College Vidya.com
Chuno Apna Sahi

BIRCHWOOD UNIVERSITY

Authorized Counseling Partner
College Vidya
Chuno Apna Sahi

DBA

DOCTOR OF BUSINESS ADMINISTRATION

2 years to 3 years, depending on semester credit enrollment.

About College Vidya

At College Vidya, our mission is to assist students in making smart university choices as they navigate the online higher education landscape.
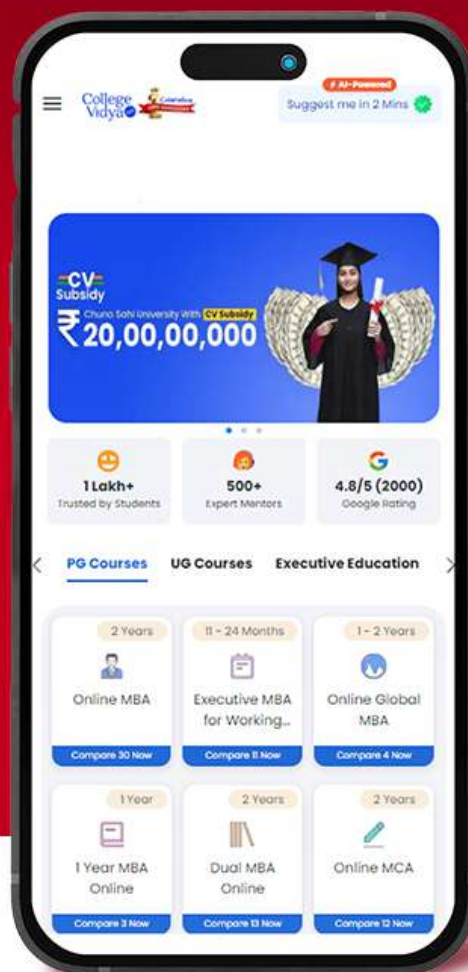
Our key pillars

- **Compare**
- **Counselling**
- **Community**
- **Career**

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1. Compare

With access to over 100+ online universities, our platform allows you to easily compare programs, tuition fees, course durations, and more, ensuring you find the perfect match for your educational needs.

2. Counselling

We provide free personalised counselling, guiding you through the selection process with expert advice tailored to your career aspirations and educational background.

3. Community

Join India's largest online community of learners, where you can connect with like-minded individuals, exchange insights, and receive support throughout your academic journey.

4. Career

After completing your education, College Vidya continues to support you through career services that include internship opportunities, job postings, and career development resources available on our platform.

Available on

GET IT ON **Google Play**

Download on the **App Store**

Toll Free

1800-420-5757

Program **Description:**

Birchwood welcomes high-achieving professionals to our comprehensive online Doctor of Business Administration program, which is tailored to the skills demanded by modern business leaders. The program is designed to enable professionals in leadership roles to think analytically and build problem-solving abilities alongside developing applied research skills. Our program is a strong suit for professionals seeking to attain a higher level of proficiency and command in business and management principles, both in theory and practice. Our graduating researchers will demonstrate mastery of leadership, communication, strategic thinking, diversity management, financial analysis, change management, and accountability skills necessary for successful managerial execution.

Birchwood's **DBA Program Focus**

- **Management Operations:** Work and perform in a changing global environment.
- **Entrepreneurship:** Develop and grow organizations.
- **Leadership:** Lead ethically in a multicultural environment.
- **Innovation:** Effectively manage resources and understand the choices of society, businesses, and government.
- **Technology:** Gather, organize, and report on information to stakeholders and use data in decision-making.
- **Strategy:** Effectively and ethically manage the resources of individuals, organizations, and communities.
- **International Global Practicum:** Immerse students in different cultures and apply their cumulative knowledge and skills in an international setting. This enables our students to work in group settings within a multicultural global society and apply theoretical frameworks in a consultative capacity, to solve real business issues and challenges. Participation in the field program is voluntary at no cost to students.
- **Research and Analysis:** Develop empirical research projects.
- **Teaching:** Develop the skills to become effective teachers.

Program **Objectives**

The Doctor of Business Administration is designed to include core managerial competencies, technological skills, and leadership skills needed in the global industry to work professionally in non-profit organizations, for profit firms, government, or engage in scholarly research and teaching.

Program **Goal in Brief**:

Goal 1: Research and Analytical Skills- Acquire skills in qualitative and quantitative research methods to add to the body of knowledge in academics and practice.

Goal 2: Strategic Leadership- Develop strategic thinking and leadership skills to address challenges and manage change.

Goal 3: Global Perspective- Acquire an understanding of global business trends to effectively manage in a variety of markets.

Goal 4: Academic and Business Impact- Contribute to research, influence industry practices, and solve business problems.

Goal 5: Innovation and Entrepreneurship- Use creative business solutions in the real world to encourage innovation and entrepreneurial growth.

360 Degree Career Support by College Vidya

The nuanced career support offered by College Vidya caters to the diverse needs of students pursuing online education, and meets their professional needs at each step of the way. Here are a few of the prominent career support provisions by College Vidya from which a student of online education can benefit:

1. Initial Career Counselling & Needs Analysis

Our expert counsellors assess the unique professional needs of the student before enrolment in a program, and guide them towards selecting the best course for their aspirations.

2. Resume-Building & Creation

Users and registered students on our platform reap the benefits of creating a strong and appealing resume that can enhance their chances of selection in professional ventures.

3. Professional Grooming through Industry Interactions

Our regular webinars, workshops and online interactions with industry experts on the exclusive CV community allow students to get immersive professional exposure to groom themselves and hone their professional competencies.

4. Access to the Exclusive CV Alumni Network

The CV community is an exclusive network wherein students enrolled through College Vidya can connect with other peers and alumni to network and form professional allies for career development.

5. Access to Over 24k+ Internships per Month

On the exclusive internship portal of College Vidya, enrolled students get access to over 24,000 fresh internships on a monthly basis and upskill themselves while pursuing this degree conveniently.

6. Placement Assistance through Exclusive CV Jobs Portal

We don't stop at providing professional training and opportunities to upskill–for us, ensuring a successful boost to the student's career is just as important. With the exclusive CV job portal, enrolled students of this degree can explore over 8000 jobs on a monthly basis to find the best fit for their career aspirations.

Course **Curriculum**

Course No.	Course Title	Credit Hours	Services
Prerequisite Courses 24 Credit			
MAN 7600	Managerial Valuation	3	(Online)
ECO 7610	Resource Economics	3	(Online)
MAR 7615	Digital Marketing	3	(Online)
BUS 7620	Business Analytics and Data Management	3	(Online)
ACC 7625	Managerial Accounting	3	(Online)
MAN 7630	Global Technology Management	3	(Online)
QUA 7635	Quantitative and Qualitative Research Design & Analysis	3	(Online)
MAN 7640	International Project Management	3	(Online)
Research Courses 9 Credit			
MAN 8645	Management of Innovative Technologies I	3	(Online)
MAN 8650	Management of Innovative Technologies II	3	(Online)
MAN 8655	Predictive & Risk Analysis	3	(Online)
Concentration 15 Credit			
Technological Transformation			
DAT 9660	Data Science Analytics	3	(Online)
TEC 9665	Technological Transformation Design and Leadership	3	(Online)
TEC 9670	Advanced Effective Technologies	3	(Online)
TEC 9675	Global Technology Cybersecurity	3	(Online)
LED 9680	Strategic Leadership	3	(Online)
Dissertation Courses 12 Credit			
DIS 9800	Dissertation Development I	3	(Online)
DIS 9810	Dissertation Development II	3	(Online)
DIS 9820	Dissertation Development III	3	(Online)
DIS 9830	Dissertation Defense	3	(Online)
TOTAL:		**60**	

Course **Description**

MAN 7600 Managerial Valuation – 3 Credit Hours

This course emphasizes furnishing students with a robust comprehension, both theoretically and practically, of the fundamental tools utilized in equity valuation and stock selection. Valuation methodologies covered comprise dividend discount models, cash flow models, and valuation based on multiples.

ECO 7610 Resource Economics – 3 Credit Hours

In this course, students will learn advanced techniques of micro and macroeconomic analysis applicable to business decisions. Students are expected to apply economic concepts, theories, and tools to solve business challenges. The course consists of several core topics, including Financial packages and their practical and legal grounds, Market Structure, Resource allocations and pricing, Competitive application of managerial strategy and public policy, market power, Government regulation and business firm's optimal responses.

MAR 7615 Digital Marketing – 3 Credit Hours

This module introduces students to advanced digital marketing concepts. Core topics include Introduction to Digital Marketing, Search Engine Optimization (SEO), Introduction to Advanced Integrated Marketing Communications (IMC), Social Media Marketing (SMM), Paid Advertising (PPC, social media advertising, display advertising), Content Strategy, Content Marketing, Web Analytics, E-mail Marketing, Digital Marketing Strategy and Planning, Ethics, Privacy, and Legal Considerations, and Emerging Trends in Digital Marketing (Integration of AI and Big Data). As a key assessment, students will develop an original digital marketing plan for a product or service.

BUS 7620 Business Analytics and Data Management – 3 Credit Hours

This module explores the Data Science basics and the application of business analysis. Students will understand the uses and applications of data analysis for business, whether in the search for effective results, predicting situations, or making more assertive decisions, through Business Intelligence, Big Data, Data Mining, Data Warehouse, and data collection. The course will also address issues related to data protection in companies and organizations.

ACC 7625 Managerial Accounting – 3 Credit Hours

This module delves into the accounting procedures fundamentals and the various use cases of accounting information, covering several core topics, including Recording transactions, Control, cost, and analysis of inventories, Liquid assets- Controlling and reporting, measuring and reporting long operating assets current and contingent liabilities, time value of money, Long term Debts Accounting, installment notes payable; Owner's equity: analysis and reporting, balance sheets and cash flow statements, and Corporate Income tax managing

and accounting. Students also learn the legal and tax benefits of corporations, proprietorships, and partnerships.

MAN 7630 Global Technology Management – 3 Credit Hours

In this module, the focus is on the essential aspects of managing technology in a global context. Important topics include an Introduction to Global Technology Management, International Technology Trends Analysis, and Cross-Border Technology Adoption. Students will explore Managing Global IT Infrastructure, Digital Transformation in a Global Context, and the development of Technology Strategies for Multinational Companies. The course also covers Cybersecurity Concerns in Global scenarios, Global Technology Sourcing and Supply Chain Management, Technology and Global Regulatory Compliance, and Technology Risk Management in Global Operations, with a focus on practical challenges in Global Technology Adoption and Implementation.

QUA 7635 Quantitative and Qualitative Research Design and Analysis – 3 Credit Hours

Theoretical, managerial, and hands-on approaches to the study of research and design. The module introduces students to the variety of tools and techniques used in soliciting, evaluating and communicating information for problem-solving purposes. The course will look at different types of research processes; how to write a research proposal; create and implement design strategies; gather and evaluate data, and then present the results to appropriate audiences. There will be a strong emphasis on statistical skills and analytic techniques.

MAN 7640 International Project Management – 3 Credit Hours

This module on International Project Management covers key aspects of managing projects in global environments. Topics include international project management, cross-border team management, cultural differences, global project planning, risk management, and resource complexities. The course also addresses project scope, timelines, budgeting, and communication strategies, with a focus on maintaining efficiency, compliance, and alignment with business goals. Through case studies, students will gain practical insights into managing large-scale global projects. The outcome is the development of a comprehensive international project management plan, applying strategic project management principles for a global initiative.

Research Courses 9 Credit

MAN 8645 Management of Innovative Technologies I – 3 Credit Hours

This course content seeks the presentation and detailed contextualization of business strategy-related aspects, business rules, and management, allowing the development and expansion of thought and innovation implementation for companies and businesses. The content has been packaged from the perspective of competitive advantage, which will result in creating leaders ready for all the varied challenges on the job.

MAN 8650 Management of Innovative Technologies II – 3 Credit Hours

The course presents the basis of innovation, its characteristics, instruments, concepts, and actions of management innovation with the support of disruptive technologies. This content is based on open innovation in business management processes using disruptive technologies as support. Students will understand the leading disruptive technologies used in management and creation in the corporate area, with case studies of disruptive technology's usage in the direction of organizations and companies' innovation.

MAN 8655 Predictive & Risk Analysis – 3 Credit Hours

The Predictive & Risk Analysis course offers a comprehensive exploration of methodologies and tools used to anticipate future outcomes and manage risks effectively across various domains. This course blends theoretical foundations with practical applications to equip participants with the skills needed to make informed decisions in uncertain environments.

Concentration 15 Credit

DAT 9660 Data Science Analytics – 3 Credit Hours

Data Science and Analytics module in this program covers core and advanced topics in data science analytics with special focus on hands-on learning. Core topics include Data Collection, Cleaning, Visualization, Descriptive Analytics, and Predictive Modeling (e.g., Regression, Clustering, and Classification). Advanced topics cover Machine Learning, Deep Learning, NLP, Big Data and tools like Python, R, SQL, Tableau, Power BI, Hadoop, Spark, and Kafka. The course also addresses Data Ethics and Governance. Students gain practical experience in analyzing complex data and applying data-driven decision-making. It will help the students in producing actionable insights from data analysis to inform strategic business decisions, demonstrating the application of advanced analytics tools and methodologies.

TEC 9665 Technological Transformation Design and Leadership – 3 Credit Hours

This course is designed to equip students with the knowledge and skills necessary to lead organizations through the process of technological transformation. The rapidly evolving technological landscape today has necessitated businesses and institutions to be adaptable to stay competitive and relevant. This course provides a comprehensive understanding of the principles, strategies, and tools essential for orchestrating successful technological transformations.

Students will explore various aspects of technological transformation, including the identification of emerging technologies, assessment of organizational readiness, formulation of transformational strategies, and implementation of change management initiatives. The course will delve into case studies, real-world examples, and best practices from industry leaders to illustrate effective approaches to technological transformation.

Throughout the course, students will engage in interactive discussions, case analyses, group exercises, and hands-on projects to apply theoretical concepts to real-world scenarios. By the end of the course, students will be equipped with the knowledge and leadership capabilities to effectively lead technological transformations within their organizations and drive sustainable success in an increasingly digital world.

TEC 9670 Advanced Effective Technologies – 3 Credit Hours

This course intends to broaden students' vision of the future of technology applied to the business world and other areas of society, through the Planning and implementation of new technologies. Studies on Generative AI, Digital Twins, Computational Vision, Internet of Things (IoT), Robotics, Blockchain, Metaverse, Cloud Computing, Edge Computing, Quantum Computing, Cybersecurity, Prompt Engineering, Low Code, No-Code, Technologies in support of ESG, Internet of Bodies (IOB), Cognitive Computing and Singularity. Case studies in applying new technologies in business and other areas of society.

TEC 9675 Global Technology Cybersecurity – 3 Credit Hours

Students will gain comprehensive knowledge involving the internet, web servers, cryptography, the OSI model, data privacy, and security measures. The curriculum delves into essential topics such as cyberspace, cyber threats, cyberattacks, the dark web, darknet, social engineering, vulnerabilities, bugs, viruses, and Trojans.

LED 9680 Strategic Leadership – 3 Credit Hours

This course offers a platform for students to delve into the nuances of leadership. The course covers everything from fundamentals to future trends. It explores classic and contemporary leadership theories, the dynamics between leaders and followers, ethical and values issues, emotional intelligence, psychological influence, adaptive leadership, diversity and inclusion, global leadership, technology, and digital leadership. The course aims to equip students with a comprehensive understanding of the interactions between managers and followers, enabling them to lead ethically, innovatively, and effectively in organizational or social contexts.

Dissertation Courses 12 Credit

DIS 9800 Dissertation Development I – 3 Credit Hours

Research as a basic element in the training process needs to be socialized and incorporated in all stages of curriculum development, in this sense it is necessary to put it into practice from the different epistemological positions. Hence, this subject focuses its efforts on explaining research as a concept, which supports its progress in scientific knowledge, methods, approaches, and paradigms.

DIS 9810 Dissertation Development II – 3 Credit Hours

The development of theoretical and practical content to successfully approach a problem requires total immersion of the researcher because this phase of the process is the basis of what is intended to be built. A good approach generates the questions that will be formulated at the beginning and answered at the end of the study. Additionally, it will derive the general objective or initial purpose, which is systematized in the specificity to answer what is asked as the initial premise. Of course, it is essential to carry out the corresponding delimitation to determine limits and scope. In this sense, the objective of the subject is to formulate a research problem, specifying the objectives/purposes that direct the processes, the justification, and delimitation.

DIS 9820 Dissertation Development III - 3 Credit Hours

In this module, we will be working with the state-of-the-art investigation, beginning with the background check, based on its importance, which is focused on avoiding duplication of work, as well as similar investigation procedures. Similarly, the structure of the theoretical framework, the system of variables or categorical matrix, with its respective operationalization or categorization, as appropriate, is reviewed. The intent is to acquaint students with the theoretical construction of the study conducted.

DIS 9830 Research Thesis/ Dissertation Defense: 3 Credit Hours

In this course, students defend the methodology of research design, the gathering of research data, the analysis of the research findings, and the conclusions derived from their research.

Admission **Requirements**

Candidates are eligible for admission in the Doctor of Business Administration (DBA) program by satisfying the below admissions criteria:
A completed application is required.

- Master's degree in business, information technology, management, organizational-related studies or closely related field earned from a regionally accredited college or university with an earned Grade Point Average (GPA) of 3.00 or above.
- Work experience in government service, NGOs, for-profit firms, and non-profit organizations.
- Submission and evaluation of graduate school applications, including; undergraduate and master academic transcripts and resumes.
- Personal Interview of the candidate as determined by the Program Director.
- Applicants must submit an essay as to how earning the DBA degree would advance their knowledge and contribute to their career goals.
- Transfer students must supply their high school transcripts and previous college or university transcripts.
- A copy of a valid identity proof issued by the government
- Any document(s) not in English must be accompanied by a certified translated copy.
- Payment of Admission Fee

GMAT/GRE Scores are not mandatory, however, students seeking scholarships may be required to produce their scores.

College Vidya Learning Experience

Quality education lies at the heart of College Vidya's vision of empowering students of online education. We provide support to our enrolled students on every step of the way to ensure a seamless and comprehensive learning experience. Here is a glimpse of how learning with College Vidya looks like!

01. Expert Academic Counselling

We provide personalised academic and career counselling to students by certified counsellors who are experienced in the fields of academic counselling and guidance and put in their insights to steer your career journey in the right direction.

02. Regular Skill-Building Webinars

To ensure that students learn and build their skills-set beyond academics in an industry-relevant fashion, we arrange regular skill-building sessions with industry experts and academicians on our exclusive CV community. Webinars, peer and industry interactions etc. in various disciplines are common in the CV learning community as we believe that learning is endless!

03. 24x7 Dedicated Mentor for All Your Queries

We understand that academic excellence requires consistent support and guidance, especially in an online course, staying in touch with guides and peers is additionally tough. So, post-admission in the course through College Vidya, we assign you a dedicated mentor who is available to clarify all your queries, guide and support you through your journey of learning and form a connecting bridge between you and your online university!

04. Financial Aid for Students

Our financial aids for students including low-interest educational loans are available to ensure democratic access to educational resources. With ensuring equity in mind, we provide students with educational loans and similar financial aid including scholarship cashbacks for them to afford their further education.

05. Pre & Post-Admission Support

Students enrolled through College Vidya experience the benefits of our pre-admission support (academic counselling in course selection, support and guidance in enrollment procedures, financial aid for applying to course etc.) and post-admission services (dedicated mentorship, LMS support, access to CV alumni network, internship and placement support etc.).

06. Peer-Based Learning with CV Community

Learning is facilitated when shared through experiences. Believing in the same motto, we provide an exclusive platform to all our enrolled students to connect, network and interact with their peers across universities to enhance learning, hold question-answer sessions, organise clubs based on interests and so on.

What Our Learners
Have to Say

"College Vidya provides you with safe and valid online course choices. All the universities listed here are premium, UGC-DEB recognised institutions. The platform provides a series of services that you can enjoy."

"I stumbled upon this website while searching for educational guidance, and it turned out to be a hidden gem! The website's resources and articles are incredibly helpful, and the counsellors are helpful and friendly. I am grateful for the assistance provided."

"I can't thank this website enough for the positive impact it had on my educational choices. The counselling sessions were enlightening and the guidance I received felt pretty well-aligned with my own goals and expectations."

"College Vidya's help with job and placement not only got me into the university I wanted, but it also helped me get my dream job right after college, which started me on the path to a great career. Their steadfast support didn't end when I got in; they were there for me the whole time, giving me advice and tools to help me do well."

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