

# Doctor of Business Administration

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PROGRAM DURATION

**36 Months**

PROGRAM CREDITS

**60 Credit Hours**





## About **Acacia University**

Acacia University, Arizona, US, stands as a symbol of regeneration, perseverance, and integrity and is on a mission to make learning a long-lasting, invigorating experience.

Acacia's origin dates back to 2003 when Educational Cyberconnections, Inc. began a partnership with the Commission on International and Trans-Regional Accreditation (CITA) to provide onsite training to CITA schools in Egypt, Pakistan, United Emirates, and China. This training created a demand for additional and continuing training that resulted in establishing an onsite and online program under the title of CITA Teacher Certification Program. Then in 2005, Power-Ed and CITA developed and delivered a web-based curriculum (24 credits) that could be delivered via the Internet throughout the world. The school became the American Graduate School of Education and the name change to Acacia University was approved by the State Board for Private Postsecondary Education - State of Arizona on May 11, 2012, effective June 1, 2011.

Acacia University provides accessible, quality education to a multi-cultural, global learning community through online/distance learning. As technology advances and students look for greater flexibility and accessibility with education, Acacia utilizes the capabilities of digital pedagogies to create new experiences and services.

Designed by educators to envisage the possibilities of the learner's career, the programs offered by Acacia are affordable, convenient, supportive, and relevant.

Acacia University envisions a change by empowering learners to expand their abilities, revive their passion in their respective fields, and develop their capacities for new roles. Acacia commits to provide unparalleled learning standards by delivering the highest quality programs through smart, innovative forms of learning.

Acacia redefines education and helps learners realize their full potential, propelling them into excellence by delivering education through innovative forms of online learning.

# Why Acacia University?

Acacia University, a pioneer in distance learning since its founding in 2003, consistently meets the needs of professionals whose geographic, professional, or personal time constraints may potentially limit success at traditional brick-and-mortar schools. Acacia University provides quality educational opportunities for learners:

- Affordability
- Convenience
- Practicality
- Qualified Professors
- Cohorts and Learning Communities
- Applicability
- Accredited: Distance Education Accrediting Commission (DEAC) ensures that the institution meets a recognized set of standards in distance education

## Mission

Acacia University's mission is to develop creative, innovative ideas amongst learners, and deploy contemporary technology to develop relevant learning models that are scalable, accessible, and affordable, with a focus on developing ethical, principled world leaders who can change the world.

## Vision

Acacia University's name reflects our belief of life-long learning. The symbol and name of the acacia as the "tree of knowledge," embodies our ongoing commitment to provide unparalleled standards and vehicles for learning. Acacia is committed to delivering educational programs of the highest quality through innovative forms of distance learning. Our vision is to empower people through access to high quality education that is affordable and flexible beyond boundaries.

## Core Values



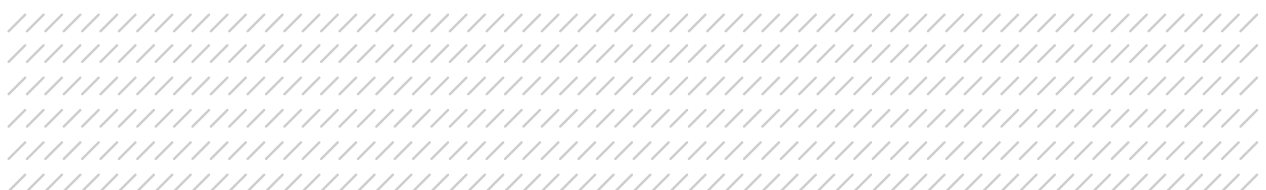
Excellence in teaching/learning by offering a high-quality and student-focused education



Organizational integrity by operating with the highest ethical standards



Diversity and civility by supporting multicultural understanding and maintaining respect for all learners and staff





# Accreditation and Licensure

## DEAC



Acacia University is recognized by the Distance Education Accrediting Commission (DEAC) as an accredited online University, and adheres to all DEAC Standards and Code of Ethics.

## CHEA



The Distance Education Accrediting Commission is recognized by the Council for Higher Education Accreditation (CHEA).

Acacia University filed with Arizona's Secretary of State and applied for a degree-granting license in the State of Arizona in September 2007. Approval was granted on February 28, 2008.

## AZPPSE



Acacia University is licensed in the State of Arizona by the Arizona State Board for Private Postsecondary Education (AZPPSE). Acacia provides high quality remotely delivered certification and degree programs to learners from around the world.

## AZ SARA



Acacia University is a member of the Arizona State Authorization Reciprocity Agreement Council (AZ SARA), which provides inter-institutional recognition of distance-education course credits among member institutions.

## WICHE



Arizona institutions in AZ SARA are automatically members of the regional interstate higher education compact organization, the Western Interstate Commission for Higher Education (WICHE). Member States in WICHE are Alaska, Arizona, Colorado, Idaho, Indiana, Louisiana, Montana, Nebraska, Nevada, North Dakota, Oregon, South Dakota, Virginia, Washington, and West Virginia. This broad network provides ready transferability of credits among member institutions, allowing ease of movement of students within the network.

## NC SARA



Acacia University is a member of the State Authorization Reciprocity Agreement (SARA) and is authorized to provide distance education to students in any SARA member state.

SARA membership makes it easier for students to take online courses offered by postsecondary institutions based in another state. Full information about the benefits of SARA to students is available online at <http://www.nc-sara.org/what-are-student-benefits>. The following state is not a member of SARA: California.

# DOCTOR OF BUSINESS ADMINISTRATION

The Doctor of Business Administration (DBA) program is an advanced degree designed for experienced professionals who wish to expand their leadership skills and significantly contribute to academia and industry. The program typically lasts three years and includes rigorous coursework and a research component, culminating in a doctoral dissertation. The program's focus on developing scholar practitioners is a unique feature that sets it apart from other postgraduate programs. The DBA program is aimed at individuals with extensive managerial or executive experience and covers core business disciplines such as strategy, leadership, and organizational behavior. Participants can also specialize in finance, marketing, or entrepreneurship.

The program is committed to developing scholar-practitioners who can engage with theoretical frameworks and apply this knowledge to design and implement innovative, research-based strategies. The academic rigor of the DBA program is unparalleled. Participants will delve into their fields' latest research, theories, and practices. They will also be able to conduct their research and contribute to the body of knowledge in their respective fields. The program fosters effective leadership in diverse professional settings, and its graduates are well-equipped to take on leadership roles in academia, industry, and beyond. In conclusion, the DBA program is a rigorous program that equips experienced professionals with the skills and knowledge they need to make significant contributions to their fields.

The program's focus on developing scholar-practitioners sets it apart from other doctoral programs, and its graduates are well-prepared to take on leadership roles and positively impact academia, industry, and beyond.

## Admission Eligibility and Requirements

- 01 > Applicants must have successfully completed a master's degree from an accredited college or university. The degree must be verified on an original transcript duly signed and certified by the Registrar or other responsible officer of the awarding institution directly to Acacia University. Mail or secure electronic delivery is accepted. Applicants submitting transcripts from non-US institutions may be required to have their transcript evaluated by a National Association of Credential Evaluation Services (NACES) member agency.

There is no minimum GPA required for admission to Doctoral study, but superior academic performance in courses related to the intended field of study is highly desirable. Demonstrated improvement in academic performance over time is also desirable.

- 02 > Applicants must currently hold or have held a professional position or be otherwise actively engaged in work that relates to the intended field of study.





- 03 > Essay – A personal statement, between three and five hundred (300-500) words that discusses: your reasons for pursuing the doctorate; your career goals; how the doctorate would help you meet career goals; and prior experiences which relate to your interest in, and aptitude for this program.
- 04 > Applicants whose first language is not English and who do not have a master's degree from a university in which instruction is conducted in English must provide evidence of English proficiency. The following are accepted exams and minimum scores required for admission:
- 65 on the paper-delivered Test of English as a Foreign Language (TOEFL PBT), or 80 on the Internet Based Test (iBT)
  - 6.5 on the International English Language Test (IELTS)
  - 58 on the Pearson Test of English Academic Score Report
  - 105 on the Duolingo English Test
  - 55 on the 4-skill Michigan English Test (MET)
  - 650/LP on the Michigan Examination for the Certificate of Competency in English (ECCE)
  - 650/LP on the Michigan Examination for the Certificate of Proficiency in English (ECPE)
- 05 > An online interview – Not mandatory and will only be scheduled if considered necessary by the doctoral committee as part of the admissions process and requirements.

## Program Goal

The DBA is a 60-credit program designed for graduate-level students seeking the tools to exercise transformational leadership into their organizations and into the lives whom they encounter. The DBA transcends the basic skills to master the world of business and commerce. It provides a springboard for engagement that will bring benefit to a broad circle of influence. Holders of the Acacia DBA will have the emotional maturity and intellectual depth to make a profound and long-lasting contribution to the common good, whatever field they choose to enter.

The goal of the program is to foster dynamic leaders who will infuse their style and experience into their organizations, supporting the learning process among direct reports and all employees.



## PROGRAM LEARNING OUTCOME

The DBA program equips students with interdisciplinary skills to analyze real-world business challenges. It emphasizes leadership, strategic planning, and effective communication to navigate complex environments and drive positive impact through informed decision-making and strategic leadership.

- Apply comprehensive, integrated knowledge of core principles of business management, marketing, finance, and technology principles to analyze current real-world business challenges.
- Conduct ethical, innovative, academic research to evaluate practical business performance, management, and organizational issues and situations.
- Employ integrated knowledge of leadership, strategic planning, business management, ethics, and global trends to develop approaches that innovate practice and performance in business.
- Communicate research findings, business analyses, evaluations, strategic plans, and proposals to advance global change in the profession.

## Tuition

At Acacia, we believe that a topnotch education should be affordable. Everyone deserves access to a quality education at a reasonable price. We can consistently streamline our operations as an exclusively online school to provide the best value to our students.

Low-cost does not, however, imply low-quality. Our tuition strategy makes it possible to provide students with a cost-effective way to earn a quality degree.

Program Fee	: <b>\$12000</b>
Cost per Credit	: <b>\$200</b>
Application Fee	: <b>\$75</b>
Graduation Fee	: <b>\$100</b>

Acacia University's tuition is calculated as a cost per unit of credit. Students will get an enrollment agreement indicating the entire tuition cost of the program for which they applied after their application has been evaluated and accepted.





## COURSES

- BMB700D Organizational Management
- BMB701D Global Economy and Finance
- BMB702D Technology and Innovation Management
- BMB703D Strategic Planning and Implementation
- BMB704D International Marketing Management
- BMB705D Business Sustainability Management
- BMB706D Leadership Theory and Practice
- BMB707D Designing Economic Business Strategies
- BMB708D Business Analytics
- BMB709D Corporate Ethics and Leadership
- BMB710D Critical Thinking for Doctoral Research
- BMB711D Supply Chain and Logistics Management
- BMB712D Strategic Change Management
- BMB713D Operations and Project Management
- BMB714D Business Research Methods
- BMB715D Dissertation 1 (Proposal)
- BMB716D Dissertation 2 (Defense)



## Program Structure

### BMB700D Organizational Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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Understanding the strategies and implications of managing people, performance, and organizational processes. This course investigates the role of human resource practices and their impact on employee performance. With an emphasis on the function of control, it also examines managerial strategies for creating and implementing processes designed to align with business objectives and improve efficiency and effectiveness in organizations. It also examines technology and process management in organizations experiencing restructuring.

### BMB701D Global Economy and Finance

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course provides a thorough exploration of the intricate financial dimensions inherent in the real world of international finance and business. Students will learn to examine the relationship between exchange rates and international trade, including the effects of exchange rate fluctuations on imports, exports, trade balances, and multinational firms' risk management methods. They will also utilize integrated knowledge to analyze effective risk management methods for firms functioning in volatile global marketplaces.

### BMB702D Technology and Innovation Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This interdisciplinary course examines the key factors, strategies, and tools for developing, implementing, and managing technology and innovation in the dynamic business environment. Students will gain an understanding of the alignment between technology and business as well as leveraging technology for a competitive edge. The course also explores the role of leaders and technology catalysts for innovation within organizations.

### BMB703D Strategic Planning and Implementation

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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This course examines the key factors and practices involved in developing and implementing effective organizational strategic plans. Students will gain an understanding of the importance of the mission and vision statements as well as the environmental analysis. The course also explores best practices for setting goals and creating strategies. Students will examine the process for strategic planning and develop a comprehensive strategic plan with an implementation chart.

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## BMB704D International Marketing Management

Prerequisite/s

none

Credits

3

Course Length

8 weeks

This course provides a comprehensive overview of the fundamental principles, strategies, and trends in marketing products and services internationally. It addresses the changing nature of marketing in a digital world and the dynamics of managing marketing activities across diverse cultures, regulatory environments, and economic systems. Students will explore how to expand product lines and brands in international markets. Real-world cases will provide an applied understanding of international marketing management.

## BMB705D Business Sustainability Management

Prerequisite/s

none

Credits

3

Course Length

8 weeks

This course addresses building a case for sustainability and implementing practices to improve the well-being of an organization for future generations. Students will explore best practices in sustainable business practices to promote economic prosperity, social well-being, and environmental stewardship. Among the topics addressed are frameworks and models of sustainability, stakeholder engagement, corporate social responsibility, and sustainable supply chain management.

## BMB706D Leadership Theory and Practice

Prerequisite/s

none

Credits

3

Course Length

8 weeks

This course presents an overview of leadership history, theories, and best practices derived from the evolution of leadership/management thought (1900 to the present). It compares and contrasts varying leadership theories and how they apply to today's global environment as a contingent/context-specific process emphasizing the relationships found between leaders, followers, and the organization. Students study the leader's role within an organization, the process of leadership, motivation, and how followers respond to effective/ineffective leadership. Students explore the reasons for organizational failure and will undergo a self-assessment through the creation of a development plan.

## BMB707D Designing Economic Business Strategies

Prerequisite/s

none

Credits

3

Course Length

8 weeks

This course provides an understanding of approaches, tools, and methods in theory and practice for developing sound economic business strategies. The course includes key tools for creating, refining, and optimizing strategy while considering horizontal and vertical integration and boundaries. The course addresses competition within an industry and competitive advantage. Students will learn methods and tools for economic business strategies, such as value chain analysis, and five forces analysis to apply in the profession.

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## BMB708D Business Analytics

Prerequisite/s none

Credits 3

Course Length 8 weeks

This course provides an overview of basic concepts, tools, and techniques on business analytics. The focus will be on how various analytical techniques can be used to analyze and understand business issues in areas such as marketing, finance, and management, and how to use data to make decisions more strategically.

## BMB709D Corporate Ethics and Leadership

Prerequisite/s none

Credits 3

Course Length 8 weeks

This course prepares students to recognize and address the wide range of ethical challenges within a corporate setting. Using real-world examples and case studies, students will develop knowledge and cultivate leadership skills for creating a culture of accountability, trust, and ethical behavior for an organization. The course also examines the role of the leader in managing corporate social responsibility and contributing to organizational success.

## BMB710D Critical Thinking for Doctoral Research

Prerequisite/s none

Credits 3

Course Length 8 weeks

This course provides an overview of the research process and basic statistical analysis with a focus on critical thinking and how to use it to enhance the effectiveness of the design of research studies, the selection of appropriate data analysis techniques, and the interpretation of the results of various data analyses. Students will analyze and critique different types of research studies and develop a comprehensive plan for a research study in their area of interest.

## BMB711D Supply Chain and Logistics Management

Prerequisite/s none

Credits 3

Course Length 8 weeks

This course presents an overview of the supply chain, logistics, and key sub-system interaction in the processes. The course examines the challenges of working on global and digitally enabled processes. Students study supply chain roles within an enterprise, the required coordination between processes and IT systems, the organization, the governance, and the KPIs required for effective management.

## BMB712D Strategic Change Management

Prerequisite/s none

Credits 3

Course Length 8 weeks

This course provides a comprehensive understanding of the key factors, frameworks, processes, and best practices to effectively navigate and lead organizational transformation. The course examines the concepts, theories, and processes for strategically examining, implementing, and managing change within organizations. Students will learn how to analyze the need for change, establish goals, develop and implement strategic change initiatives, manage resistance, and monitor the process. A focus on fostering an adaptive culture and adjusting to dynamic environments is emphasized.

## BMB713D Operations and Project Management

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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Operations managers are accountable for the effective implementation of strategies as well as for the tactical execution of the business activities of the organization, leading to the achievement of financial, operational, and environmental goals, as well as for overall customer satisfaction.

## BMB714D Business Research Methods

Prerequisite/s	none	Credits	3	Course Length	8 weeks
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The course Business Research Methods is designed to provide students with a comprehensive understanding of the research methodologies and techniques used in the field of business. It aims to equip students with the necessary skills to conduct effective research and make informed decisions in a business context.

## BMB715D Dissertation 1 (Proposal)

Prerequisite/s	BMB714D, Comprehensive Examination		
Credits	6	Course Length	16 weeks

Dissertation 1 is designed to guide students in the Doctor of Business Administration program through the initial phases of the dissertation journey. The course focuses on the development of the defense and equips students with the essential skills and knowledge to formulate a rigorous research proposal and defend it before a committee. Students will engage in a systematic process to explore relevant literature and design a research project relevant to their selected dissertation topic.

## BMB716D Dissertation 2 (Defense)

Prerequisite/s	BMB715D	Credits	9	Course Length	24 weeks
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This course guides the doctoral candidate through the final stages of the dissertation process. Building on the foundational knowledge acquired in the Dissertation 1 class, this course addresses obtaining Institutional Review Board (IRB) approval, completing the manuscript, preparing for and delivering a successful oral defense presentation, and understanding the copyright application process.



# Embrace the Journey to Excellence



**Acacia  
University**  
ARIZONA

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