

# Business Administration, D.B.A.

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## Degree Offered

- Doctor of Business Administration

## Nature of the Program

The Doctorate of Business Administration (DBA) program at WVU offers experienced business professionals a pathway to explore academia, consulting, and advanced professional positions. With a focus on research, in-depth exposure to business literature, and a supportive environment through faculty guidance and mentorship, a comprehensive learning experience is provided to our students. The online delivery of the program allows students to seamlessly maintain momentum in their career while pursuing their doctoral degree. Additionally, **optional** on-campus residences are available to further enrich your educational journey.

The DBA program is built on three foundational areas:

### 1. Core and Research Methodology

Students will receive intensive instruction in research methods and statistics, laying the groundwork for conducting empirical research of the highest caliber.

### 2. Areas of Emphasis

The DBA program offers four Areas of Emphasis: Accounting, Economics, Management, and Marketing. These areas provide students with in-depth knowledge and expertise in crucial aspects of business. Program AoEs tailor the degree to suit students' interests and set them up with a diverse skill set, empowering them to excel in a wide range of professional settings and contribute significantly to the business world.

### 3. Research and Dissertation

Under the guidance of the student's faculty mentor, students will have the opportunity to put their research skills into practice. This stage of the program will allow students to engage in meaningful and impactful research aimed at solving real-world problems within the industry.

## Program Overview

The DBA program has been meticulously designed to provide you with a strong foundation in research, an in-depth exposure to business literature, and a supportive environment to foster impactful research through faculty guidance and mentorship. With a completion timeline of three years, our program offers efficiency without compromising quality. The program consists of 54 credit hours, divided into 18 credit hours in research methods, 18 credit hours in content seminars, and 18 credit hours in research and dissertation. Due to the cohort nature of the program and the need for students to stay on track with coursework, earning a D or F in a course will result in dismissal from the program.

### Year 1:

- Convert at least one research idea into a research proposal.
- Research Proposal should include an introduction, review of prior literature, proposed theoretical foundation, development of hypotheses, and description of research methods.
- Failure to complete a research proposal with a likelihood of publication at an academic conference or journal outlet by the end of the second summer session will result in a probationary period of one semester. If at the end of the probationary period the research proposal has not been submitted and deemed acceptable by the DBA program coordinator, the result will be dismissal from the program.

### Year 2:

- Convert the research proposal from year 1 into a quality research manuscript which will serve as the qualifying paper.
- Manuscript should be of the quality that it could be submitted to an academic research meeting or a reputable academic journal.
- Failure to complete this qualifying paper by the end of the fall semester will result in a probationary period of one semester. If at the end of the probationary period the qualifying paper has not been submitted and accepted, the result will be dismissal from the program.
- Failure to form a dissertation committee by the end of the spring semester will result in a probationary period of one semester. If at the end of the probationary period the dissertation committee has not been formed, the result will be dismissal from the program.

### Year 3:

- Maintain regular meetings with your dissertation chair and committee.
- Propose dissertation by the end of the fall semester. Failure to meet this deadline will result in a probationary period of one semester. If at the end of the probationary period the dissertation has not been proposed, the result will be dismissal from the program.

- Execute and defend your approved dissertation proposal by the end of the spring semester. Failure to meet this timeline will result in a probationary period of one semester. If at the end of the probationary period the dissertation defense has not been held, the result will be dismissal from the program.

Any exceptions to the above standards must be approved in writing by the Associate Dean for Academic Affairs and Research **and** the Program Coordinator.

## Admissions for 2026-2027

Admission to the DBA is highly competitive; meeting the minimum standards for admission does not guarantee admission. A holistic admissions process considers minimum requirements as well as professional accomplishments and certifications. The program is delivered in a cohort-based online asynchronous format and begins in the summer. Success in the program requires significant commitment and time. The cohort design does not permit students to take courses outside of the prescribed sequence. Consideration for admission is only given to those applicants who have a completed application packet. **Not all Areas of Emphasis will admit each year.**

To be eligible for admission, you must:

- Have a minimum of 5 years of work experience.
- Have a Master's degree or equivalent from an accredited college or university. For students who do not possess a Master's degree, an accelerated Master's to DBA program is available.

Once qualified to proceed with the application to the DBA, applicants will be required to submit additional documents, including:

- Official transcripts from all previously attended colleges and/or universities
- Current resume
- Statement of purpose
- Two letters of recommendation from employers, faculty or professional associates
- A minimum TOEFL-ibt of 100, 7.0 on the IELTS.

The integrity of the admissions process is of paramount importance. All grade and/or score reports received are subject to verification.

**WVU cannot accept scans, uploads, faxes, or unverified photocopies of transcripts as official.**

Graduate degree-seeking applicants must send their official transcript from the undergraduate institution that granted the bachelor's degree. It is preferred that official transcripts be sent via an online, secure service such as [eScrip-Safe \(https://escrrip-safe.com/signup/\)](https://escrrip-safe.com/signup/), [National Student Clearinghouse \(https://studentclearinghouse.org/\)](https://studentclearinghouse.org/), or [Parchment \(https://www.parchment.com/\)](https://www.parchment.com/) to [graduateadmissions@mail.wvu.edu](mailto:graduateadmissions@mail.wvu.edu). Alternatively, sealed, untampered, physical official transcripts can be sent to:

**WVU Hub  
P.O. Box 6004  
Morgantown, WV 26506**

### International Applicants and Express Mail

International applicants and applicants using express mail, use the address below:

**WVU Hub  
62 Morrill Way - Suite 220  
Morgantown, WV 26506**

Major Code: 2146

## Degree Requirements

Code	Title	Hours
<b>A program GPA of 3.0 is required by the Chambers College.</b>		
BADM 700	Statistics Bootcamp	3
BADM 701	Research Methods 1 - Introduction to Regression	3
BADM 702	Research Methods 2 - Cross Section Data Analysis	3
BADM 703	Research Methods 3 - Experimental Methods	3
BADM 704	Research Methods 4 - Causal Inference	3
BADM 705	Research Methods 5 - Non Cross Section Data Analysis	3
BADM 706	Ethics, Diversity, and Inclusion for Business	3

BADM 707	Business Pedagogy	3
<b>Research and Dissertation</b>		<b>18</b>
BADM 797	Research	
<b>Area of Emphasis</b>		<b>12</b>
Accounting		
Economics		
Management		
Marketing		
Elective (optional, selected from different AoE)		
Total Hours		54

## Additional Requirements

Beyond timely completion of courses listed in the plan of study, maintaining course grades, and overall GPA requirements, admitted students are expected to demonstrate progress towards the completion of high-quality research likely publishable in a high-quality academic outlets. The expectations are as follows:

### YEAR 1 – RESEARCH PROPOSAL (QUALIFYING PAPER)

Admitted students are expected to complete a research proposal by the end of the first summer in the program (the completion of the first year). The proposal typically includes an abstract, research question, introduction, literature review/theory development, hypotheses, and a proposed research methods section. Admitted students should work with their faculty mentor and draw on material from their first-year courses. The student's faculty mentor must approve the research topic. For year 1, successful completion will be judged by the student's faculty mentor based on an assessment of (a) the quality of the written proposal and (b) the perceived probability that the proposal can be successfully converted into completed research with eventual publication in a high-quality academic outlet.

### YEAR 2 – RESEARCH MANUSCRIPT (QUALIFYING PAPER)

By the end of the second summer in the program (the completion of the second year), admitted students are expected to have converted the research proposal developed in year 1 (or an alternative research proposal approved, in advance, by the admitted student's faculty mentor) into a high-quality research manuscript (a completed research project). The research manuscript should be of such quality that it can be submitted and accepted for presentation at an academic research meeting.

### YEAR 3 – DISSERTATION

The research requirement in the DBA program consists of two completed research manuscripts: the research manuscript (Qualifying Paper) completed in Years 1 and 2 of the program (discussed above) and a second solo-authored research manuscript (Dissertation). The qualifying paper and the dissertation aim to engage the student in research that contributes to the academic literature, leveraging the student's expertise. Undertaking the dissertation is a serious commitment of both time and mental energy. The student conducts their dissertation under the tutelage of the student's faculty mentor and their dissertation committee. In addition to the research manuscript, the dissertation will include an oral proposal defense (including any necessary revisions) and an oral final defense (including any necessary revisions).

## Suggested Plan of Study

First Semester		Summer	Hours
		BADM 700	3
	3		
Second Semester			
Fall	Hours		
BADM 701	3		
AOE Course	3		
BADM 797	3		
	9		
Third Semester		Spring	Hours
		BADM 702	3
		AOE Course	3

		BADM 797	3
		9	
Fourth Semester			
Fall	Hours		
BADM 703		3	
AOE Course		3	
BADM 797		3	
		9	
Fifth Semester			
	Spring	Hours	
	BADM 704		3
	AOE Course		3
	BADM 797		3
		9	
Sixth Semester			
Fall	Hours		
BADM 705		3	
BADM 706		3	
BADM 797		3	
		9	
Seventh Semester			
	Spring	Hours	
	BADM 707		3
	BADM 797		3
	Elective (optional)		
		6	

Total credit hours: 54

Areas of Emphasis:

- Accounting (p. 4)
- Economics (p. 5)
- Management (p. 5)
- Marketing (p. 5)

Accounting Area of Emphasis

Code	Title	Hours
Students are required to maintain a 3.0 GPA.		
BADM 710	Introduction to Accounting Research	3
BADM 711	Behavioral Accounting Research	3
Select one of the following tracks:		6
Applied Professional Research Track		
BADM 713	Introduction to Applied Professional Accounting Research	
BADM 714	Advanced Professional Accounting Research	
Academic Research Intensive Track		
BADM 715	Accounting Academic Research Intensive	
BADM 716	Advanced Academic Accounting Research	
Total Hours		12

## Economics Area of Emphasis

Code	Title	Hours
Students are required to maintain a 3.0 GPA.		
BADM 721	Public Finance	3
BADM 722	Labor Economics	3
BADM 723	Public Choice	3
BADM 724	Regional Economics	3
Total Hours		12

## Management Area of Emphasis

Code	Title	Hours
Students are required to maintain a 3.0 GPA.		
BADM 730	Foundations of Organizational Behavior	3
BADM 731	Foundations of Strategy and International Business	3
BADM 732	Management of Groups and Teams	3
BADM 733	Advanced Topics in Strategy and Entrepreneurship	3
Total Hours		12

## Marketing Area of Emphasis

Code	Title	Hours
A minimum GPA of 3.0 is required.		
BADM 741	Interfirm Relationships	3
BADM 742	Marketing Management	3
BADM 743	Consumer Behavior	3
BADM 744	Marketing Strategy	3
Total Hours		12

## Major Learning Outcomes

### BUSINESS ADMINISTRATION

#### Educational Goals and Objectives

Learning Goal 1: Students will be able to apply the holistic nature of research to business opportunities and problems.

Learning Goal 2: Students will be able to apply research methods and data analysis to solve business problems.

Learning Goal 3: Students will be able develop a theory-based research plan to address unique business problems.

Learning Goal 4: Students will be able to create and communicate original scholarship that addresses researched solutions to business problems