UNIVERSITY OF DALLAS

Satish & Yasmin Gupta College of Business
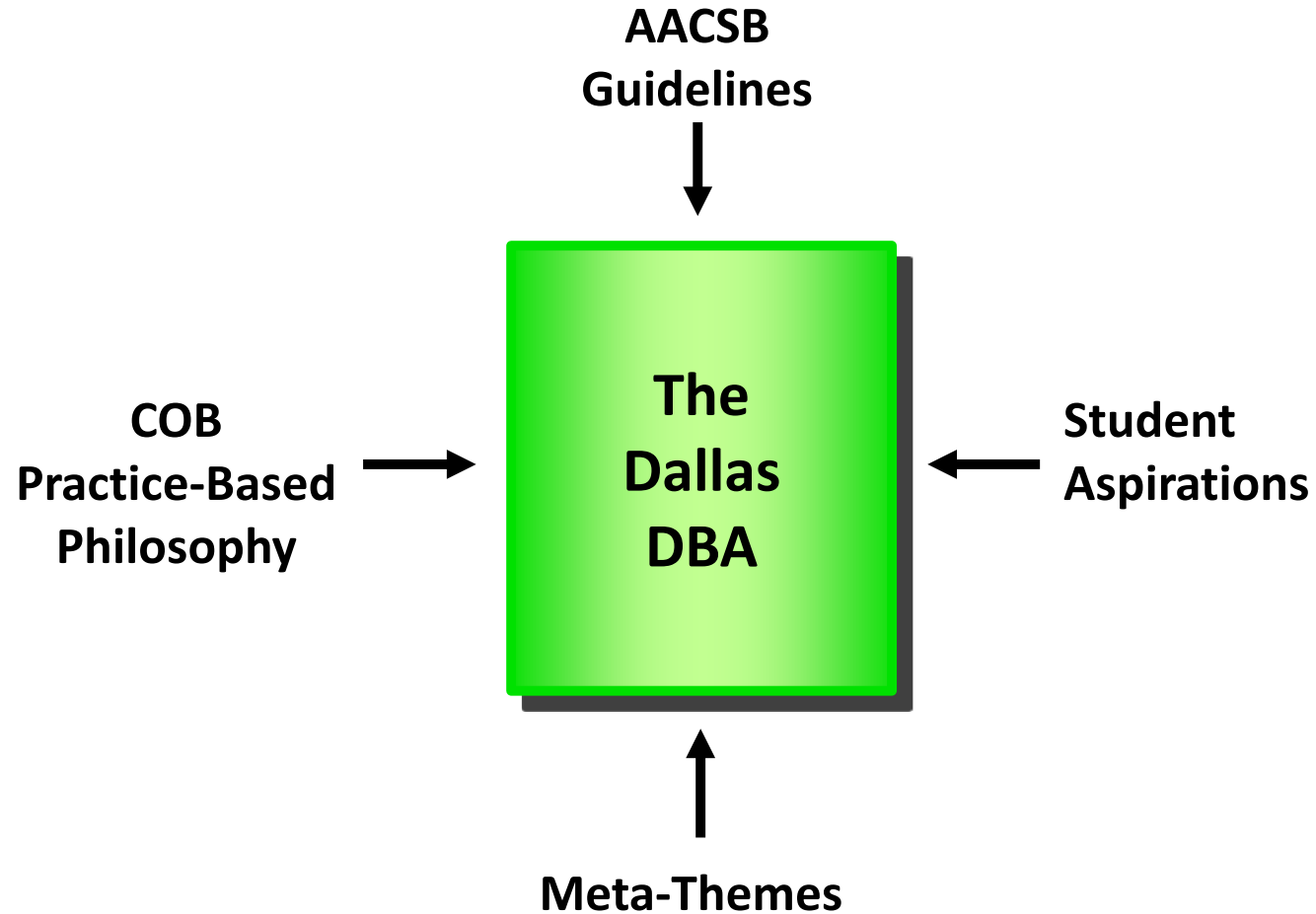
DBA Program

J.Lee Whittington, Ph.D.

The Gupta DBA Curriculum: *Designed to Meet a Variety of Student Aspirations*

Professional Goals

Career Achievement

Teaching

Forces Impacting the
Design of the DBA Curriculum

AACSB Guidelines

COB Practice-Based Philosophy

The Dallas DBA

Student Aspirations

Meta-Themes

DBA Curriculum: *AACSB Standards*

- **Innovation**: focus on quality of education and supporting functions. Standards are demanding yet realistic thresholds that challenge educators to innovate as well as pursue continuous improvement.

- **Impact**: Focus on outcomes and processes rather than primarily on inputs.

- **Engagement**: Preparation of students for meaningful professional, societal, and personal lives.

DBA Curriculum: *AACSB Standards*

The **DBA** is a ***Professional Doctorate*** (as defined in new AACSB Standards):

"In addition to the general skill areas and additional learning experiences for specialized master's degrees, professional doctoral degrees normally include learning experiences in the following areas:

- Understanding the scholarly literature **across a range of business and management disciplines**

- ***Understanding of managerial and organizational contexts*** for area of specialization

- Conducting ***rigorous research for application to practice*** in the specified discipline

- ***Preparation for careers applying research to practice*** or

- ***Preparation for teaching responsibilities in higher education*** (for those students who expect to enter teaching careers)

- The professional doctorate is distinguished from the *Research Doctorate.*

DBA Curriculum:
Meta-Themes

- **Empowering employees through values**

- **Engaging customers as individuals**

- **Amplifying Innovation with partnerships**

Source: IBM CEO Study 2012

DBA Curriculum:
Student Aspirations

For *those who plan to remain in industry*:

- **Equipped to use an evidence-based approach to dealing with adaptive challenges**

- **Ability to identify emerging trends**

- **Understand the implications of those trends for developing innovative strategic organizational responses**

For *those who plan to teach*:

- **Teaching assignments may be broad**

- **Teaching assignments may be at the undergraduate or graduate levels**

- **May be asked to teach outside of focus area**

DBA Curriculum:
Internal Perspectives

➢ **We prepare students to be principled and moral leaders.**

➢ **We prepare students to be competent and responsible managers.**

➢ **We are scholar-practitioners who deliver practice-based education and scholarship.**

➢ **We believe that rigor and relevance are not mutually exclusive.**

The DBA is an *Applied Research Degree*

Research Methods courses should be based on a *how-to approach*.

- Designing Applied Research: Choices and Trade-offs
- Craft of Research and Writing
- Diagnosing Managerial and Organizational Problems
- Quantitative Methods
- Qualitative Methods
- Integrate Methods Topics throughout the Curriculum

The Dallas DBA
Curriculum Overview

	Scholarly Literature	Managerial & Organizational Contexts	Rigorous Applied Research
Empowering Employees through Values	• The Engagement Factor • Leadership & Followership • Agile Organizations		• Designing Applied Research • The Craft of Research and Writing • Applied Statistical Analysis • Qualitative Methods for Diagnosis and Assessment
Engaging Customers as Individuals	• Strategic Perspectives • Customer Driven Innovation • The Global Imperative		
Amplifying Innovation with Partnership	• Emerging Technologies • The Sustainable Enterprise		
Becoming a Scholar Practitioner			
Doctoral Colloquium			
DBA Dissertation: An Independent Applied Research Study			

The Dallas DBA:
Program Format

- Hybrid Format that blends on-line content with residency weekends
- Residency weekends throughout the year
  - Once per month Friday/Saturday
- Two years of class with two classes per term
- One year (last year) of dissertation
- Cohort, lock-step curriculum

The Gupta DBA Program: Foundational Principles

"We will do this with integrity."

➢ *We will tell students up-front what the degree will and won't do for them.*

➢ *We will not be a degree mill.*

The Satish & Yasmin Gupta College of Business:
We are *Scholar-Practitioners*

We are committed to the idea that

relevance and rigor are not mutually exclusive.

- The faculty of the Satish & Yasmin Gupta College of Business are scholar-practitioners who **span the boundary** between the academy and practice.
- This provides a **unique synergy** among our teaching, scholarship, and service.
- Our engagement with local organizations keeps us **sharp as a practitioners** while also keeping us **relevant** in the class room.
- Our consulting work continues to create opportunities to collect data for our research projects.
- **We apply rigorous research methods to investigate real organizational and managerial** problems.

We are **Scholar-Practitioners** who are developing the **next generation** of scholar-practitioners through our DBA Program.

"We are Scholar-Practitioners who are developing the *next gener*ation of scholar-practitioners."

- In the first two years of the DBA Program, our students have had **33** papers presented at conferences or accepted for publication.

- Presentations at National and International Conferences, including:
  - *Academy of International Business*
  - *Academy of Management*
  - *EDBAC Conference on Engaged Management Scholarship*
  - *Midwestern Academy of Management*
  - *Southwestern Academy of Management*
  - *Western Academy of Management*

DBA Program

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