

Doctorate in Business Administration

Program Objectives

The Doctor of Business Administration (DBA) program, administered by the School of Business, fosters innovative thinking and research. It offers an outstanding opportunity to connect theory, practice, and decision-making skills that can be applied in complex organizational settings. The program equips students to assess the effectiveness of today's business models within a rigorous ethical and research-focused framework.

Program Overview

The DBA doctorate shapes students into scholar-practitioners. Candidates gain hands-on business techniques while building the research and writing skills that support advanced academic work and ethical business conduct. It also equips graduates to understand the underlying forces in dynamic environments and to propose solutions grounded in strong theory and research.

Program Structure

The program makes research a core part of the curriculum, supported by global strategic management as the foundation for its theoretical development. The research component is completed through two research courses, three doctoral seminars, and the submission of the doctoral dissertation. The seminars guide students in applying research and developing their dissertation. An approved dissertation is the final step required to confer the doctoral degree. The theoretical component includes business courses that cultivate leadership, global leadership, and long-term sustainability. Our Doctoral Program Orientation Seminar introduces the program and the University's virtual learning platform.

Doctoral Dissertation

The Doctoral Dissertation is the culminating achievement in the curriculum. It calls for exceptionally well-developed research skills and must make a meaningful contribution to the body of knowledge. Developing the dissertation requires a formal proposal, approval from the Institutional Review Board (IRB), data collection, and the defense of the research findings before a three-member dissertation committee. The dissertation defense will be conducted via videoconference at the time previously specified by that committee.

Course Methodology

Our learning methodology is flexible, designed to fit every learning style, and delivered fully online through a blend of live sessions and asynchronous group and individual activities that are strongly case-study driven. All live sessions are recorded and made available for students to replay (even if they couldn't attend), giving the program a high level of flexibility. Our faculty—all PhD-prepared and deeply connected to industry—teach the theory through case studies drawn from real companies and institutions, where students apply what they've learned.

The combination of asynchronous discussion forums and live chats not only helps build a problem-solving mindset, but also brings situated learning to life in the volatile, uncertain, complex, and ambiguous environments of the Fourth Industrial Revolution that we are experiencing as a society. These spaces for dialogue and exchange create an active-learning approach and a strong synergy with fellow class peers that leads to the development of soft skills and the ability to build professional connections (networking) that are of immeasurable value—adding to our professional profile a network of peers with master's degrees with whom we've built a trusted professional relationship. As a result, our master's students build their learning through real-world cases, grounded in strong theoretical frameworks and delivered in a flexible online environment—strengthening soft skills while becoming part of a professional network that will support them throughout their careers.

	Nombre del curso	Código	Créditos
1º Período Académico	Doctoral Program Orientation Seminar	BUS7011	0
	Financial Statement Analysis	BUS7012	3
	Managerial Economics	BUS7013	3
2º Período Académico	Organizational Development and Design	BUS7022	3
	Research Methodology I	BUS7021	3
3º Período Académico	Research Methodology II	BUS7031	3
	Leadership, Ethics, and Corporate Governance	BUS7032	3
4º Período Académico	Informational Technology for Managers	BUS7041	3
	Consumer Behavior	BUS7042	3
5º Período Académico	Doctoral Research Seminar I	BUS7051	6
6º Período Académico	Management Finance and Control	BUS7052	3
	Global Business Strategic Management	BUS7062	3
7º Período Académico	Doctoral Research Seminar II	BUS7061	6
8º Período Académico	Doctoral Research Seminar III	BUS7071	6
	Managing, Organizing, and Negotiating for Value	BUS7072	3
9º Período Académico	Coordinating and Managing Supply Chains	BUS7081	3
	Dissertation	BUS7082	6
11º Período Académico	*Continuing Dissertation Services	BUS7090	1

BUS7011 - Doctoral Program Orientation Seminar: This tailored introductory course serves as an entry point into the doctoral program. It also introduces the academic process from the perspective of a researcher who applies the scientific method. The course enables students to choose their research focus area and gain a clear understanding of the process of developing a doctoral dissertation.

BUS7012 - Financial Statement Analysis: Financial statement analysis is a key step in business analysis—the process of evaluating economic opportunities and the

company risks. This course covers analysis of a company's business environment, strategy, financial position, and performance. Business analysis is useful for a wide range of business decisions, such as investing in equity or debt securities, extending credit through short- or long-term loans, valuing a company for an initial public offering, and assessing restructurings, including mergers, acquisitions, and divestitures. A key focus will be how to incorporate environmental factors into financial statements to support the organization's management function and enable users to make economic decisions about environmental and social impacts on assets, liabilities, revenues, and expenses.

BUS7013 - Managerial Economics: This course provides a cross-functional framework for analyzing business problems, examining economic research, applying research insights to decision-making, and integrating strategy and organizational architecture to address the theory of business and environmental management. The course also emphasizes research on corporate policy, finance, accounting, marketing, information systems, operations, compensation, and human resources, as well as the interrelationships and coordination needed to run a business effectively. Finally, students will explore the theoretical foundations of choices in competition policy and evaluate the implications of business decisions and various regulations, to the extent they affect productivity and the overall performance of the private sector.

BUS7022 - Organizational Development and Design: This course examines how to drive organizational growth through planning, diagnosis, implementation, and evaluation of internal development interventions. It summarizes the processes, approaches, and strategies that work when managing changes to organizational structure. The course takes a close look at managing layoffs, divestitures, closures, and mergers and acquisitions. From there, students are able to explore sustainability research in greater depth by developing business management strategies.

BUS7021 - Research Methodology I: This course on research equips students with foundational knowledge and skills to design doctoral-level qualitative studies, including how to interpret data analysis. Students explore the nature of qualitative research; fieldwork strategies and the role of observation; theoretical approaches to qualitative inquiry; the importance of quality assurance; and ethical and legal considerations, as well as the implications of social change when conducting qualitative research and generating knowledge. Students use software tools to code data and to interpret and present findings. They apply and strengthen their knowledge and skills by developing a qualitative research plan. Project components include planning, ethics and research access, data collection and analysis, and the research report.

BUS7031 - Research Methodology II : This research course provides students with foundational knowledge and skills for designing doctoral-level quantitative research, including understanding data analysis and applying statistical concepts. Students examine complete quantitative research designs

appropriate statistics, the importance of quality assurance and ethical considerations, as well as the social-change implications of conducting quantitative research and generating knowledge. This course approaches statistics through a problem-solving lens, focusing on choosing the right statistical tests for a research design. Students use statistical software to extract relevant insights and to interpret and present results. Students will apply and strengthen their knowledge and skills by developing a quantitative research plan.

BUS7032 - Leadership, Ethics, and Corporate Governance: In this course, the analysis of the closely interconnected concepts of ethics, business, and leadership is emphasized as essential to securing competitive advantage and sustainability in today's organizations. Students will need to engage critically with the literature on authentic and spiritual leadership, as well as the study of corporate responsibility in both local and global contexts. This course examines the tough challenges contemporary leaders face and how they successfully navigate these complex situations within an ethical framework. The course highlights the importance of inspiring employees to consistently apply a responsible, sustainable approach to business conduct.

BUS7041 - Informational Technology for Managers: This course provides an up-to-date overview of how emerging technologies are reshaping the way organizations operate and compete. It covers high-profile topics such as social media, green information systems, business intelligence, and global examples spanning a wide range of issues. Students will examine IT governance, connectivity and its impact on public and private life, sustainability, enterprise social networks, and viral and social marketing.

BUS7042 - Consumer Behavior: This course examines the behavioral processes involved in market exchange between buyers and sellers, with an emphasis on managerial perspectives. It focuses on specific consumer behavior topics and how they apply in the marketplace. Current, relevant issues will be introduced, along with exercises that apply the material through a brief study. In addition to these exercises, application methods in this course include, after each topic, working through case studies based on relevant companies and networks.

BUS7051 - Doctoral Research Seminar I: This course has two goals: first, to immerse students in a close, in-depth reading of selected works that have had a significant impact on academia; and second, to use that reading and discussion as a springboard for generating ideas that support the development of a draft of their doctoral dissertation.

BUS7052 - Management Finance and Control: This course offers a comprehensive look at how organizations manage financial resources through capital formation, as well as asset management and planning. Students examine the complex accounting standards used to analyze and produce financial information in order to assess a company's economic position. Topics covered in this course include budget planning and controls, financial and risk analysis, and management decision-making. Students will also gain an understanding of external users of financial information, such as investors, customers, analysts, and financial media.

BUS7062 - Global Business Strategic Management: This course blends the classic industrial organization model with a resource-based approach, giving students a complete understanding of how companies use strategic management concepts to build a sustained competitive advantage. The course highlights the latest trends in strategic research and management through a strong global lens, using examples of leading companies to prepare students for the many high-stakes situations business leaders face today. One example is sustainable environmental responsibility, which plays a key role in identifying how climate change can affect a business, and how organizations can put strategic guidelines in place to manage risk and pursue opportunities.

BUS7061 - Doctoral Research Seminar II: This course supports students in further developing both quantitative and qualitative research methodologies, while also expanding their literature review. The final deliverable for this seminar is an initial draft of the research methodologies that will be further developed in the final dissertation.

BUS7071 - Doctoral Research Seminar III: This course covers both the theoretical and practical aspects of designing dissertation research and successfully defending that design before an evaluation panel. The purpose of the course is to support students throughout the doctoral dissertation process. The dissertation is expected to be an original research project that demonstrates the student's ability to conceive, plan, and carry out independent research under the guidance of their advisor and the dissertation committee. The committee as a whole addresses the various considerations related to the topic and methodology, but, ultimately, it is the student's sole responsibility to complete and report a body of work that is considered a meaningful contribution to knowledge in the applicable field through a peer-review process.

BUS7072 - Managing, Organizing, and Negotiating for Value: This course focuses on value creation. It emphasizes techniques that strengthen a manager's flexibility and originality in thinking, and it examines the approaches organizations use to build and sustain high levels of innovation in negotiation. The course explains the core elements of international business negotiations and explores how culture-specific expectations and practices shape business transactions. This course reinforces theory and research on effective negotiation strategies and provides a strong framework for creating value through the negotiation process with integrity. Students will also examine the critical knowledge and skills global business negotiators need to succeed.

BUS7081 - Coordinating and Managing Supply Chains: This course is built around case analysis and takes an in-depth look at supply chain challenges and development. Its focus is to provide an overview of managing the flow of materials and information across organizational boundaries, highlighting management challenges that arise across both functional and business lines. The course takes an end-to-end approach to the design, development, and delivery of products and information. It reviews core concepts, logistics, operational execution, and incentive alignment in supply chain management.

BUS7082 - Dissertation: The doctoral dissertation phase of the PhD program gives students the opportunity to become experts in a chosen topic by making an original contribution to research.

BUS7090 - *Continuing Dissertation Services: Additional support for students who need more time to complete their dissertation.