PROGRAM OUTLINE

FOR THE FOLLOWING PROGRAMS ONLY: Occupational Associate Degree and Higher

INSTITUTION DATA

Name: Key West University
ID# 5988

PROGRAM DATA

Program Title: Business Administration
Credential Issued: DBA (Doctor of Business Administration)

Program Delivery: Campus Online Correspondence Other
If other, give a short description

Program Length
Semester Hours: 60 Quarter Hours:

General Education Hours (See Minimum Requirements Below):

*Minimum General Education Component:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Semester</th>
<th>Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>OAD/AAS</td>
<td>9</td>
<td>14</td>
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<tr>
<td>AA</td>
<td>36</td>
<td>54</td>
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<tr>
<td>AS</td>
<td>15</td>
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<tr>
<td>BA</td>
<td>45</td>
<td>67.5</td>
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<tr>
<td>BS</td>
<td>30</td>
<td>45</td>
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</table>

(The duration of a Bachelor Degree Program shall be a minimum of 120 semester credit hours, 180-quarter credit hours, or the recognized clock hour equivalent. A student transferring into the institution with an Associate Degree totaling 60-credit hours, will combine these Associate credit hours with the Bachelor credit hours to meet the minimum total stated above.)

ENTRANCE/ADMISSION REQUIREMENTS:

(Programs of four hundred fifty (450) or more clock hours or the credit hour equivalent shall administer a basic skills examination to each student who enrolls, unless the student has provided evidence of a high school graduation diploma, general equivalency diploma, or its equivalent.)

Students seeking admission must be at least 18 years of age to enroll. In addition, the following requirements must be met. Supporting documentation must be submitted to the admissions department.

- MBA or Master’s degree in a business-related field. Applicants must provide a copy of their diploma and related transcripts. If the diploma was issued in a language other than English, a certified translated copy of the diploma and transcripts must be provided.
- All students are required to submit a personal statement (500-750 words), describing their career goals, and explaining how they believe studying in KWU’s DBA program will support them in achieving this goal.
- At least 5 years of professional work experience
- Copy of resume
- Two letters of recommendation
- If English is not the applicant’s native language of instruction, applicants must submit one of the following as proof of meeting English language requirements for entry into the DBA program:
  - Score of 530 or higher on the TOEFL paper-based test (PBT), or 71 or higher on the Internet Based Test (iBT).
  - Score of 6.5 or higher on the International English Language Test (IELTS) also fully meet language requirements for admission into this program.
  - Evidence that the student completed at least 30 hours of Masters level work at an accredited institution of higher education, where the language of instruction was English.
  - If the student is not able to provide proof of 1 of the above, the university will administer its own exam to test that the applicant’s proficiency in English is of sufficient level to complete this program of study. This will include a written examination, in addition to an oral interview conducted in English, which will take place either at the premises of KWU or via a web meeting.

PROGRAM OBJECTIVE:
The DBA program is a professional doctorate program. The objective of the program is to integrate business theory and practice, while enabling students to conduct applied research in areas that are relevant in today's fast changing business environment. In addition to developing a strong understanding of the theoretical underpinning of business disciplines, program participants will develop advanced analytical and research skills, that are in high-demand in numerous sectors of the economy. The KWU D.B.A. program offers participants the opportunity to complete specializations in International Business Management or Entrepreneurship. Students who successfully complete the DBA program will be equipped to work in senior level roles in business. DBA graduates typically pursue career paths in management consulting. Others chose to become entrepreneurs or apply their new knowledge and expertise to benefit the companies and organizations where they currently work.

Successful completion of the KWU DBA Program also provides graduates with the necessary credentials to obtain teaching, research or administrative positions in institutions of higher education. Focused and tailored individualized career planning services are available to all KWU DBA students, further assisting program participants and alumni to increase their value in today’s competitive labor market.

**PROGRAM DESCRIPTION:**

The KWU DBA Program encompasses 60 credit hours and takes approximately three years to complete. The DBA is a professional program offered fully online, enabling participants to complete their studies while being employed.

The program consists of three main components. This includes core courses designed to enhance participants’ knowledge of contemporary business issues and build research and analytical skills. Upon completion of core courses, students may opt to specialize in either International Business Management or Entrepreneurship. The final stage of the doctoral program involves the student completing a literature review and writing a dissertation under the supervision of an experienced faculty mentor.

Students may take a minimum of 3 years and a maximum of 8 years to complete the DBA program of study.
### PROGRAM BREAKDOWN BY COURSE

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Clock Hours (If Applicable)</th>
<th>Services (If Applicable)</th>
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<tbody>
<tr>
<td>NOTE: If a bachelor degree program entrance requirement is to transfer having earned an associate degree, enter the transfer of credit here.</td>
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<tr>
<td><strong>Core Requirements</strong></td>
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<tr>
<td>Bus701</td>
<td>Advanced Management Theory</td>
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<tr>
<td>Bus702</td>
<td>Ethical Issues in Business Management</td>
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<td></td>
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<tr>
<td>Bus703</td>
<td>Quantitate Methods for Applied Business Research</td>
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<tr>
<td>Bus704</td>
<td>Qualitative Methods for Applied Business Research</td>
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<tr>
<td>Bus705</td>
<td>Management of Organizational Change</td>
<td>3</td>
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<td>Bus706</td>
<td>Leadership Issues in the 21st Century</td>
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<tr>
<td>Bus707</td>
<td>Strategic Decision-Making &amp; Problem-solving</td>
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<tr>
<td>Bus708</td>
<td>Managerial Consulting Methods</td>
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<tr>
<td><strong>Specialization Course Requirements</strong></td>
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<tr>
<td><strong>Specialization in International Business Management</strong></td>
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<td>Bus709</td>
<td>Cross-Cultural Business Management</td>
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<td>Bus710</td>
<td>International Finance</td>
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<td>Bus711</td>
<td>Global E-Commerce</td>
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<td>Bus712</td>
<td>International Logistics &amp; Supply Chain Management</td>
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<td>Bus713</td>
<td>International Project Management</td>
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<td>Bus714</td>
<td>International Human Resources Management</td>
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<td><strong>Specialization in Entrepreneurship</strong></td>
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<td>Bus715</td>
<td>Entrepreneurship</td>
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<td>Bus716</td>
<td>Financing Entrepreneurial Ventures</td>
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<td>Bus717</td>
<td>Social Entrepreneurship</td>
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<td>Bus718</td>
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<td>Bus719</td>
<td>Managing Innovation in Mature Organizations</td>
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<td>Bus720</td>
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<td>Writing the Defensible Doctoral Dissertation</td>
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<td>Bus722</td>
<td>Doctoral Dissertation Literature Review</td>
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<td>Bus723</td>
<td>Defensible Doctoral Dissertation Completion</td>
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<td><strong>TOTAL:</strong></td>
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</table>
Program Title: Doctor of Business Administration (D.B.A.)  
ID #: 5988

<table>
<thead>
<tr>
<th>Equipment Item</th>
<th>Brief Description Of Equipment</th>
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<tbody>
<tr>
<td>Online Learning Platform</td>
<td>Moodle online web based learning platform</td>
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<tr>
<td>Online Library System</td>
<td>LIRN E-Library system</td>
</tr>
</tbody>
</table>

**TEXTBOOKS/LEARNING RESOURCES:**

1. **Bus701 Advanced Management Theory:**

2. **Business 702 Ethical Issues in Business Management:**

3. **Bus703 Quantitative Methods for Applied Business Research:**
   - SPSS software package

4. **Bus704 Qualitative Methods for Applied Business Research:**

5. **Bus705 Management of Organizational Change:**


7. Bus707 Strategic Decision-Making & Problem-solving:


8. Bus708 Managerial Consulting Methods:


9. Bus709 Cross-Cultural Business Management:


Bus710 International Finance:

Bus711 Global E-Commerce:

Bus712 Global Logistics & Supply Chain Management:

Bus713 International Project Management:

Bus714 International Human Resources Management:

**Bus715 Entrepreneurship:**


**Bus716 Financing Entrepreneurial Ventures:**


**Bus717 Social Entrepreneurship:**

- Zahra, S. A., Rawhouser, H. N., Bhave, N., Neubaum, D. O. and Hayton, J. C. (2008), Globalization of

Bus718 Entrepreneurial Marketing:

Bus719 Managing Innovation in Mature Organizations:

Bus720 Small Business Management:

- Research proposal guidelines and templates
- Dissertation guidelines and templates