DBA AREAS OF CONCENTRATION

In order to graduate with a concentration, students must take four (4) courses as indicated below under each concentration.

Business Information and Data Analytics	**Strategic Leadership in the 21st Century**
Information Technology	**Applied Computer Science**

Business Information and Data Analytics (STEM)

The D.B.A. Concentration in Business Intelligence & Data Analytics (BIDA) prepares business executives with the knowledge and acumen to solve complex business problems, enabling organizations to remain competitive in the 21st-century globalized economy. Through the use of data analytics and Business Intelligence (BI) tools, doctoral students gain valuable insights about customers, competitors, internal operations, and external variables that influence organizational strategy, and enhance their ability to make better strategic decisions. Doctoral students in this concentration analyze business data with the specific intent to improve the efficiency and effectiveness of business operations while becoming fastidious about future predictions and strategic implementation. Students develop a strong foundation in executive analytics using critical business intelligence tools such as artificial intelligence (AI), predictive and prescriptive analytics, and decision support systems.

Course Code & Title	Credit Hours
BUS 800 Foundations in Analytics for Executives	**3 credit hours**
BUS 801 BI, Analytics, & Decision Support	**3 credit hours**
BUS 802 Time Series & Predictive Analysis for Business	**3 credit hours**
BUS 803 Artificial Intelligence & Prescriptive Analytics*	**3 credit hours**
BUS 804 Operations & Supply Chain Management*	**3 credit hours**

*Students select either BUS 803 or BUS804 to fulfill the concentration

Strategic Leadership in the 21st Century

Expectations are high for the changes this decade is likely to bring to the workplace. Leadership influencers are forecasting challenges that leaders will face as a new level of workplace transformation continues to be shaped by accelerating technology changes, increasing consumer expectations, and hyper-connectivity. The goal of this concentration is to prepare students to meet these challenges by introducing the concepts of Artificial Intelligence (AI), Work Culture, Employee Experience, Data, Change, Analytics, Diversity, Productivity, Automation, and Well-Being.

Course Code & Title	Credit Hours
BUS 810 Building Positive Relationships in a Multigenerational Workforce	**3 credit hours**
BUS 811 Emotional Intelligence in Transformational Leadership	**3 credit hours**
BUS 812 Emerging Technology for Effective Leadership	**3 credit hours**
BUS 813 Boundary Spanning Leadership	**3 credit hours**
BUS 814 Global Leadership	**3 credit hours**

*Students select any four of these five courses to fulfill the concentration

Information Technology (STEM)

The D.B.A. Concentration in Information Technology (IT) prepares business & IT executives with the knowledge and acumen to solve complex business and IT problems, manage IT initiatives, ensure digital assets security, and have the expertise to implement governance and management of the enterprise IT infrastructure. Doctoral students will gain valuable insights into the strategic frameworks needed to sustain competitive advantage through the use of IT and other emerging technologies. This concentration has its design roots in the Project Management Institute (PMI) guide to the Body of Knowledge (PMBOK), and the Information Systems Audit and Control Association (ISACA) accepted Information Systems Knowledge and Practice platform.

Course Code & Title	Credit Hours
BUS 820 Business Intelligence & Information Systems	**3 credit hours**
BUS 821 Management Information Systems & Advanced IT	**3 credit hours**
BUS 822 Information Technology Project & Portfolio Management	**3 credit hours**
BUS 823 Governance of Enterprise IT Initiatives	**3 credit hours**

Applied Computer Science (STEM)

The D.B.A. Concentration in Applied Computer Science (CS) prepares doctoral students with the knowledge and acumen to lead computer science and software initiatives that incorporate relevant, current, and emerging technologies for the purpose of sustaining competitive advantage in a computer science framework. This exciting concentration delves into software engineering concepts, Business Intelligence (BI), analytical tools to support organizational decisions, software security design principles, and examines the virtual world of Human Computer Interaction (HCI).

Course Code & Title	Credit Hours
BUS 801 BI, Analytics, & Decision Support	**3 credit hours**
BUS 830 Software Engineering Concepts	**3 credit hours**
BUS 831 Security in Software Design & Development	**3 credit hours**
BUS 832 Human Computer Interaction (HCI) Design	**3 credit hours**