
Management Category (2024)

Outlook and Business World have ranked the 1-year MBA program among the top 10 MBA programs in the country. Eminent faculty from prestigious international universities such as Harvard, Kellogg, and Stanford also contribute to Great Lakes' learning programs.



ABOUT THE PROGRAM

The Doctor of Business Administration in General Management by Walsh College in collaboration with Great Lakes Executive Learning offers a comprehensive curriculum that combines essential management fundamentals and new-age tech tools. This holistic program is delivered in an online format, providing learners with two specializations to choose from: Business Analytics and Information Systems Management. The program incorporates hands-on projects, valuable mentorship sessions, comprehensive training in people management and other essential management skills, equipping learners with industry-relevant expertise and practical experience.



PROGRAM HIGHLIGHTS

- **Ranked #1 in Forbes' List of the Best Online DBA Degrees of 2024**
- **Awarded Top-tier Global DBA Ranking by CEO Magazine**
- **World Education Services (WES) Recognized**
- **Get Alumni Status From Walsh College**
- **Quick Application With No GRE/GMAT or TOEFL Requirement**
- **Learn From Top Faculty and Leading Industry Practitioners**
- **Hands-on Projects and Case Studies**
- **Capstone Project at the End of Year 1**

WHO IS THIS PROGRAM FOR?

- **Experienced professionals:** Ideal for executives, managers, and entrepreneurs seeking to enhance their expertise in business strategy, leadership, and management.
- **Career advancement seekers:** Suited for individuals aiming to advance into higher leadership roles or transition into new career opportunities while balancing professional and personal commitments.
- **Aspiring leaders and academics:** Perfect for those looking to gain advanced knowledge in people management, organizational leadership, and data-driven decision-making, and potentially move into academic or consulting roles.



EARN DBA AND STEM MBA DEGREES FROM WALSH COLLEGE AND A PG CERTIFICATE FROM GREAT LAKES EXECUTIVE LEARNING



GREAT LAKES EXECUTIVE LEARNING

hereby confers the certificate of completion to

Ajit Singh

in

EXECUTIVE POST GRADUATE PROGRAM IN MANAGEMENT

for successfully completing the prescribed courses of study

Mr. Mohan Lakahmraju
Vice Chairman



Walsh College
of
Accountancy and Business Administration

The Board of Trustees upon recommendation of the Faculty and the President, confers upon

John D. Sample

the degree of

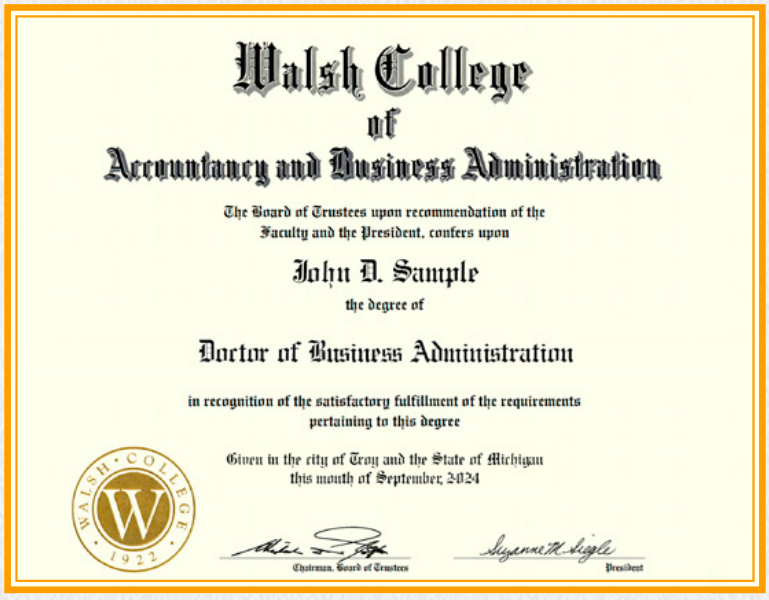
STEM Master of Business Administration

in recognition of the satisfactory fulfillment of the requirements pertaining to this degree

Given in the city of Troy and the State of Michigan this month of September, 2024

Chairman, Board of Trustees

President



Walsh College
of
Accountancy and Business Administration

The Board of Trustees upon recommendation of the Faculty and the President, confers upon

John D. Sample

the degree of

Doctor of Business Administration

in recognition of the satisfactory fulfillment of the requirements pertaining to this degree

Given in the city of Troy and the State of Michigan this month of September, 2024

Chairman, Board of Trustees

President

Note: The certificates showcased are indicative and subject to change.

LEARNING JOURNEY



Learners will complete the PGPMEx/PGDM offered by Great Lakes

Successful learners of the Post Graduate Program in Management for Executives (PGPMEx) will have the opportunity to pursue a Doctor of Business Administration in General Management at Walsh College

Upon completion, learners will receive a DBA and a STEM MBA degree in Management from Walsh College

With a globally recognized Doctor of Business Administration in General Management, successful graduates will be well-positioned for accelerated career progression in the management field

LEARNING OUTCOMES

On successfully completing this program, you will:

- Develop and implement long-term strategies to drive innovation and align with organizational goals in a dynamic global environment.
- Apply advanced research methods and data analytics to inform strategic decisions and solve complex business challenges.
- Master change management to lead transformation, manage resistance, and drive continuous improvement while aligning and engaging teams for performance.
- Understand global market dynamics and manage culturally diverse teams to lead business growth in international contexts.
- Develop entrepreneurial skills to transform ideas into viable business models, create comprehensive business plans, and understand the global impact of entrepreneurship.

PROGRAM CURRICULUM

Walsh College's mission is to offer a transformative education in business and technology, blending theory, application, and professional experience. This approach prepares graduates to excel in their careers. The curriculum is designed by leading experts and practicing industry professionals at Walsh College and Great Lakes. It is specifically curated to cover a range of business skills—starting from the fundamentals and progressing to more complex, hands-on applications.



YEAR 1

EFFECTIVE COMMUNICATION

The effective communication course seeks to equip learners with public speaking and presentation skills. It focuses on helping learners refine their communication skills to express their thoughts and ideas with clarity and impact. They will sharpen their interpersonal skills in both oral and written communication to think critically, develop structured content and present effectively. The course also tries to further strengthen skills in creating effective documents that may be read in absentia, such as reports and proposals.

MARKETING MANAGEMENT

As an introductory course, marketing management will highlight the role of marketing in today's organizations. It demonstrates how marketing is leveraged to achieve corporate objectives by analyzing market environments, consumer behavior and segmentation, targeting, and positioning strategies.

This course embarks on the task of building value propositions around the marketing mix elements of product, price, place, and promotion. The focus is on how these elements converge in the evolution and design of marketing strategies aimed at creating a competitive advantage for the marketer, including an examination of digital and service marketing strategies.

DATA ANALYSIS FOR DECISION-MAKING

Problems in business contain significant quantitative elements in the form of facts and figures. Managers must conduct data analysis and interpretation for effective decision-making. In this context, preparing quantitative arguments to justify decisions is crucial. This course focuses on statistical methods to accomplish this. Learners learn to collect, analyze, and interpret data accurately. Through datasets and case studies, the process of deriving meaningful insights from data and presenting it visually to others is demonstrated. The course introduces concepts and methods of statistics, including variability, randomness, and distributions.

ORGANIZATIONAL BEHAVIOR AND HR

This social science course provides the student with the tools to understand and evaluate individual, group, and organizational processes. The learners will also gain an appreciation of the relevance of the study of organizational behavior to the practice of human resource management. This course will help them develop an understanding of how and why people behave in an organization, and emphasize the manager's role in nurturing and maintaining positive and successful organizational behavior within their department, division, or organization.

MANAGEMENT AND FINANCIAL ACCOUNTING

This course fosters a robust conceptual grasp of Financial Statements and diverse cost management approaches, enabling learners to enhance business decisions. Topics covered include accounting basics, financial statement types and applications, consolidated financial statements, various financial analysis techniques, ratio analysis for performance evaluation, real-life standardized financial statement analysis, and industry-specific examples. Learners delve into cost components, their significance, informed costing and managerial decisions, budgeting components, operational control tools, and strategic cost management. Through a comprehensive curriculum, learners acquire a profound understanding of financial aspects and cost management strategies, empowering them to make informed and effective business choices.

STRATEGIC MANAGEMENT

This course focuses on cultivating a robust conceptual grasp of strategy management for adept business decision-making. It covers the strategic management process, adapting to changing business environments, fundamental principles, and tools. Learners analyze real-world strategy creation and implementation experiences, competition using internal and external analyses, case comprehension and presentation, strategic company analysis, and defending organizational strategic positions. Upon completion, learners gain comprehensive insights into strategic management's intricacies, equipping them to navigate complex business landscapes effectively and make informed strategic decisions.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

This course focuses on cultivating a robust grasp of operations and supply chain management for adept business decision-making. It covers India's GDP impact, operations management's relevance, operational strategies, capacity planning, layout, and scheduling.

Additionally, it delves into supply chain management essentials, evolution, demand forecasting techniques, procurement, sourcing, inventory management, logistics management's significance, supply chain drivers, performance measurement, and recent trends. Learners will comprehend these aspects to navigate complex business challenges effectively. Through this comprehensive curriculum, learners will emerge equipped with a thorough understanding of operations and supply chain management and its pivotal role in modern business landscapes.

MANAGERIAL ECONOMICS

This course equips learners with a robust grasp of economic theory and decision science tools to tackle intricate business choices within functional domains like marketing, finance, and human resources. Learners will delve into factors shaping demand and supply, comprehend consumer behavior's utility maximization, optimize production within input limitations, assess cost dynamics over time, and discern firm pricing and production decisions amid competition. The curriculum covers key economic indicators, the money flow cycle, and GDP drivers: private consumption, investments, and government spending. Additionally, learners will grasp the utilization of fiscal and monetary instruments to stimulate economies and the factors steering a nation's external transactions.

BUSINESS FINANCE

This course provides a comprehensive understanding of business finance, focusing on effective decision-making. It covers financial tools, capital budgeting, NPV, IRR, cash flow estimation, working capital, expected returns, security markets, capital structure, dividends, project financing, and company valuation. Learners acquire skills to evaluate finance options, make astute capital decisions, calculate present value, and analyze investment returns. They explore securities sales, debentures, institutional roles, and capital structure determinants. The curriculum delves into dividend policies, project financing techniques, and methods for valuing companies. Upon completion, learners will have a robust knowledge of financial aspects crucial for strategic business choices.

ENTREPRENEURSHIP AND INNOVATION

This course caters to individuals aiming to cultivate entrepreneurial skills and business acumen. It teaches problem framing, solution crafting, and idea transformation into a viable business foundation. Learners gain tools for successful business initiation and growth, learning via case study immersion. Fostering an entrepreneurial mindset, the curriculum emphasizes entrepreneurship's global economic impact. Specific objectives include grasping business setup, creating a comprehensive business plan from the model canvas, understanding value dynamics in the modern economy, and mastering startup launch processes, from ideation to market entry, potential exit, or IPO. Upon completion, learners will have a robust entrepreneurial toolkit and operational knowledge.

DATA VISUALIZATION

This course is designed to cultivate a strong proficiency in data visualization, focusing on several key objectives. Learners will gain an in-depth understanding of how the brain perceives data and derives insights from it. They will learn to identify meaningful visual characteristics within datasets and make informed choices about appropriate display mechanisms to effectively communicate data. Moreover, the course will empower learners to transform raw data into actionable information that can guide decision-making. Practical application of Tableau software will be a central component, allowing learners to solve real-world business problems using their newly-learnt skills. This comprehensive curriculum aims to enhance learners' ability to interpret data perceptively, communicate effectively through visualization, and harness data for practical decision-making across diverse industries.

BUSINESS ANALYTICS

Learners perform basic operations related to data analysis, learn how to read, explore and visualize data and work with data frames and different Pandas Libraries. They will be able to recognize why time series data requires special techniques for analysis. They will describe the components of a time series, identify and estimate these components, and learn to apply simple methods for time series forecasting.

MACHINE LEARNING

This course empowers learners to navigate the intricacies of machine learning through a comprehensive and application-driven approach. Experience a practical, hands-on course centered around applying machine learning using KNIME. Gain proficiency in constructing and interpreting diverse machine learning models. Explore key concepts, build models within KNIME, tackle regression and classification challenges, grasp both parametric and non-parametric algorithms, delve into clustering and association rules, text mining intricacies, and master model validation techniques.

CAPSTONE PROJECT

Learners will be exposed to end-to-end problem solving using a combination of tools and techniques in analytics and learn the practical implementation of various analytical techniques, while choosing the one which gives the most appropriate results for decision-making in business. They will understand the trade-offs that need to be made when solving a problem in real life. Additionally, they will develop better presentation and report writing skills.



YEAR 2

LEGAL ESSENTIALS FOR BUSINESS SUCCESS

This course is a comprehensive overview of the legal environment of business. Learners understand the basics of American and International law. Topics include constitutional and administrative law, contracts, commercial transactions, employment law and other governmental regulations, environmental protection and property. Learners will also discuss the formation of business organizations for conducting both domestic and international business.

PART I: ORGANIZATIONAL RESILIENCE FRAMEWORK

Successful firms prepare for adversity by being proactive and flexible in the face of a crisis. This course introduces scholars to the importance of building resiliency, methodology, and business readiness into today's modern organizations. Emphasis is placed on the need to anticipate, prepare for, react to, and adapt to both sudden and incremental changes. Leaders must be equipped to resist failure while simultaneously positioning their organization to respond strategically and methodically to disruptions or disasters.

SPECIALIZATIONS

Learners have the option to choose a specialization after completing their 1st year.

BUSINESS ANALYTICS

PART II: ORGANIZATIONAL RESILIENCE FRAMEWORK

Organizational resilience prepares the enterprise to endure difficult or challenging times. Leadership is integral in ensuring a company's resilience because ultimately, responsibility falls squarely on the shoulders of the leader. Flexibility, integrity, problem solving, crisis management, and identifying opportunities fall squarely on the humans within the organization and the individual(s) who lead them.

PRINCIPLES OF DATA ANALYTICS

This course provides an overview of the knowledge that learners after successfully completing the MSDA degree curriculum. Each weekly session's materials focus on one aspect of data analytics. The course acts as a roadmap with respect to an overview of the data analytic skill sets that learners need to earn an MBA degree.

PRESCRIPTIVE ANALYTICS

This course exposes the student to prescriptive analytics. It is used as a method in identifying competitive advantages in the enterprise by identifying the optimal solution. The learners will learn how prescriptive analytics is used in business analytics and decision-making. They will explore optimal decision-making models to identify optimal solutions. Topics such as simulation modeling and multi-criteria decision-making are introduced. They will also work on transforming findings into actionable next steps in effective decision-making using prescriptive analytic techniques.

INFORMATION SYSTEMS MANAGEMENT

PART II: ORGANIZATIONAL RESILIENCE FRAMEWORK

Organizational resilience prepares the enterprise to endure difficult or challenging times. Leadership is integral in ensuring a company's resilience because ultimately, responsibility falls squarely on the shoulders of the leader. Flexibility, integrity, problem solving, crisis management, and identifying opportunities fall squarely on the humans within the organization and the individual(s) who lead them.

FUNDAMENTALS OF CYBERSECURITY

An exploration of the components of a comprehensive information systems security infrastructure. These include critical areas such as planning and administration of security, the security program, access control and network security measures, Internet and e-commerce security issues, physical protection of computing facilities, and the legal and regulatory aspects of information security. Learners will learn how to protect an organization from computer crime and potentially malicious behavior, and to ensure confidentiality, availability and data integrity through several hands-on case studies. Learners will review the eight domains of ISC2 CISSP.

GOVERNANCE, RISK AND COMPLIANCE

This course examines the triad of Governance, Risk and Compliance (GRC) as an essential framework for the management of information technology with business. Governance describes the overall management approach through which senior executives direct and control the entire organization. IT governance is part of overall governance and focused on the best use of technology to support business goals. Risk management comprises a set of processes, tools and techniques to assist the organization in identifying and prioritizing its key assets, identifying risks, qualitatively and quantitatively assessing those risks, and determining mitigation strategies. Compliance refers to the responsibility of organizations and their technology departments to comply with internal and external requirements.



Note: *The curriculum is indicative and subject to change.*

YEAR 3

RESEARCH AND METHODS COURSES

- Research Methods: Introduction and Scope
- Qualitative and Exploratory Research Methods
- Quantitative Research Methods I: Data Management and Non-experimental
- Quantitative Research Methods II: Experimental and Statistical

RESIDENCY COURSES

- Doctoral Residency I
- Doctoral Residency II
- Doctoral Residency III

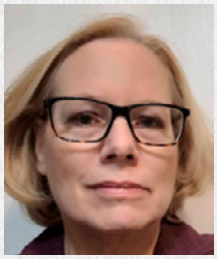
DISSERTATION COURSES

- Dissertation I - Chapter 1
- Dissertation II – Chapter 2
- Dissertation III – Chapter 3
- Dissertation IV- Chapter 4
- Dissertation V – Chapter 5



Note: *The curriculum is indicative and subject to change.*

MEET THE WALSH FACULTY*



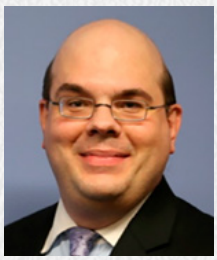
TERRI RICHARDS

PhD, Faculty Chair of Marketing and Management Programs,
Doctoral Program Director -Walsh College



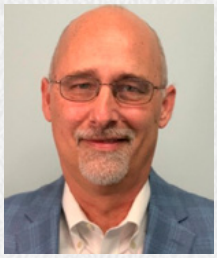
JAVAD KATIBAI

Assistant Professor -
Quantitative Methods at Walsh College,
Chassis System Architect - General Motors



JAMES GERRITY

PhD, Adjunct Associate Professor - Walsh College
Portfolio Associate and Business Service Manager - Morgan Stanley



DR. D. STUART MCCUBBREY

Director - IT Data Privacy and Regulatory Compliance at General Motors,
Adjunct Professor - Cybersecurity at Walsh College



STEVEN HARMS

Adjunct Professor - Business Law Department at Walsh College

**Faculty list is indicative and subject to change*

ELIGIBILITY

- Applicants must hold a 3 or 4-year bachelor's degree or equivalent in any discipline with a minimum of 60% marks from a UGC-recognized university or institution
- Applicant should be a PGPMEx or PGDM Alum/Learner
- The medium of instruction in the bachelor's degree must be English
- No GRE or GMAT scores are required
- No English proficiency test score is required

ADMISSION PROCESS

Great Learning provides end-to-end support for the Walsh College application process.



Step 1: APPLY ONLINE

Fill out a fast and easy online application form
No additional tests or prerequisites are needed.



Step 2: PRE-SCREENING

Our team will reach out to you by phone to confirm your eligibility for the program.



Step 3: APPLICATION ASSESSMENT

The Admissions Team will assess your application and provide a timely response.



Step 4: JOIN THE PROGRAM

If selected, you will receive an acceptance letter with instructions on how to pay the fee and join the program.

Note: *Admission to the program is subject to Walsh College acceptance.*

PROGRAM FEE*

TOTAL	₹6,50,000 + GST

**Scholarships and financing options available. Reach out to your Program Advisor for more details.*



ABOUT GREAT LEARNING

Great Learning is a leading global ed-tech company for professional learning and higher education. It offers comprehensive, industry-relevant, hands-on learning programs across various business, technology, and interdisciplinary domains driving the digital economy. These programs are developed and offered in collaboration with the world's foremost academic institutions in various formats, such as certificate programs (ranging from 3 to 11 months), online courses, and hybrid degrees. Great Learning leverages the highly qualified, world-class faculty at these universities and its vast network of 7600+ industry expert mentors to deliver an unmatched learning experience for over 12 million learners from over 170 countries worldwide.

12 Mn+
Learners

170+
Countries

7600+
Industry Experts

3900+
Companies Hire From Us



Best Ed-tech Company of the Year*

* Indian Education Awards 2022

Entrepreneur
EDUCATION
INNOVATION
AWARDS

Best Online Skills Provider of theYear*

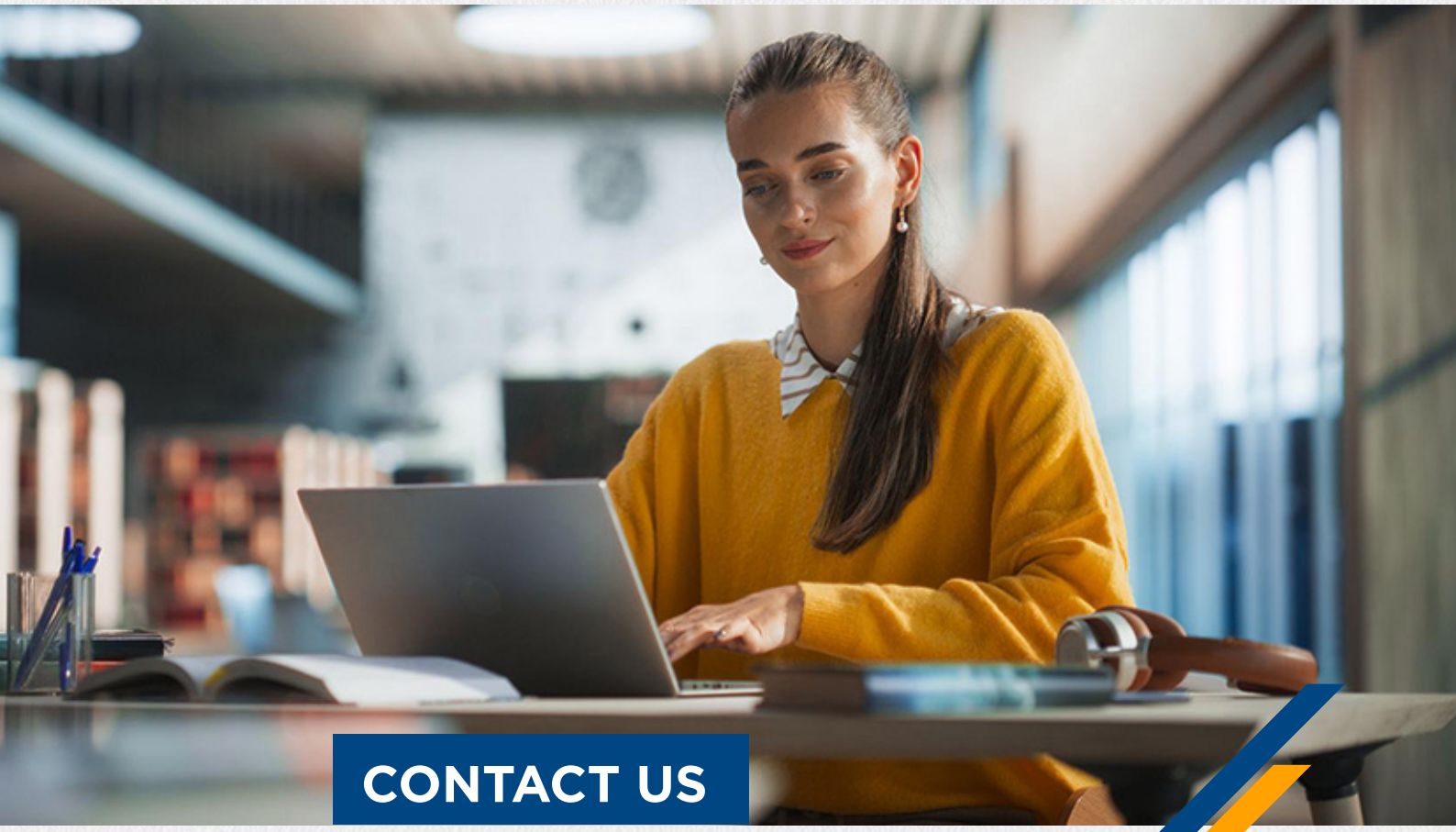
* Entrepreneur, Education Innovation Awards 2022



Best Ed-tech Company of the Year*

* EdTech Review Awards 2020

READY TO ADVANCE YOUR CAREER?



CONTACT US

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Email Us - **dba-gm-walsh@mygreatlearning.com**