



## COURSE STRUCTURE

### DOCTOR OF BUSINESS ADMINISTRATION (PROGRAM CODE: PBSBA)

<i>COURSES NAME</i>	<i>CODE</i>	<i>CREDIT</i>
<b>PROGRAM CORE (18 credits)</b>		
<i>Advanced Technology Management and Innovation</i>	PBSA1123	3
<i>Marketing Innovation</i>	PBSA1333	3
<i>Accounting and Finance for Decision Making</i>	PBSA1423	3
<i>Research and Development Management</i>	PBSA1133	3
<i>Business Innovation and Growth Strategy</i>	PBSA2243	3
<i>Independent Study Project</i>	PBSA2013	3
<b>RESEARCH SKILLS (9 credits)</b>		
<i>Literature Review and Conceptual Design</i>	PBSA1713	3
<i>Quantitative and Qualitative Analysis</i>	PBSA1723	3
<i>Research Methods for Business</i>	PBSA1733	3
<b>CONCENTRATION - BUSINESS INNOVATION (Choose 4 only) (12 credits)</b>		
<i>Doctoral Seminar in Designing Innovation Strategies</i>	PBSA2153	3
<i>Doctoral Seminar in Digital Marketing</i>	PBSA2323	3
<i>Doctoral Seminar in Innovation and Strategic Change</i>	PBSA2253	3
<i>Doctoral Seminar in Exploring Opportunities for Social Responsibility and Sustainability</i>	PBSA2333	3
<i>Doctoral Seminar in Work, Technology and Organization</i>	PBSA2163	3
<i>Doctoral Seminar in Knowledge Management</i>	PBSA2173	3
<i>Doctoral Seminar in Creativity and Innovation</i>	PBSA2133	3
<i>Doctoral Seminar in Improving Productivity Through Technology</i>	PBSA2183	3
<b>TOTAL</b>		<b>39</b>
<b>DISSERTATION (40 credits)</b>		
<i>Research (approximately 40,000 to 50,000 words)</i>	PBSA2010	<b>40</b>
<b>UNIVERSITY GENERAL ELECTIVE (3 credit)</b>		
<i>Organizational Behavior and Development</i>	UBSE1123	3
<b>TOTAL CREDITS</b>		<b>82</b>