

**OLUSEGUN AGAGU UNIVERSITY OF SCIENCE AND TECHNOLOGY, OKITIPUPA,
ONDO STATE, NIGERIA**



CURRICULUM FOR DOCTOR OF BUSINESS ADMINISTRATION (DBA)

Introduction

The Doctor of Business Administration (DBA) is designed to prepare experienced business professionals to broaden their leadership, innovation, and customer engagement knowledge and skills. The DBA programme is ideal for students who already have a general business background and are interested in delving deeper into the practical and theoretical aspects that underpin business education. It is designed to help managers of enterprises develop the ability to solve real-life problems, discover the relevant expertise to innovate and uphold complex business issues and so much more. Upon completion, DBA students will possess enhanced leadership and strategic skills as well as the tools to propel their careers in today's marketplace.

Vision

To produce experienced business professionals with deep understanding of the principle that govern global business.

Mission

To train and upgrade the intellect of Senior Executives and Consultants who want to make a significant change and lasting impact in their career or stand out from their competitors in both public and private sectors of the economy.

Justification

The Business Administration industry is keen on finding such graduates with business skills and this is indicated by the immense job positions currently available. Its strong emphasis on rigorous research will help students take their critical and analytical skills to a new level to enhance their professional credentials. The DBA gives students access to the latest ideas in their sector and enable them to apply them to a real-world problem within their organization, as well as sharpening their critical and analytical skills, that will develop their managerial capabilities and apply their learning in the workplace.

Objectives

The Doctor of Business Administration (DBA) programme is aimed at:

1. Enhancing the capacity of students to demonstrate fluency within the chosen discipline at an advanced level and training in established research techniques appropriate to the area.
2. Produce theses and subsequent publications that contribute to the development of and understanding of the chosen area/discipline.
3. Offer research students a supportive environment so that they feel that they are part of a community of scholars and are well placed to pursue a career building on their accomplished research.

4. Give research students the opportunity to present their work to colleagues, and to bring the research student into contact with the wider research community, enabling them to build networks with others researching in the same field.
5. Supporting the current and emerging business theory, practice, and influences that support business administration strategy and organizational missions in changing environments.
6. Integrating appropriate principles and research methodologies frequently used in business research to solve current business administration problems.
7. Formulating effective solutions to real-world problems in business administration that improve the effectiveness of organizations in support of organizational missions.

Admission Requirements

To be eligible for consideration for Doctorate in Business Administration program you must:

1. Five O'level credits in WAEC, NECO, GCE or their equivalents at not more than two (2) sittings including English, Mathematics and any other three subjects.
2. Have a minimum of 5 years of professional work experience (apart from internship), at least 3 of which must be at a senior managerial, senior technical or executive level.
3. Be in good standing with all previously attended colleges and universities.
4. Have an MBA degree or a management related Master's degree from an accredited university or any other higher institution.
5. National Youth service Corps (NYSC) or Exemption Certificate.
6. Academic transcripts addressed to the School of postgraduate studies, OAUSTECH.
7. Three referee reports (reference letters).

Thesis requirements

Once the course work is completed, candidates begin working on their thesis. Doctoral thesis has three stages: Pre-field seminar, Post-field seminar and Oral defense which is the final stage for external examination. Doctoral thesis will go through grammar check and plagiarism test (benchmark of 21-24% similarity index) to maintain research originality, credibility and good quality.

Programme duration

The programme leading to the award of DBA, Doctor of Business Administration in OAUSTECH would run for 36 months (3 years) for a full-time study or 48 months (4 years) for a part time study. The full time DBA programme shall normally last for 3 academic sessions (a minimum of 6 semesters) with both online and on-site seminars, workshops, qualifying deliverables, and a final dissertation. The first semester of the first year would be spent on course work exclusively while the second semester of the first year, the second year and the third year would be spent on Dissertation. The part-time DBA programme shall normally last for 4 academic sessions (a minimum of 4 semesters) with both online and on-site seminars, workshops, qualifying deliverables, and a final dissertation. The first year would be spent on course work while the second semester of the first year, the second to fourth year would be spent on Dissertation.

Programme extension

1. The maximum number of semesters that can be spent on OAUSTECH DBA full time program is 3 years (3 academic sessions). A student's registration shall lapse if the student has not fulfilled the requirements for the award of DBA degree within the stipulated duration of the Programme. On application and recommendation of the Postgraduate School, an extension might be granted when necessary to such student.
2. The maximum number of semesters that can be spent on OAUSTECH DBA part time program is 4 years (4 academic sessions). A student's registration shall lapse if the student has not fulfilled the requirements for the award of DBA degree within the stipulated duration of the Programme. On application and recommendation of the Postgraduate School, an extension might be granted when necessary to such student.

Termination of admission

A candidate who had been offered provisional admission but fail to proceed with other necessary steps such as payment of acceptance fee and school fee before the session lapse will have to re-apply. A candidate who had been offered provisional admission and had paid acceptance fee, but failed to pay school fees for two consecutive sessions will have his/her studentship terminated. Such candidate will have to re-apply.

Programme delivery mode

The programme is designed to meet the needs of students through lectures, tutorials, online and on-site seminars, workshops, individual and group works and other means as specified by the School of Postgraduate Studies and/or Center for Governance and Business Technology.

Programme lecture day and time

The OAUSTECH DBA program will be within week days (Mondays to Fridays) and/or weekends.

Registration

All candidates shall complete their registration formalities at the beginning of each academic session in line with the University regulations. A student must register for a minimum of 15 units of compulsory courses including dissertation and 3 units of elective course for the 6 semesters (3 years) for full time DBA program or 8 semesters (4 years) for part time DBA program. It is mandatory for every student to register for all the compulsory courses prescribed by the Centre. Students shall normally complete registration for courses for the semester not later than two weeks after the start of the semester.

Graduation requirements

Courses shall be examined within the semester they are taught. Candidates shall be credited with the number of course units assigned to the course they have passed. To graduate, candidates enrolled are required to satisfactorily complete a minimum of 18 course units, including a dissertation. Candidates are required to enroll for 9 compulsory units, dissertation (6 units) and at least one elective (3 units) in the area of their specialization (see Table below). A Dissertation is to be carried out by each candidate and submitted to the School of postgraduate studies. Each candidate is to have a minimum pass grade of 50% in their dissertation.

DBA Full time program

Year	Semester	Compulsory Units	Elective Units	Total Minimum Units
1st Year	First Semester	9	3	12
	Second Semester (Dissertation)	6	-	6
2nd Year	First Semester and Second Semester	-	-	-
3rd Year	First Semester and Second Semester	-	-	-

DBA Part time program

Year	Semester	Compulsory Units	Elective Units	Total Minimum Units
1st Year	First Semester	9	3	12
	Second Semester (Dissertation)	6	-	6
2nd Year	First Semester and Second Semester	-	-	-
3rd Year	First Semester and Second Semester	-	-	-
4th Year	First Semester and Second Semester	-	-	-

Examination and grading system

1. Every course shall be examined at the end of the semester in which it is offered.
2. Every course will be examined and graded through all or any of the following: seminar presentations, term papers, and other acceptable methods of assessment. The DBA courses do not require a written examination.
3. Each course will be assessed as either pass or fail.
4. The total mark for a Doctoral Dissertation is 100 and the minimum pass mark is 50 marks (50%).
5. The marks for Doctoral Dissertation shall be graded as shown below;

Score (%)	Letter Grade	Remark	Grade Point
70 – 100	A	Excellent	5
60 – 69	B	Very Good	4
50 – 59	C	Good	3
Below 50	F	Fail	0

External examiners

The external examiner system shall be used for the DBA programme to assess students' projects and to certify the overall performance of the graduating students.

Areas of specialization

1. Marketing
2. Production and operations
3. Finance
4. Strategy
5. Human resources
6. Information Technology

COURSE STRUCTURE – DOCTOR OF BUSINESS ADMINISTRATION (Full time)

Course Code	Course Title	Units	Remarks
Year 1	1st semester		
DBA 905	Management Theory	3	Compulsory
DPA 907	Research Methodology and Quantitative Techniques	3	Compulsory
DBA 911	Case Study	3	Compulsory
	Electives (Choose at least one)		
DBA 901	Advanced Production and Operation Management	3	Elective
DBA 902	Advanced Finance Management	3	Elective
DBA 903	Advanced Marketing Management	3	Elective
DBA 904	Advanced Personnel Management	3	Elective
DBA 909	Advanced Strategic Management	3	Elective
DBA 908	Information Communication Technology	3	Elective
DBA 947	Business Ethics	3	Elective
	Total units	12	
Year 1	2nd semester		
DBA 920	Dissertation	6	Compulsory
Year 2	1st semester and 2nd semester		
DBA 920	Dissertation		
Year 3	1st semester and 2nd semester		
DBA 920	Dissertation		

COURSE STRUCTURE – DOCTOR OF BUSINESS ADMINISTRATION (Part time)

Course Code	Course Title	Units	Remarks
Year 1	1st semester		
DBA 905	Management Theory	3	Compulsory
DPA 907	Research Methodology and Quantitative Techniques	3	Compulsory
DBA 911	Case Study	3	Compulsory
	Electives (Choose at least one)		
DBA 901	Advanced Production and Operation Management	3	Elective
DBA 902	Advanced Finance Management	3	Elective
DBA 903	Advanced Marketing Management	3	Elective
DBA 904	Advanced Personnel Management	3	Elective
DBA 909	Advanced Strategic Management	3	Elective
DBA 908	Information Communication Technology	3	Elective
DBA 947	Business ethics	3	Elective
	Total units	12	
Year 1	2nd semester		
DBA 920	Dissertation	6	Compulsory
Year 2	1st semester and 2nd semester		
DBA 920	Dissertation		
Year 3	1st semester and 2nd semester		
DBA 920	Dissertation		

COURSE DESCRIPTION**DBA 901 Advanced production and operation management 3 Units (E)**

The course focuses on the basic concepts, issues, and techniques for efficient and effective operations. Special emphasis is placed on process improvement and supply chain management. Topics include operations strategy, product and service design, process design and analysis, capacity planning, lean production systems, materials and inventory management, quality management and six sigma, project management, and supply chain management. Course outline: Introduction, Productivity, Competitiveness & strategy, Decision Making 1-forecasting 2-design of production systems, process & selection, linear programming facilities layout, location planning & analysis 3-Quality Control & TQM 4-Operating & Controlling, Aggregate Planning, JIT, Supply Chain, Maintenance, Waiting line.

DBA 902 Advanced finance management 3 Units (E)

This course focuses on advanced financial decisions of corporate managers. The course uses case studies to illustrate the application of theoretical concepts to real-life. An in-depth analysis of financial management in corporations with emphasis on decision making. Working capital management, short-term and long-term financing, mergers, business failures, and reorganizations are considered in depth with and extension of the valuation concepts presented in the basic financial management course. Course contents covers - Introduction: an overview of financial management. Financial analysis and planning: Financial analysis - The need for financial analysis; Source of financial data; Approaches to financial analysis and interpretation; Financial planning (forecasting), The planning process; The importance of sales forecasting; Techniques of determining external financial requirements. The time value of money and the concept of interest: the concept of time value of money; the future value (compounding); the present value (discounting). Bond and stock valuation and the cost of capital: Bonds and stocks valuation; Cost of capital. Investment decision-making/ Capital budgeting: Introduction to Capital budgeting; Investment analytical tools; capital budgeting under uncertainty; Investment decision under uncertainty; Investment decision under inflation. Long-term financing: Leverages raising funds in capital market; Long-term financing instruments. Special topics in financial management.

DBA 903 Advanced marketing management 3 Units (E)

This course builds on the knowledge of marketing theory and practice gained in Marketing Management. The course covers Brand Management and Marketing Strategy and is designed to develop students' ability and thinking in the implementation and management of marketing from a business and marketing specialist perspective. People: Overview of Marketing; Marketing Ethics, Consumer Behavior, Segmentation, Targeting and Positioning. Planning: Developing Marketing Strategies and a Marketing Plan, Marketing Environment, Market Research. Price; Pricing Concepts for Establishing Value, Strategic Pricing Methods. Product: Product, Branding and Packaging Decisions; Developing New Product. Promotion: Advertising, Public Relations and Sales Promotions; Personal Selling and Sales Management. Place: Supply Chain and Channel Management; Retailing and Multichannel Marketing. Career Development/21st Century Skills (Ongoing): Application of skills and knowledge learnt within a job setting; Work with a team to develop an answer to a question or solution to problem; Practice application of skills that future employers will value.

DBA 905: Management Theory 3 Units (C)

Theory sources, diffusion and landscape. The role of managers in management theory. Management theories, performative role. Theory building current and prospective avenues. Recent management theory development case. Challenges for relevant theories in management. Institutional perspective on management theory. Competitive advantage a key concept for management. Influential concepts in management theory: competence, business model, servitization. Open innovation.

DBA 907: Research Methodology and Advanced Quantitative techniques 3 Units (C)

Introduction, presenting an overview of the research methodology. Problems of research in developing countries, common errors in research, research in practice technique of defining a

research problem and literature reviews. Materials and methods (methodology), results (data analysis), discussions, summary, conclusions; recommendations; and report writing. Various research and sampling designs, highlighting their main characteristics. Different measurement and scaling techniques, along with multidimensional scaling. Comparative study of the different methods of data collection. Processing and analysis of data, theory of estimation and several parametric tests of hypotheses. Interpretation and the art of writing research reports. Advanced study of the selection and use of quantitative methods and associated statistical techniques in doctoral research for the examination of data collected in surveys, quasi-experimental research studies and longitudinal studies as well as to draw appropriate conclusions and interpret the research findings from such studies. The course concentrates on an understanding of and on the use of the analytical procedures of linear regression, path analysis, multiple regression, factor analysis, cluster analysis, analysis of variance and covariance, partial least squares path analysis, and structural equation modelling using SPSS, AMOS and LISREL. The problems of multilevel analysis and an understanding and experience in the use of the analytical procedure of hierarchical linear modelling for both studies of growth and of school and classroom effects. The HLM and MPlus programs are introduced as appropriate procedures for multilevel analysis. The implications of the choice of a particular multivariate analytical procedure for the design of quantitative research studies in the social and behavioural sciences. Chi-square test ANOVA and ANOCOVA techniques. Important non-parametric tests.

DBA 908 Information communication technology 3 Units (E)

The knowledge of technology is highly important to business performance leading to a growing demand for IT graduates with technical and business expertise. The course focus on in-depth study of the organisational, economic, regulatory and socio-technical issues that arise in the implementation and application of IT, and how to effectively manage these issues.

DBA 909 Advanced Strategic management 3 Units (E)

Introduction: Strategic capability, variety and context. Strategic resources and knowledge management strategy: Strategic organizational resources and capabilities and core concepts in knowledge productivity; The rising value of intellectual capital in a global knowledge economy; The rising value of intellectual capital in a global knowledge economy; The knowledge-based view of the firm; Designing relevant knowledge management strategies; Identifying and managing the value in human and cultural knowledge for global strategy. Value creation through diversification, mergers and acquisitions: Strategic scope and diversification; Merger motives; the fit and the process perspectives; The role of people, culture and communication in M&A value creation; Effective merger integration: how to make it happen. Strategic management in public sector contexts: Similarities and differences in private and public sector contexts for strategy; What strategic management in the public sector tends to include and exclude; Analysing the dynamics of strategizing in the public sector.

DBA 911 Case Study/Seminar 3 Units (C)

Overview and scope of research seminar: definition, purpose, and type of seminar; timing of research seminars presentation; research practices in applied economics; development of seminar research paper; selection of a research topic; procedure for writing a seminar paper. Research

hypotheses, purposes, questions; identification of research purpose; formulation of research hypothesis; guidelines for research seminars presented. Delivery of research seminar compendium of regulations relating to the research seminar planning and organising seminar.

DBA 912 Advanced Organisational behavior (E)

Meaning of Organizational Behaviour; Influences on Behaviour in Organisations: The Individual, The Group, The Organisation, The Environment; Contributory Disciplines: Psychology, Sociology, Anthropology; Orientations to Work. Meaning of Attitude, Prediction of Behaviour, Attitudes and Organizational Culture, Attitude Change, Meaning of Personality, Approaches to the Study of Personality: Nomothetic approach, Idiographic Approach. Meaning and Process of Learning; Nature of Learning; Theories of Learning: Behaviourism Theory, Cognitive Theories, Application of Learning Theory: Learning Theory Applied to Study Skills, Learning Theory Applied to Workplace. The Perceptual Process: Influences on Perception: Internal Factors, External Factors; Organisation and Arrangement of Stimuli, Perceiving other People, Attribution Theory, Perceptual Distortions and Errors.

DBA 913: Advanced Personnel Management 3 Units (E)

The personnel function of management, Human resource management, Human resource planning, Planning for organizational entry, Communication for effective management. Staffing the organisation, Attracting a pool of applicants, Assessing and selecting human resources, Managing the joining-up process, Managing performance, Performance appraisal systems. Empowering and rewarding employees, Employee's training and development, Management development, Motivation of employees at work, Job evaluation, Reward systems. Labour-management relations, Industrial relations context, Discipline and disciplinary procedures, Grievance procedures, Collective bargaining, Managing employee's organisational exit.

DBA 847 Business Ethics 3 Units (C)

Business in a dynamic Society: framework of interconnectivity between society and business, role of business enterprise in economic Society, the socio-philosophical foundation of business. Evolution of business philosophies: various philosophies that underline business such as competition, social groups, acquisitiveness and private property. Ethical foundation of business: ethical approaches to business; relativism, universalism, egoism, rights, contemporary ethics, virtues ethics, feminism, post-modernism, utilitarianism, consequentialism, ethics of duties. Ethical practices in business: dimension of ethical problems in business, core ethical-grey areas in business functional areas: production, marketing, finance, personnel etc. Corporate social responsibility: meaning and nature of corporate social responsibility, the concept of corporate citizenship either through the limited view (corporate philanthropy) equivalent view (CSR) extended view (pro-active social roles), why business has corporate responsibilities. Ethical problems in business: problem of conflict of interest, discuss value moral judgements in business decisions. Business ethics management, ethical values, business ethical training, auditing, reporting and accounting. Case study analysis.