**Program Details**

**Program Description**

The goal of the Doctor of Business Administration at Atlantis University, as a coursework based professional doctorate, is to further develop the competencies of practicing management and business professionals and to equip them with the capability to make leadership contributions to their own organizations, wider industries and communities. The DBA will be predominantly offered face-to-face with structured support for all coursework and the dissertation.

The program will enable graduates to develop rigorous, in-depth, analytical and self-reflective skills well beyond the MBA or other Master of Business level. The DBA will also equip business executives with tools to undertake significant applied research in order to perform in an increasingly competitive global business environment. The curriculum offers successful candidates a highly customized program including further advanced postgraduate study beyond that achieved in an MBA.

Atlantis University’s M.B.A. graduates may be able to transfer credits to the D.B.A. program.

Note: To be eligible to apply credit toward these doctoral programs, students must have earned a B or better in the applicable master’s courses within the last 10 years and be in good standing with the university. All transfer of credit is granted after formal review by Atlantis University’s Office of Admissions.

**Program Objectives**

The Doctor of Business Administration (DBA) program is designed for professionals who want to further their career with the most advanced business degree program Atlantis University offers.

1. The Doctor of Business Administration (DBA) program is designed for professionals who want to further their career with the most advanced business degree program Atlantis University offers.
2. To build on students core knowledge of business, acquired through earlier studies and work experience, enabling them to gain knowledge and expertise in new aspects of business.
3. To enable students to acquire skills in research, enabling them to evaluate the research of others in the field and to translate acquired knowledge quickly into practice in ways that facilitate business growth.
4. To enable students, through their applied project dissertation, to acquire new knowledge in a chosen area of business typically relevant to their host firm and their own career objectives, leading to an improved understanding of how to manage an organization effectively in a global and rapidly changing environment.
5. To give students the skills and standing to contribute to the development of the global economy in an ethical, environmentally aware and socially responsible way through their professional practice.

★ What is the Atlantis University Doctor of Business Administration?

The Doctor of Business Administration (DBA) is a collaboration between experienced business professionals and distinguished academicians to produce original research of real significance to business and professional practice. It is the highest expression of business/education partnership, and is undertaken within internationally recognized rigor and direct relevance of a professional doctorate. The DBA is offered in a blended format, using on-line and video conferencing sessions both in synchrony and asynchrony.

★ Who shall pursue a Doctorate Degree in Business Administration (DBA)?

The DBA is designed for business executives and academicians that already have a level of professional expertise and reputation in their field. It will enable you to extend your knowledge and experience in order to achieve a comprehensive understanding of a specific business issue and to make a significant contribution to the research and business practice in the area.

★ What to expect after a pursuing the Atlantis University DBA?

You will develop specialist, recognized expertise that will influence your standing in the business and professional community internationally. An expertise that will lead you to the frontiers of knowledge within your particular domain and allow you to create knowledge that is both rigorous and relevant.

★ What specializations (Majors) are available?

In general, students will be able to design with the program director an area of specialization either based on a sector or industry (i.e. Health Care), or a particular knowledge discipline (Human Resources or Marketing). Atlantis is currently offering two majors that entail 3 courses and 10.5 credits: Family Business and Management of Private Healthcare Organizations. We can provide guidance about what specialization to pursue and provide some options for reading courses if applicable.
### DOCTOR OF BUSINESS ADMINISTRATION

#### Program Breakdown by Course

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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>DDBA801</td>
<td>Quantitative &amp; Qualitative Research Methodologies for Managerial Decision-making</td>
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<tr>
<td>DDBA810</td>
<td>Multivariate Statistical Analysis</td>
</tr>
<tr>
<td>DDBA820</td>
<td>Global Management Trends</td>
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<tr>
<td>DDBA830</td>
<td>Strategic Use of Information and Communications Technologies</td>
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<td>DDBA850</td>
<td>International Marketing</td>
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<td>DDBA881</td>
<td>Internationalization of SMEs</td>
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<td>DDBA883</td>
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<td>DDBA891</td>
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<td>DDBA893</td>
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Doctor of Business Administration

1) Entrance / Admission Requirements:

As required by the Commission for Independent Education, students pursuing a Doctoral Degree Program at ATLANTIS UNIVERSITY must successfully complete a minimum of 60 semester credit hours beyond the Bachelor's level in specific business administration curriculum.

In order to qualify for admission to the Doctor of Business Administration Degree Program, students must:

1. Complete enrollment agreement for the Doctor of Business Administration Degree Program and Complete in-person interview.
2. Formal resume indicating education and complete work history.
3. Hold an MBA, a Master Degree or equivalent credential conferred by an institution of postsecondary education and provide official transcripts. Documents from non-English speaking countries must be translated into English. Official transcripts and any other documentation must be forwarded directly to the school by the granting institution.
4. Acceptable postsecondary institutions of education include:
   a) Institutions accredited by an accrediting agency recognized by the U.S. Department of Education or the Council for Higher Education Accreditation, or
   b) Institutions recognized by the Department / Ministry of Education of the country where the institution is in operation.
5. A Master Degree in business is not a requirement; qualified students with Master Degrees from different backgrounds are encouraged to apply. Admission decision is based on a combination of a student's graduate academic performance, relevant professional experience, and letters of recommendation.
6. A minimum of 24 Semester Credit Hours minimally at the graduate level.
7. 5 years full-time relevant work experience recommended.
8. The Doctor of Business Administration Degree Program is taught in English and/or Spanish. Class starts vary depending upon the language of instruction. Evidence of English proficiency is required if a student’s primary language is not English and is applying for the Doctoral Degree Program taught in English. The applicant must take the Test of English as a Foreign Language (TOEFL). A minimum TOEFL score of 500 must be achieved on the written format or 173 on the computer version. TOEFL scores will be sent from ETS/TOEFL to the campus at the request of the student. Fees for having test scores sent to the campus by the TOEFL testing office range from $17 to $29 and are paid for by the student. The institution will assist students in expediting this process. Also, the institution maintains a list of Prometric centers/testing sites where the TOEFL is administered in the area. Please see the admissions department for more information.
9. Official transcripts and any other documentation must be forwarded directly to the University by the granting institution.

Additional General Requirements for Doctorate Degree Programs

A bachelor degree with first or second class honors (or equivalents), a master degree from a nationally or internationally accredit institution, plus at least five years of relevant managerial or other professional experience, plus