



WESTCLIFF
UNIVERSITY
Educate. Inspire. Empower.



DOCTOR OF BUSINESS ADMINISTRATION

About the University

Westcliff University was established to provide quality education for students wishing to enter the fast-growing fields of Business and Education. Westcliff University, which received its initial approval with the Bureau for Private Postsecondary Education in 1993, offers various programs in the College of Business and the College of Education. Westcliff University's curriculum consists of graduate and undergraduate degree programs in business and education as well as other certificate programs.

While some schools only teach theoretical concepts, Westcliff University prepares students for the practical and theoretical elements required in the job market today. Westcliff University offers full-time working students a chance to enroll in innovative online and hybrid distance education courses that are convenient and affordable.



About the Programme

Pursuing DBA is often a pathway to promotion or a career change as you'll gain professional reputation in the overview of critical business practices and develop skills in various areas.

Westcliff University's Doctor of Business Administration (DBA) program is tailored specifically for working adults. You get to learn how to apply theory to real-life through professional business cases, advance your leadership and teaching potential, and most importantly, be creative and innovative with an entrepreneurial mindset.

Study Mode: eLearning

Duration: 36 months

Programme Structure

This pathway consists of 1 stage with 15 modules: Successful completion of 15 modules plus a Project Report, students receive the Degree of Doctor of Business Administration from Westcliff University, US.

1st Year (18 Credit Hours)

BUS 710	Finance for Managers
BUS 715	Global Economics
BUS 720	Marketing Strategy & Consumer Behavior
BUS 725	Business Intelligence & Information Systems
BUS 730	Management Strategy for Performance
BUS 735	Leading Change

2nd Year (18 Credit Hours)

BUS 740	Global Business Initiatives
BUS 745	Corporate Social Responsibility
BUS 755	Strategic Planning & Implementation
BUS 760	Creative Solutions Leadership
BUS 765	Management of Technological Innovation
BUS 780	Organizational Development

3rd Year (24 Credit Hours)

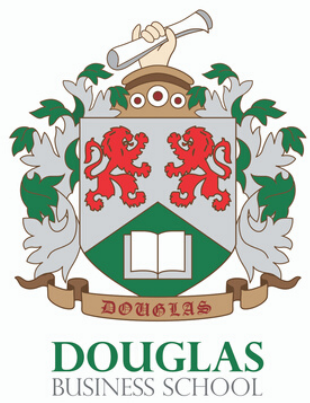
BUS 770a	Quantitative & Qualitative Analysis I*
BUS 775	Transformation & Execution Strategies*
BUS 770b	Quantitative & Qualitative Analysis II**
BUS 785	Dissertation Final Project Block 1**
DOCTORAL COMPREHENSIVE EXAM	
BUS 790	Dissertation Final Project Block 2
BUS 795	Dissertation Final Project Block 3



Entry Requirements

- Applicants must be holders of a Master's degree in any discipline. The University may consider entry into a Doctoral program based on life and work experiences including non-degree qualifications should the applicant satisfy the University that he or she has the ability and experience to pursue the course of study.
- Applicants may be required to provide evidence of written language competence, English or Chinese, that matches academic writing requirements of the Doctoral degree.





DOUGLAS
BUSINESS SCHOOL



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