



# DOCTOR OF BUSINESS ADMINISTRATION

BRAD D. SMITH GRADUATE SCHOOL OF BUSINESS



# PROGRAM OBJECTIVES

## WHY THE MARSHALL DOCTOR OF BUSINESS ADMINISTRATION?

The program provides executives with an opportunity to learn rigorous research methods that can be applied to real-world, multi-disciplinary problems and areas of inquiry. Designed to be compatible with working professionals' schedules, the DBA offers executives:

The opportunity to partner with world-class faculty researchers to explore relevant topics of interest.

- A network of top-level practicing executive classmates.
- A flexible program designed to be compatible with executives' professional obligations.
- A publication-oriented approach that provides the basis for authoring papers, articles, cases, and other publications.
- The highest form of academic credential in the business field, which means that graduates will be highly sought after for part-time or full-time teaching positions at accredited, respected business schools nationwide.
- A chance to practice and consult as a thought leader in a given field.

# PROGRAM STRUCTURE

- Three-year, cohort-based, hybrid program with online courses enhanced by five face-to-face residencies.
- Substantial interactive, online activities between meetings. Virtual, synchronous semester course required every second Saturday of each month; a total eight sessions per academic year.
- Research is practice-inspired by the actual complex issues facing DBA participants' businesses.
- Full, 66-credit-hour doctoral program at a nationally respected research university and AACSB accredited business school.

# ADMISSION REQUIREMENTS

To apply for the DBA program, visit [marshall.edu/apply](http://marshall.edu/apply) and select the Online/Distance-Only program option.

## Required Documents

- All Official Academic Transcripts
- Cover Letter
- Resume
- Personal Statement
- 3 Letters of Recommendation

## Preferred Qualifications

- Relevant profession and/or senior level management experience
- A master's degree in business or a related area
- Other evidence of achievements and experiences including written or oral contributions to the field of expertise, professional certifications, professional development programs, and awards/honors
- GMAT or GRE scores



# PROGRAM CURRICULUM

## Doctor of Business Administration

This 66-credit-hour DBA program provides a comprehensive combination of research methods, publication practicum, cohort selected special issues, and dissertation courses and seminars over three years.

### YEAR 1

#### Fall Courses – 3 Credit hours per course

- DBA 701 (Current Research Issues in Business and Economic Development)
- DBA 710 (Business Research Design and Methods)
- DBA 711 (Quantitative Methods I: Applied Business Statistics I)

#### Spring Courses – 3 Credit hours per course

- DBA 702 (Current Research Issues in Business Innovation)
- DBA 712 (Quantitative Methods II: Applied Business Statistics II)
- DBA 720/730/740 (Research Seminar – concentration area)

#### Summer Courses – 3 Credit hours per course

- DBA 703 (Current Research Issues in Business Technology)
- DBA 721/731/741 (Research Seminar – concentration area)

### YEAR 2

#### Fall Courses – 3 Credit hours per course

- DBA 704 (Current Research in Global and International Business)
- DBA 713 (Quantitative Methods III: Advanced Business Statistics)
- DBA 722/732/742 (Research Seminar – concentration area)

#### Spring Courses – 3 Credit hours per course

- DBA 705 (Pedagogy in Business Schools)
- DBA 714 (Qualitative Methods in Business Research)
- DBA 790 (Dissertation Design)

#### Summer Course – 6 Credit hours

- DBA 790 (Dissertation Design)

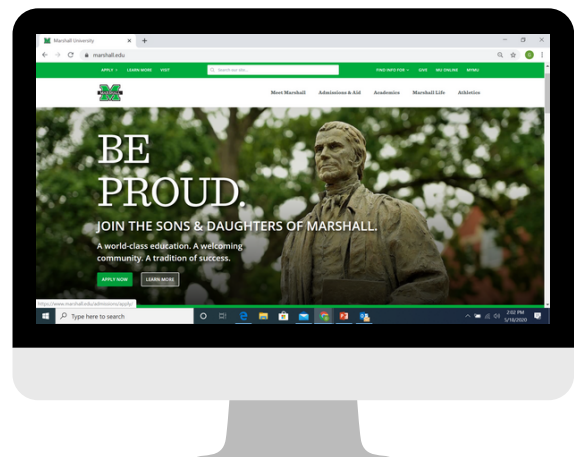
### YEAR 3

#### Fall Course – 9 Credit hours

- DBA 791 (Dissertation)

#### Spring Course – 9 Credit hours

- DBA 791 (Dissertation)





# ADVANTAGES OF THE MARSHALL DBA

---

There are many things to consider when selecting a DBA program. With the backing of Marshall University and the Lewis College of Business, the Brad D. Smith Graduate School of Business DBA program stands out because of its:



## ACCREDITATION

The Lewis College of Business holds accreditation by the Association to Advance Collegiate Schools of Business (AACSB International), a global organization that provides quality assurance, business education intelligence, and learning and development services to over 1,700 member organizations, and more than 800 accredited business schools worldwide. The mission of AACSB is to foster engagement, accelerate innovation, and amplify impact in business education. AACSB standards ensure quality and continuous improvement in collegiate business education. The Lewis College of Business is accredited in both Business and Accounting, a hallmark of excellence in business education earned by fewer than 5% of the world's business schools.



## BRANDING

U.S. News & World Report's "Best Colleges" rankings have recognized Marshall University among the nation's top higher education institutions. As part of a business school with high-ranking academic departments, you'll learn from the brightest minds in all fields. You'll also become part of the Herd Nation, a powerful family network of more than 100,000 Sons and Daughters of Marshall spread across all 50 states and 135 countries.



## AFFORDABILITY

For business executives and professionals motivated to reach their full potential, the quality, flexibility, and affordability of the DBA program make it a wise investment. Marshall University proudly boasts that its Doctor of Business Administration is one of the most affordable DBA programs in the country. Basic tuition costs and fees for the DBA program are approximately \$60,000 for the three-year, 66-credit-hour program. For information about financial aid please visit <https://www.marshall.edu/sfa/>.



# BENEFITS OF THE MARSHALL DBA

---

There are many things to consider when selecting a DBA program. Graduates who successfully complete the program will be equipped for high-level positions in numerous sectors including:



## HIGHER EDUCATION

Completion of the DBA Program will provide graduates the necessary credentials to obtain faculty positions, become influential thought leaders at research universities, and have the opportunity to be published in the field's highly-respected peer-reviewed journals.



## ADVANCE IN YOUR PROFESSION

Some graduates may choose to take the knowledge they attained through the DBA Program and apply that expertise to benefit their own companies and organizations. Executives with exceptional analytical skills are in demand now more than ever for their ability to guide businesses with strategies based on dependable research principles.



## CONSULTING

The research skills from your DBA can also be applied to challenges outside pure business operations, such as making investments or bringing new innovations to market. Equipped with an innovative understanding of business theory and practice, DBA graduates can become an expert problem-solver and share their strategies for success and work at their pace, on their terms.

## CAREER PROSPECTS

---

- Business school faculty
- C-suite executives
- Market analysts
- Management analysts
- Business consultants
- Health care administrators
- Government employees
- Policymakers
- Business owners and/or entrepreneurs



# OUR FACULTY

---

The Lewis College of Business & Brad D. Smith Graduate School of Business is proud of its world-class and research-driven faculty comprised of thought leaders in a number of fields. Marshall's faculty research work is recognized beyond the university and is consistently featured in industry publications.



## DR. DOOHEE LEE, DBA DIRECTOR

Professor of Management & Health Care Administration

Ph.D., University of Texas  
Public Health Management & Policy

Telephone: 304-746-1973  
Email: leed@marshall.edu



## DR. TIMOTHY BRYAN, DBA ASSOCIATE DIRECTOR

Assistant Professor of Accounting

DBA, Jacksonville University  
Accounting

Telephone: 304-696-2654  
Email: bryanti@marshall.edu

# CONTACT US

---



## WES SPRADLIN

Associate Director  
Brad D. Smith Graduate School of Business

Telephone: 304-746-8964  
Email: spradlin2@marshall.edu