



PRAIRIE VIEW
A&M UNIVERSITY



PVAMU DOCTOR OF BUSINESS ADMINISTRATION

Frequently Asked Questions

What is the nature of the DBA program?

By design, the Doctor of Business Administration (DBA) program is a non-traditional doctoral program for business executives and professionals. The DBA has been around for some time, along with the Ph.D. program. However, a DBA (some programs are referred to as an Executive DBA) is a program designed with the working professionals in mind, is a relatively recent innovation, with around 25 programs offered across the nation, but none located in Houston. The PVAMU DBA program will provide business executives in the Texas Triangle area (Houston, Austin, San Antonio, and Dallas/Ft. Worth) and elsewhere an opportunity to strengthen their research and analytical skills by earning an advanced management degree from an AACSB International accredited business program. The DBA curriculum includes cutting-edge concepts and theories in management taught by highly qualified faculty.

How does the DBA program compare with the traditional Ph.D. program in business?

The DBA program seeks to serve the educational and career development needs of executives and professionals. It differs from the traditional Ph.D. program in several ways. Unlike most traditional doctoral programs, this DBA is not a residential program and is designed for working adults who cannot take time off from work. The residential component is on weekends, once a month. The rest of the learning takes place online. The mode of delivery is "web-enhanced," where the faculty and students interact in multiple ways during the period between the weekends they attend in-person classes. Finally, for their dissertation research, students will be encouraged to select a subject of relevance to the business world, which will answer previously unsolved problems, generate new knowledge, and respond to the challenges faced by business executives. On the other hand, the traditional Ph.D. program is designed to prepare students who want to become full-time professors at universities, emphasizing developing new theories and conducting scholarly research. Accordingly, these students may not have much professional work experience.

How will the DBA program benefit those who earn the degree?

Graduates from the program may choose to return to the industry with enhanced research and analytical competencies giving them a distinct advantage over their peers, or they may choose to switch careers and assume teaching positions at community colleges and universities. These former executives-turned faculty members will bring their business and industry experience into the classroom or take leadership positions in administration in learning institutions.

Why should an executive or professional be interested in the DBA program offered by PVAMU?

The commitment and the cost of the program are considerable. Hence, only the very committed are expected to apply to the program and eventually graduate. The DBA will equip its graduates with an improved understanding of the rapidly evolving and complex business world. Graduates of the program will develop competencies to make intelligent data-driven business decisions under risk and uncertainty and solve complex problems at work, finding new innovative solutions. The program will admit business executives with significant professional and management experience and a Master's of Business Administration (MBA) or a related graduate degree. Beginning with a small cohort of about ten students, we expect the program will grow in the coming years with new cohorts of professionals admitted each fall semester.

Further, no other AACSCB accredited public university in Texas offers a comparable doctoral program for executives and professionals. Many senior managers and executives at large firms are interested in improving their professional competencies to remain current and competitive in their fields. Others may feel that an advanced research degree will advance their career in moving to the c-suite. More than 40 Fortune 500 corporations are headquartered in the Texas Triangle, including 19 in Houston and 24 in the Dallas/Fort Worth area. Moreover, after New York City, Greater Houston is home to the most Fortune 500 firms. PVAMU's new DBA program will provide educational opportunities to full-time professionals and executives who work for these businesses. Another segment of the population that may benefit from this program is those interested in a career change. Given PVAMU's reputation as one of the top minority-serving institutions, one that is accredited with the prestigious AACSB International, the new program is likely to attract many African American professionals and executives from across the nation. Given the once-a-month in-person residency requirement, students from across the country can fly in for a weekend.

How will graduates from the DBA program benefit from their degree, knowledge, and competencies to further their careers?

The business world is becoming increasingly complex from globalization, complex new technologies, and vast amounts of data. It is expected that the new skills will lead to promotion and higher compensation, and meaningful career change and enhancement. The DBA curriculum and teaching focus on independent research, cutting-edge interdisciplinary research tools, including those used in business analytics. The program graduates will gain new knowledge, skills, and confidence to conduct research and to understand research by others to help solve real-world problems.

What potential career paths can the DBA graduates follow if they wish to change their careers with the new degree?

Graduates of the program can opt to stay at their current jobs, expect a promotion and raise as executive scholars, use their enhanced skills in research and analytics to solve problems. They may use their new competencies to move to another organization in a leadership position. They may launch careers as entrepreneurs or management consultants. They may also use their degree to pivot to a new career in teaching, whether it is a community college or a university. There are thousands of jobs in the education sector, not only as professors but also as principals, school district administrators, deans, provosts, or presidents. There is an increased awareness that schools and higher education institutions must be managed by leaders who understand how to budget, read financials, and have business skills.

How are the DBA students expected to finance the program expenses (\$90,000 over three years)?

Total Program Costs: \$90,000 for the 3-year program
Approximately \$30,000 annually: \$1,500 per SCH | \$4,500 per 3 SCH | \$9,000 per 6 SCH
Based on Semester Credit Hours - Year 1: \$31,500 | Year 2: \$31,500 | Year 3: \$27,000

The DBA program is an investment and competitively priced for high-quality education and related expenses. However, we expect that many professionals and executives would recognize that the benefits of the degree far exceed the cost of time spent and tuition paid. Students can use their savings, or they may be eligible for federal student loans. Some employers may be willing to invest in their employees' tuition as a way to retain top talent. One study by Gilbreath Research found that about 55% of the survey respondents who are very interested in our DBA program believe that their employers will partially cover the cost of their investment in the new program.

Are scholarships available to the DBA students?

For each cohort, the amount of \$5,000 has been set aside for one or more competitive scholarships based on student emergency needs.

Are assistantships available to the DBA students?

Since the DBA students are expected to maintain their full-time position, neither research assistantship nor teaching assistantship is available to the DBA students. Nonetheless, if the DBA students would like to gain teaching experience and if appropriate courses are available, they may have an opportunity to teach courses in the third year while working on their dissertation.

How are the students, many of whom will be working adults, expected to complete the program?

Obviously, being employed full-time and going to school full-time are challenging propositions. It will take hard work and discipline over a number of years. However, the experience from other DBA programs shows that these challenges are not insurmountable. In fact, many are attracted to these programs precisely because of the intellectual challenge they pose. The once-a-month weekend residency certainly helps. The remote learning tools used effectively also save travel time. The small classes, the faculty mentors, and a dedicated set of core faculty all should help the committed doctoral students complete their degree in time.

What do we know about the DBA faculty?

The PVAMU College of Business has one of the best faculty among institutions of higher learning in Houston. Among the 50 faculty members, nearly 30 have earned their doctoral degrees from some of the best doctoral programs in the nation, including Rice, Vanderbilt, Illinois, Texas Tech, Penn State, and the University of Houston. Recently, the COB was ranked #80 among the top 500 Business Programs in the nation by the Social Science Research Network (SSRN), a prestigious platform for high-quality research from researchers across the country.

What do we know about the DBA curriculum?

The DBA curriculum will reflect the standards of doctoral business education established by AACSB International. The program's primary objective is to train experienced business executives and professionals to expand their competencies and knowledge base from a scholarly and analytical perspective. The program curriculum will consist of 60 semester credit hours (SCH) of coursework in 3 years, which will be divided into 42 SCH of coursework in required courses and 18 SCH of coursework in dissertation courses. The program curriculum will comprise a combination of research-based and discipline-based courses to provide students with advanced knowledge in business theories supported by various research methods whereby they become successful business leaders or qualified to transition to academia. Students in the program will learn theoretical and applied research methods to enable them to analyze systematically complex business problems to implement optimal solutions. Graduates of the program will be required to conduct and publish high-quality research extending the boundaries of management knowledge and share these innovative ideas with industry practitioners.

Why is PVAMU COB in a good position to offer the DBA program?

Since 2006, the PVAMU COB has been accredited with AACSB International, the top accrediting body for business schools. This "gold standard" for business school accreditation reflects the high quality of the program's faculty, their research orientation, and their commitment to student success. Since 2012, the College has successfully offered an Executive MBA (EMBA) in northwest Houston, attracting entrepreneurs and professionals from corporate America, including Fortune 500 and 100 companies.

**Thank you for your interest in the DBA program at
Prairie View A&M University.**

**For additional information, please contact us or
visit our website at www.pvamu.edu/dba**



**Doctor of
Business
Administration**

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