

# Doctor of Business Administration Program in Business and Hospitality Management

## Plan 2.1

### (1) Program Structure

The program requires at least 60 credits comprising the following:

- A. Area-specific Courses 4 courses (24 credits)
- B. Dissertation (36 credits)
- C. Intensive Seminar for Doctoral Professional Experience (non-credited)

### (2) Program Details

#### A. Area-specific Courses 4 courses (24 credits)

##### *Core Courses 3 courses*

- 32902 Advance Business Research Methodology and Econometrics
- 32905 Research and Theory in Marketing, Finance and Accounting, and Hospitality
- 32906 Analysis and Advanced Theory in Marketing, Finance and Accounting, and Hospitality

##### *Area-specific Courses 1 course choose from the following:*

##### **Major: Marketing**

- 32907 Seminar on Research Issues Related to Marketing

##### **Major: Finance and Accounting**

- 32908 Seminar on Research Issues Related to Finance and Accounting

##### **Major: Service**

- 32909 Seminar on Research Issues Related to Hospitality

#### B. Dissertation (36 credits)

- 32998 Dissertation

#### C. Intensive Seminar for Doctoral Professional Experience (non-credited)

- 32999 Doctoral Professional Experience in Business and Hospitality Management\*

This intensive seminar provides training to enhance students' experience.

The training will be evaluated, but no credit will be assigned.

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**Note:** \* Students must enroll in this seminar in the last semester before graduation only.

**Last updated: 14-August-2019**