

# CBM Postgraduate Programs

## Doctor of Business Administration (DBA)

The Doctor of Business Administration (DBA) is a 3–5-year program designed to equip experienced professionals with the advanced research and leadership skills essential for tackling complex business challenges in today's competitive global landscape. The curriculum emphasizes the development of innovative strategies that enhance business performance, promote sustainability, and facilitate ethical decision-making. Through comprehensive courses that encompass both theoretical coursework and practical applications, students will engage with contemporary issues facing organizations, gaining insights into effective management practices and emerging trends. Additionally, the DBA program is designed to empower students to conduct impactful research that contributes to both academia and industry, positioning them as high-level leaders in their fields.

## Program Learning Outcomes (PLOs)

Graduates of the DBA program are expected to achieve the following knowledge, skills, and professional competencies:

- ✓ Demonstrate extensive detailed and often leading knowledge and understanding of advanced theories, models, and practices across key business disciplines.
- ✓ Apply specialized theoretical knowledge to real-world business challenges through practical research projects and consultancy.
- ✓ Utilize advanced research methodologies and analytical skills to critically analyze, evaluate, and generate data-driven solutions for business problems.
- ✓ Communicate professionally in oral and written format to convey complex business and scholarly concepts to diverse audiences.
- ✓ Demonstrate expert-level leadership strategic, sustainable and ethical decision-making in complex and dynamic business situations.

## Program Structure

All candidates pursuing the DBA must complete a minimum of 60 credits with a cumulative GPA of 3.0 or higher. The structure of DBA program is based on 7 core requirement courses and 2 elective courses, each of 3 credits, plus a research proposal course of 9 credits, and a final dissertation of 24 credits. Specifically, the requirements are as follows:

- A minimum of 21 credits of Core Requirements
- A minimum of 6 credits of Electives Courses
- A minimum of 9 credits of Pre-Dissertation Course
- A minimum of 24 credits of Final Dissertation

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## Curriculum Plan – DBA

| PHASE I                 |   |    |
|-------------------------|---|----|
| Core Requirements       | Total Credits                                       | 21 |
| BUSN 610                | Applied Business Research                           | 3  |
| BUSN 620                | Advanced Research Methods I                         | 3  |
| BUSN 621                | Advanced Research Methods II                        | 3  |
| BUSN 622                | Advanced Research Methods III                       | 3  |
| BUSN 611                | Ethics, Sustainability and Governance               | 3  |
| BUSN 612                | Managerial Decision Making                          | 3  |
| BUSN 613                | Contemporary Topics in Business                     | 3  |
| Electives               | Total Credits                                       | 6  |
| MGMT 630                | Organizational Theory and Design                    | 3  |
| MRKG 630                | Digital Marketing Strategy and Analytics            | 3  |
| ECON 630                | Advanced Managerial Economics and Business Strategy | 3  |
| FINC 630                | Advanced Issues in Global Financial Environment     | 3  |
| PHASE II                |   |    |
| Pre-Dissertation Course | Total Credits                                       | 9  |
| BUSN 640                | Research Proposal                                   | 9  |
| PHASE III               |   |    |
| Dissertation            | Total Credits                                       | 24 |
| BUSN 650                | Final Dissertation                                  | 24 |
| Program Total Credits   |   | 60 |

## Proposed Study Plan (DBA) - AY 2025 - 2026

| First Year               |                                       |    |                                      |                          |                                 |    |                                      |
|--------------------------|---------------------------------------|----|--------------------------------------|--------------------------|---------------------------------|----|--------------------------------------|
| 1 <sup>st</sup> Semester |                                       |    |                                      | 2 <sup>nd</sup> Semester |                                 |    |                                      |
| Course Code              | Course Title                          | CH | Pre-requisites                       | Course Code              | Course Title                    | CH | Pre-requisites                       |
| BUSN 610                 | Applied Business Research             | 3  |                                      | BUSN 620                 | Advanced Research Methods I     | 3  | Minimum 9 credits, Minimum CGPA of 3 |
| BUSN 611                 | Ethics, Sustainability and Governance | 3  |                                      | BUSN 612                 | Managerial Decision Making      | 3  |                                      |
| TOTAL                    |                                       | 6  |                                      | TOTAL                    |                                 | 6  |                                      |
| Summer Semester          |                                       |    |                                      |                          |                                 |    |                                      |
| Course Code              | Course Title                          | CH | Pre-requisites                       |                          |                                 |    |                                      |
| XXXX                     | Elective Course                       | 3  |                                      |                          |                                 |    |                                      |
| TOTAL                    |                                       | 3  |                                      |                          |                                 |    |                                      |
| Second Year              |                                       |    |                                      |                          |                                 |    |                                      |
| 3 <sup>rd</sup> Semester |                                       |    |                                      | 4 <sup>th</sup> Semester |                                 |    |                                      |
| Course Code              | Course Title                          | CH | Pre-requisites                       | Course Code              | Course Title                    | CH | Pre-requisites                       |
| BUSN 621                 | Advanced Research Methods II          | 3  |                                      | BUSN 622                 | Advanced Research Methods III   | 3  | BUSN 620, BUSN 621                   |
| BUSN 640                 | Research Proposal                     | 9  | Minimum 9 credits, Minimum CGPA of 3 | BUSN 613                 | Contemporary Topics in Business | 3  |                                      |
| TOTAL                    |                                       | 12 |                                      | BUSN 650                 | Final Dissertation              | 24 | BUSN 640, Minimum CGPA of 3          |
| TOTAL                    |                                       | 12 |                                      | TOTAL                    |                                 | 30 |                                      |
| Summer Semester          |                                       |    |                                      |                          |                                 |    |                                      |
| Course Code              | Course Title                          | CH | Pre-requisites                       |                          |                                 |    |                                      |
| XXXX                     | Elective Course                       | 3  |                                      |                          |                                 |    |                                      |
| TOTAL                    |                                       | 3  |                                      |                          |                                 |    |                                      |
| Third and Fourth Years   |                                       |    |                                      |                          |                                 |    |                                      |
| Course Code              | Course Title                          | CH | Pre-requisites                       |                          |                                 |    |                                      |
| BUSN 650                 | Final Dissertation                    | 24 | BUSN 640, Minimum CGPA of 3          |                          |                                 |    |                                      |