PRAIRIE VIEW A&M UNIVERSITY
COLLEGE OF BUSINESS

Doctor of Business Administration
Course Descriptions and Prescribed Sequence of Courses
Courses in the DBA Program

Classified Courses	Title
Research Methods Courses (4)	EDBA 7311 Research and Academic Writing Skills
	EDBA 7312 Applied Statistical Analysis I
	EDBA 7313 Qualitative Research Methods
	EDBA 7314 Applied Statistical Analysis II
Discipline-based Courses (8)	EDBA 7321 Applied Research in Accounting
	EDBA 7322 Finance Theory and Applications
	EDBA 7323 Information Systems Research
	EDBA 7324 Organizational Leadership Theory and Applications
	EDBA 7325 Strategic Business Analysis
	EDBA 7326 Business Analytics and Supply Chain
	EDBA 7327 Marketing Theory and Applications
	EDBA 7328 Global Economic Systems and Issues
Research Proposal Courses (2)	EDBA 7317 Dissertation Mini-Proposal I
	EDBA 7318 Dissertation Mini-Proposal II
Dissertation Courses (3)	EDBA 8691 Dissertation I
	EDBA 8692 Dissertation II
	EDBA 8693 Dissertation III

COURSE DESCRIPTIONS

Research Methods Courses (4 courses – 12 SCH)

EDBA 7311 - Research and Academic Writing Skills

This course is designed to assess various research methodologies commonly adopted by social researchers in conducting business research from the perspective of their research problems, strategies, domains, and technologies. In addition, students learn about the effective dissemination of their research findings in a written paper and presentation.

EDBA 7312 Applied Statistical Analysis I

This course focuses on enabling students to choose relevant statistical methods and implement them correctly in the course of collecting data and generating statistical inference. Major topics include sampling, estimation, hypothesis testing, simple and multiple regression models, residual analysis, time series modeling and others. Students gain proficiency in using statistics software, such as SPSS, SAS and others.

EDBA 7313 Qualitative Research Methods

This course is designed to help students develop an understanding of qualitative research methods and designs. Through the presentation of scholarly readings and research projects, the course explores a variety of qualitative research approaches, taking into account issues of epistemology (ways of knowing), methodology (ways of examining), and representation (ways of writing and reporting). In addition, the course provides a survey of the methodological literature on qualitative research methods paired with appropriate article exemplars. The course also covers a variety of different research strategies, including case studies, qualitative data collection and analysis techniques ethnography. In a nutshell, the course develops skills in designing, evaluating, and understanding qualitative research methods.

EDBA 7314 Applied Statistical Analysis II

This course explores advanced analytical techniques for data mining, analysis, and inference, focusing on multivariate statistical analysis. It covers various topics, including multivariate data exploration, multiple regression analysis, principal component analysis (PCA), cluster analysis, data classification, and structural equation modeling (SEM). Students work with data analytics software, such as SAS, R, and KNIME, and advance their understanding of analytical methods for dissertation research.

Discipline-Based Courses (8 courses – 24 SCH)

EDBA 7321 Applied Research in Accounting

This course discusses selected major topics in accounting, such as the role of accounting rules in capital markets, firm valuation, agency theory, behavior research in management accounting, and others.

EDBA 7322 Finance Theory and Applications

This course provides doctoral students with a theoretical and empirical foundation in finance, with a special emphasis on corporate finance. Topics of discussion include empirical research methods in finance, capital structure, payout policy, internal capital markets, financial risk management, financial distress and bankruptcy, financial markets and development, investment decision making, costs of capital and firm valuation, and liquidity management. Given specific econometric tools learned in the early part of the course and other research method courses, students are expected to generate ideas for their research agendas, evaluate the data and model identification techniques, and conduct in-depth independent research that contributes significantly to the understanding and advancing of the field.

EDBA 7323 Information Systems Research

This doctoral seminar is designed to provide students a broad introduction to key management, organizational, and behavioral research issues, theoretical perspectives, and challenges in contemporary topics of virtual environments, digitization, digital systems, and information technology. The course examines the major streams of theory and research in information management and information systems. Key areas in information systems research will be covered, such as strategic and economic perspectives of information management, adoption and diffusion theory, information technology and organizational design, and how research methods are employed in information systems research. Students will gain an understanding of what theory is and how to develop and evaluate theory in the area of information management and information systems

EDBA 7324 Organizational Leadership Theory and Applications

The globalization of the world economy has accelerated the pace of change in the business world highlighting the need for managers to develop effective leadership skills to manage and respond to changes. The course will present a comprehensive overview of leadership and management theories that have emerged over the years. It will enable students to analyze major theories and models of leadership. Leadership would be discussed at different levels, namely, individual level, team level and organizational level. Additionally, issues of ethics and organizational culture will be discussed along with concepts of strategic leadership. The course will help bring out the role of individuals as leaders, their ability to act as agents of change in organizations and help identify factors that are conducive to or are an impediment to organizational change.

EDBA 7325 Strategic Business Analysis

This course adopts an integrated approach to understand complex management strategies, which determine future organizational success. Students in the course are exposed to the broad range of academic and professional articles from the theoretical to the empirical and from the classic to the current. In addition, students analyze real-world cases by referring to related research findings and experiences that are shared in the class.

EDBA 7326 Business Analytics and Supply Chain

This course is designed to provide in-depth knowledge in data analytics, decision-making process & models for effective supply chain management. Topics include probability and statistics, data visualization, regression, data mining, optimization models, Monte Carlo simulation, and decision analysis. Considering the complexity of supply chain problems, a generalized research framework, case analysis – problem description – quantitative modeling – computational analysis – client presentation, will be used for business case studies. The knowledge learned in this class should help students identify opportunities in which business analytics can be used to improve supply chain performance.

EDBA 7327 Marketing Theory and Applications

Marketing's role is evolving in the new era, and executives are facing difficult strategic marketing decisions in an increasingly globalized, data-driven and market-driven environment. The course will go through the literature to present topics related to marketing's role within firms, customer relationship management, marketing strategies, and the impact of globalization and new media. Through readings, discussions and assignments, the course synthesizes extant academic findings with better marketing management practices.

EDBA 7328 Global Economic Systems and Issues

This course will explore various global economic issues and their potential to affect management decision-making. The course materials will focus on development and growth, international trade and finance, and micro and macro perspectives of the firm relating to the global economy. Topics include an overview of growth theories, history of globalization, international economic institutions, basic trade models, trade policies and controversies, balance of payments, exchange rates, economic integration, and international business environment in major U.S. export markets (including China, Mexico, and EU).

Research Proposal Courses (2 courses – 6 SCH)

EDBA 7317 Dissertation Mini-Proposal I

This course introduces theories and research methods in business to assist students in generating several research issues they have encountered in business practice. Feasibility of these issues is evaluated from the perspective of relevant theories and research methods and a few most likely research issues will be selected with relevant literature reviews.

EDBA 7318 Dissertation Mini-Proposal II

This course requires students to develop an applied research proposal by expanding their research prospectus in the prerequisite course, Foundations of Applied Research Prospectus. A student chooses his/her primary advisor. The proposal includes several necessary components, which will be part of a future dissertation, such as the identification of the research issue, expanded literature review, hypothesis development, and appropriate research methodology in consultation with the primary advisor. The research proposal will be presented before the course instructor, the primary advisor and colleagues.

Dissertation Courses (3 courses – 18 SCH)

EDBA 8691 Dissertation I

The dissertation phase of the DBA program takes place in three successive semesters for doctoral students to expand and execute a research proposal that was developed in Design of Applied Research Proposal. In Dissertation I, students make necessary changes to the research proposal based on the feedback from the dissertation committee (a primary and two secondary advisors) with respect to the significance of a problem to the business practice and knowledge advancement, supporting theories and concepts, the relevancy of methodology, the availability of data, and appropriate analytical skills to proceed with research topics. Students should develop viable research hypotheses or questions.

EDBA 8692 Dissertation II

Students conduct empirical investigations with respect to the research hypotheses or questions proposed with assistance from committee members regarding the sampling and data collection processes, analyzing data, statistical analyses, and others.

EDBA 8693 Dissertation III

Students produce preliminary drafts of their dissertations and receive feedback from their committee members and make a formal presentation of their dissertation in front of their committee members, faculty and students. If a student is not able to complete and defend his/her dissertation by the end of Dissertation III, he/she will continue to enroll in this course every regular semester.