


# BIRCHWOOD UNIVERSITY



## Doctor of **Business Administration**

Mode: Online | Duration: 2 Years



## About the Programme

The DBA programme at Birchwood University is an ideal opportunity for professionals and executives to develop advanced research skills and efficiency with the tools necessary to build agile business solutions for the modern business landscape. The practical approach to developing problem-solving skills aims to enhance the competencies of practicing managers. Along with earning the highest level qualification, this programme helps learners earn the skills to make strategic planning and decision-making and become influential players in the business industry.

**DBA Programme Focuses** on the following:



**Management  
Operations**



**Entrepreneurship**



**Leadership**



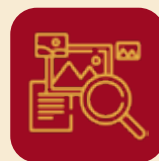
**Innovation**



**Technology**



**Strategy**



**Research &  
Analysis**



**International  
Global  
Practicum**

# Accreditations



Birchwood University, licensed by the Florida Commission for Independent Education (#11386) and authorized by the Florida Department of Education, offers globally recognized degrees. Based in Orlando, it ensures high academic standards. It provides degree, diploma, and transcript authentication, including Apostille certification under the 1961 Hague Convention or embassy/consulate authentication for non-member countries.



Birchwood University is now accredited by the International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE), ensuring academic excellence. Its accelerated online programs in Business Administration, Data Science, and Cyber Security meet high standards. With affordability, practical learning, and student success in focus, Birchwood provides accessible, high-quality education for all.



Birchwood University is a member of the "Florida Association of Postsecondary Schools and Colleges" (FAPSC) and licensed by the Florida Commission for Independent Education, Florida Department of Education, License #11386.



Career Education Colleges and Universities (CECU) represents over 1,100 proprietary higher education campuses across North America. It promotes access, opportunity, and quality education while focusing on advocacy, communications, professional development, and research. Birchwood University is a proud CECU member, supporting career-focused education and skill enhancement for students.



Birchwood University partners with World Education Services (WES) to provide credential evaluation services. Students applying for admission into Birchwood University's academic programs, who hold degrees from institutions outside the United States, can have their academic credentials reviewed by WES. WES evaluates foreign degrees, and its reports are widely recognized by government agencies, employers, and academic institutions globally.

# The Changing Business Landscape

The pace of change we are witnessing today is unlike anything we have seen in recent history.

**55%**

CEOs believe Identifying the next generation of leaders is the top challenge, emphasizing the need for strategic leadership education.

**\$ 18.59 B**

The global business education market is expected to grow at a CAGR of 9.50% from 2022 to 2027, driven by rising demand for advanced qualifications like the DBA.

**9%**

Median salary of DBA professionals, highlighting its potential for enhanced earning and leadership opportunities.

**\$ 101,000**

Expected demand for DBA Professionals will grow 9% from 2023 to 2033, with about 9,500 openings each year.



# Eligibility

## General Admission Requirements:-

- i. A copy of a valid government-issued photo identity card.
- ii. A copy of an updated resume.
- iii. Any document if not in English must be accompanied by a certified translated copy.

## Additional Admission Requirements For DBA:-

- i. Applicants must have earned a Bachelor's and Master's degree in business, information technology, management, organizational studies, or a closely related field from a regionally accredited college or university. A minimum Grade Point Average (GPA) of 3.00 or higher is required to be considered for admission.
- ii. Work experience within a for-profit firm, non-profit organization, government agency, or non-governmental organization (NGO). Submission and evaluation of graduate school application including; undergraduate and masters academic transcripts and resume.
- iii. Applicant interview if necessary as determined by Programme Director.
- iv. Applicants must submit an essay as to how earning a DBA degree would advance your knowledge and contribute to your career goals?
- v. Transfer students must supply their high school transcripts and previous college or university transcripts.

# Admission Path

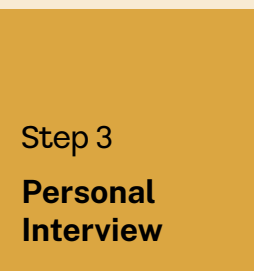
We evaluate candidates based on their educational background, professional performance, and openness to applications. Our goal is to identify motivated individuals with strong leadership potential and a passion for advancing in Data Science.



Step 1  
Online  
Application



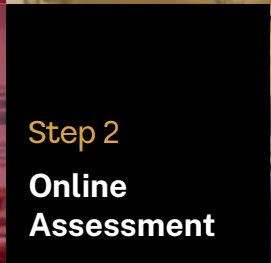
Step 2  
Online  
Assessment



Step 3  
Personal  
Interview



Step 5  
Final  
Decision



Step 4  
Documents  
Verification



# Admission Application and Graduation Requirements

## Application For Admission

Candidates seeking admission to the DBA programme at Birchwood University should complete the online application form and make the necessary payment. A non-refundable application fee of \$500.00 through Credit Card/Bank Transfer payable to Birchwood University must be made by the applicants.

Applicants must submit all the requisite documents to be considered for admission. Shortlisted candidates will receive an email with further instructions. Candidates may expect regular updates and guidance from the admission agent to ensure your complete documents reach our office.

## DBA Graduation Requirements

To graduate from Birchwood University and to be honoured with the Doctor of Business Administration, the research scholars must:

- i. Complete coursework, meet the credit requirements as per the programme and successfully defend the dissertation.
- ii. Need to earn a minimum 3.0 cumulative GPA.
- iii. Meet satisfactory academic progress.
- iv. Fulfil all monetary obligations.

## DBA Course - Key Highlights

Earn a globally recognized online Doctor of Business Administration and propel your career to the next level.

 <b>100% Online Programmes</b>  No campus visit required	 <b>24*7 Access</b>  Advanced learning management system for world-class learning experience.	 <b>World-class Curriculum</b>  Developed by Industry experts from leading MNCs	 <b>The Cohort Experience</b>  Establish a robust network and connections across industries to boost professional advancements
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# Programme Objectives

The Doctor of Business Administration is designed to include core managerial competencies, technological skills, and leadership skills needed in the global industry to work professionally in non-profit organizations, for-profit firms, and government, or engage in scholarly research and teaching.

## Upon completion of the DBA programme,

- i. Mastery of the necessary skills to communicate effectively and thoughtfully within the global management field.
- ii. Ability to apply, synthesize, analyze, and integrate knowledge of business, technology, and other fields to provide innovative solutions for organizational problems.
- iii. Master the skills to employ technology towards organizational goals in a globalized society.
- iv. Ability to engage in decision-making, ethically and compassionately.
- v. Mastery of developing, analyzing, and communicating empirical scholarly work.
- vi. Capable of effectively and ethically managing the resources of individuals, organizations, and communities.
- vii. Develop empirical research projects.



# Course Structure

A summary of the courses you will learn during the programme.

Course No.	Course Title	Credit Hours
<b>Prerequisite Courses 24 Credit</b>		
MAN 7600	Managerial Valuation	3
ECO 7610	Resource Economics	3
MAR 7615	Digital Marketing	3
BUS 7620	Business Analytics and Data Management	3
ACC 7625	Managerial Accounting	3
MAN 7630	Global Technology Management	3
QUA 7635	Quantitative and Qualitative Research Design & Analysis	3
MAN 7640	International Project Management	3
<b>Research Courses 9 Credit</b>		
MAN 8645	Management of Innovative Technologies I	3
MAN 8650	Management of Innovative Technologies II	3
MAN 8655	Predictive & Risk Analysis	3
<b>Concentration 15 Credit</b>		
<b>Technological Transformation</b>		
DAT 9660	Data Science Analytics	3
TEC 9665	Technological Transformation Design and Leadership	3
TEC 9670	Advanced Effective Technologies	3
TEC 9675	Global Technology Cybersecurity	3
LED 9680	Strategic Leadership	3
<b>Dissertation Courses 12 Credit</b>		
DIS 9800	Dissertation Development I	3
DIS 9810	Dissertation Development II	3
DIS 9820	Dissertation Development III	3
DIS 9830	Dissertation Defense	3
<b>Total</b>		<b>60</b>



## Course Description

### Prerequisite Courses 24 Credit

#### **MAN 7600 Managerial Valuation**

3 Cr. Hrs.

This course emphasizes furnishing students with a robust comprehension, both theoretically and practically, of the fundamental tools utilized in equity valuation and stock selection. Valuation methodologies covered comprise dividend discount models, cash flow models, and valuation based on multiples.

#### **ECO 7610 Resource Economics**

3 Cr. Hrs.

In this course, students will learn advanced techniques of micro and macroeconomic analysis applicable to business decisions. Students are expected to apply economic concepts, theories, and tools to solve business challenges. The course consists of several core topics, including Financial packages and their practical and legal grounds, Market Structure, Resource allocations and pricing, Competitive application of managerial strategy and public policy, market power, Government regulation and business firm's optimal responses.

#### **MAR 7615 Digital Marketing**

3 Cr. Hrs.

This course introduces students to advanced digital marketing concepts. Core topics include Introduction to Digital Marketing, Search Engine Optimization (SEO), Introduction to Advanced Integrated Marketing Communications (IMC), Social Media Marketing (SMM), Paid Advertising (PPC, social media advertising, display advertising), Content Strategy, Content Marketing, Web Analytics, E-mail Marketing, Digital Marketing Strategy and Planning, Ethics, Privacy, and Legal Considerations, and Emerging Trends in Digital Marketing (Integration of AI and Big Data). As a key assessment, students will develop an original digital marketing plan for a product or service.

## **BUS 7620 Business Analytics and Data Management** 3 Cr. Hrs.

This course explores the Data Science basics and the application of business analysis. Students will understand the uses and applications of data analysis for business, whether in the search for effective results, predicting situations, or making more assertive decisions, through Business Intelligence, Big Data, Data Mining, Data Warehouse, and data collection. The course will also address issues related to data protection in companies and organizations.

## **ACC 7625 Managerial Accounting** 3 Cr. Hrs.

This course delves into the accounting procedures fundamentals and the various use cases of accounting information, covering several core topics, including Recording transactions, Control, cost, and analysis of inventories, Liquid assets- Controlling and reporting, measuring and reporting long operating assets current and contingent liabilities, time value of money, Long term Debts Accounting, installment notes payable; Owner's equity: analysis and reporting, balance sheets and cash flow statements, and Corporate Income tax managing and accounting. Students also learn the legal and tax benefits of corporations, proprietorships, and partnerships.

## **MAN 7630 Global Technology Management** 3 Cr. Hrs.

In this course, the focus is on the essential aspects of managing technology in a global context. Important topics include an Introduction to Global Technology Management, International Technology Trends Analysis, and Cross-Border Technology Adoption. Students will explore Managing Global IT Infrastructure, Digital Transformation in a Global Context, and the development of Technology Strategies for Multinational Companies. The course also covers Cybersecurity Concerns in Global scenarios, Global Technology Sourcing and Supply Chain Management, Technology and Global Regulatory Compliance, and Technology Risk Management in Global Operations, with a focus on practical challenges in Global Technology Adoption and Implementation.

## **QUA 7635 Quantitative and Qualitative Research Design and Analysis** 3 Cr. Hrs.

Theoretical, managerial, and hands-on approaches to the study of research and design. The course introduces students to the variety of tools and techniques used in soliciting, evaluating and communicating information for problem-solving purposes. The course will look at different types of research processes; how to write a research proposal; create and implement design strategies; gather and evaluate data, and then present the results to appropriate audiences. There will be a strong emphasis on statistical skills and analytic techniques.

## **MAN 7640 International Project Management**

3 Cr. Hrs.

This course on International Project Management covers key aspects of managing projects in global environments. Topics include international project management, cross-border team management, cultural differences, global project planning, risk management, and resource complexities. The course also addresses project scope, timelines, budgeting, and communication strategies, with a focus on maintaining efficiency, compliance, and alignment with business goals. Through case studies, students will gain practical insights into managing large-scale global projects. The outcome is the development of a comprehensive international project management plan, applying strategic project management principles for a global initiative.

### **Research Courses 9 Credit**

## **MAN 8645 Management of Innovative Technologies I**

3 Cr. Hrs.

This course content seeks the presentation and detailed contextualization of business strategy-related aspects, business rules, and management, allowing the development and expansion of thought and innovation implementation for companies and businesses. The content has been packaged from the perspective of competitive advantage, which will result in creating leaders ready for all the varied challenges on the job.

## **MAN 8650 Management of Innovative Technologies II**

3 Cr. Hrs.

The course presents the basics of innovation, its characteristics, instruments, concepts, and actions of management innovation with the support of disruptive technologies. This content is based on open innovation in business management processes using disruptive technologies as support. Students will understand the leading disruptive technologies used in management and creation in the corporate area, with case studies of disruptive technology's usage in the direction of organizations and companies' innovation.

## **MAN 8655 Predictive & Risk Analysis**

3 Cr. Hrs.

The Predictive & Risk Analysis course offers a comprehensive exploration of methodologies and tools used to anticipate future outcomes and manage risks effectively across various domains. This course blends theoretical foundations with practical applications to equip participants with the skills needed to make informed decisions in uncertain environments.

## **DAT 9660 Data Science Analytics**

3 Cr. Hrs.

Data Science Analytics course in this program covers core and advanced topics in data science analytics with special focus on hands-on learning. Core topics include Data Collection, Cleaning, Visualization, Descriptive Analytics, and Predictive Modeling (e.g., Regression, Clustering, and Classification). Advanced topics cover Machine Learning, Deep Learning, NLP, Big Data and tools like Python, R, SQL, Tableau, Power BI, Hadoop, Spark, and Kafka. The course also addresses Data Ethics and Governance. Students gain practical experience in analyzing complex data and applying data-driven decision-making. It will help the students in producing actionable insights from data analysis to inform strategic business decisions, demonstrating the application of advanced analytics tools and methodologies.

## **TEC 9665 Technological Transformation Design and Leadership**

3 Cr. Hrs.

This course is designed to equip students with the knowledge and skills necessary to lead organizations through the process of technological transformation. The rapidly evolving technological landscape today has necessitated businesses and institutions to be adaptable to stay competitive and relevant. This course provides a comprehensive understanding of the principles, strategies, and tools essential for orchestrating successful technological transformations.

Students will explore various aspects of technological transformation, including the identification of emerging technologies, assessment of organizational readiness, formulation of transformational strategies, and implementation of change management initiatives. The course will delve into case studies, real-world examples, and best practices from industry leaders to illustrate effective approaches to technological transformation.

Throughout the course, students will engage in interactive discussions, case analyses, group exercises, and hands-on projects to apply theoretical concepts to real-world scenarios. By the end of the course, students will be equipped with the knowledge and leadership capabilities to effectively lead technological transformations within their organizations and drive sustainable success in an increasingly digital world.

## **TEC 9670 Advanced Effective Technologies**

3 Cr. Hrs.

This course intends to broaden students' vision of the future of technology applied to the business world and other areas of society, through the Planning and implementation of new technologies. Studies on Generative AI, Digital Twins, Computational Vision, Internet of Things (IoT), Robotics, Blockchain, Metaverse, Cloud Computing, Edge Computing, Quantum Computing, Cybersecurity, Prompt Engineering, Low Code, No-Code, Technologies in support of ESG, Internet of Bodies (IOB), Cognitive Computing and Singularity. Case studies in applying new technologies in business and other areas of society.

## **TEC 9675 Global Technology Cybersecurity**

3 Cr. Hrs.

Students will gain comprehensive knowledge involving the internet, web servers, cryptography, the OSI model, data privacy, and security measures. The curriculum delves into essential topics such as cyberspace, cyber threats, cyberattacks, the dark web, darknet, social engineering, vulnerabilities, bugs, viruses, and Trojans.

## **LED 9680 Strategic Leadership**

3 Cr. Hrs.

This course offers a platform for students to delve into the nuances of leadership. The course covers everything from fundamentals to future trends. It explores classic and contemporary leadership theories, the dynamics between leaders and followers, ethical and values issues, emotional intelligence, psychological influence, adaptive leadership, diversity and inclusion, global leadership, technology, and digital leadership. The course aims to equip students with a comprehensive understanding of the interactions between managers and followers, enabling them to lead ethically, innovatively, and effectively in organizational or social contexts.

### **Dissertation Courses 12 Credit**

## **DIS 9800 Dissertation Development I**

3 Cr. Hrs.

Research as a basic element in the training process needs to be socialized and incorporated in all stages of curriculum development, in this sense it is necessary to put it into practice from the different epistemological positions. Hence, this subject focuses its efforts on explaining research as a concept, which supports its progress in scientific knowledge, methods, approaches, and paradigms.

## **DIS 9810 Dissertation Development II**

3 Cr. Hrs.

The development of theoretical and practical content to successfully approach a problem requires total immersion of the researcher because this phase of the process is the basis of what is intended to be built. A good approach generates the questions that will be formulated at the beginning and answered at the end of the study. Additionally, it will derive the general objective or initial purpose, which is systematized in the specificity to answer what is asked as the initial premise. Of course, it is essential to carry out the corresponding delimitation to determine limits and scope. In this sense, the objective of the subject is to formulate a research problem, specifying the objectives/purposes that direct the processes, the justification, and delimitation.

## **DIS 9820 Dissertation Development III**

3 Cr. Hrs.

In this course, we will be working with the state-of-the-art investigation, beginning with the background check, based on its importance, which is focused on avoiding duplication of work, as well as similar investigation procedures. Similarly, the structure of the theoretical framework, the system of variables or categorical matrix, with its respective operationalization or categorization, as appropriate, is reviewed. The intent is to acquaint students with the theoretical construction of the study conducted.

## **DIS 9830 Research Thesis/ Dissertation Defense**

3 Cr. Hrs.

In this course, students defend the methodology of research design, the gathering of research data, the analysis of the research findings, and the conclusions derived from their research.



# Faculty Members



**Prof. Tilokie Depoo, Ph.D**

Dr. Tilokie Depoo has dedicated his career in the higher education sector for over 20 years as a highly regarded senior executive and thought leader, successfully bridging the gaps between academic innovation and strategic business thinking. He is an expert at developing and managing multi-site educational programs and institutions, and he brings to the table a distinctive realm of academia, finance, and

visionary leadership to embrace the changes accosting the spheres of education and enterprise.



**Dr. Andrew Salisbury**

Dr. Andrew Salisbury is a veteran educator and academic from England, UK, who has an eclectic background in the fields of engineering, computer science, business, and digital change. He possesses a BEng (Hons) and a PhD from Lancaster University and has complemented his qualification with postgraduate awards in the teaching and learning course at Sheffield University, achieving Fellowships in Higher

Education (FHEA and SFHEA). His teaching portfolio consists of data analytics, object-oriented programming, AI, and machine learning online courses at various universities like UCL, Open University, University of Leeds, University of Edinburgh, University of Aston, and University of Bolton. Dr.



**Dr. Vinícius Dezem**

Dr. Vinícius Dezem is a Brazilian banking executive and data-driven financial solutions expert, strategic management, and financial technologies. He has a Ph.D. in Engineering Knowledge Management from the Federal University of Santa Catarina (UFSC), with an area of focus on Open Banking APIs and decision support systems. His Ph.D. thesis, entitled "Strategies for Future Data-Driven

Banking by Open Banking APIs," explores best practices for incorporating in-house and outsourced technology innovation in open banking.

# Faculty Members



**Prof. Aida Mehrad, Ph.D**

Dr. Aida Mehrad is an esteemed psychologist, educator, researcher, and published author with a truly exceptional academic history reflecting two Doctorate degrees (PhDs); Health/Industrial and Organizational Psychology received from the Universitat Autònoma de Barcelona and a second in Social Psychology received from University Putra Malaysia, accumulating over 14 years of teaching experience both nationally

and internationally, educating thousands of students. Her work has touched students across continents and cultures.



**Prof. Egla Mansi, MS**

Egla Mansi is an enthusiastic and empathetic scholar in Behavioural and Development Economics with a sharp academic background and significant experience in teaching and the financial sector. She makes the connections between economic theory and the tangible world by emphasizing how individual behaviour and institutional characteristics shape development outcomes.



**Prof. Millet Guzman, Ph.D**

Dr. Millet is an experienced and results-oriented professional with more than ten years of focused experience in Supply Chain Management. Dr. Millet has a comprehensive knowledge of logistics, procurement, inventory management, and operations strategy. Her expertise lies with designing optimal complex supply chain processes, improving operations, and managing continuous improvement

initiatives in various operational environments.

# Message From Our President

Dear Esteemed Students and Scholars,

It is with great pleasure and anticipation that I extend a warm welcome to each one of you to Birchwood University – a beacon of transformative education, innovation, and excellence.



**Dr. Ramesh Sinanan**  
President, Birchwood University

At Birchwood University, we believe in fostering an environment where Character, Quality, Excellence, and Community form the bedrock of your educational journey. As you embark on this path of knowledge, discovery, and personal growth, you will find a plethora of opportunities that extend beyond traditional academic pursuits. Our vision at Birchwood University is to be an international model for providing a supportive, high-quality, and affordable educational experience. We are committed to creating a positive impact on both our students and the wider community.

## Certificate





## About Birchwood University

Birchwood University takes pride in its focused approach to education, concentrating on key domains that drive the future. The university aligns its programmes with the evolving needs of the professional landscape. It caters to a diverse range of academic pursuits, offering programmes from Bachelors to Doctoral levels. This comprehensive spectrum allows students to embark on their educational journey with the university and progress seamlessly through various stages of academic advancement.

The university engages students in research activities, encouraging them to explore, innovate, and contribute to the body of knowledge in their respective fields. The University stands at the forefront of futuristic education, specializing in Data Science, Cyber Security, Software Development, and Management courses. Birchwood University, authorized by the Commission of Independent Education (CIE) in Florida, USA, holds a prestigious position in the global education landscape.

## About Mission

To transform the workforce of the future by blending knowledge, experience, and opportunities, ensuring our graduates are career-ready.

## Our Vision

To create a student-centric learning experience with personalized support and a challenging academic environment, helping every student unlock their full potential.

# About Veranda HigherEd

## Empowering Ambitions, Elevating Careers

In today's fast-changing world, staying ahead requires more than just experience — it demands continuous learning, future-ready skills, and the right academic backing. At Veranda HigherEd, we bridge the gap between aspiration and achievement, offering world-class executive education that fits seamlessly into your professional life.

**Live & Synchronous Learning**

**Practice-Based Learning**

**Convenient Class Schedules**

**On-Campus Visits**



# What Veranda HigherEd Offers?

We understand the unique challenges of working professionals — tight schedules, career demands, and the need for immediate applicability. That's why our programs are:

## Designed for Professionals

Our courses cater to mid-career leaders, senior executives, and ambitious professionals looking to upskill without compromising their work commitments.

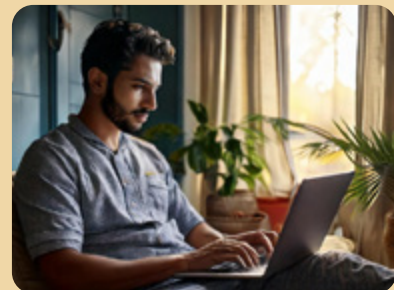


## Powered by Premium Institutions

We bring you industry-relevant programs from top-tier universities and B-schools, ensuring credibility and recognition that matter in the corporate world.

## Flexibility Without Compromise

With live interactive classes, self-paced modules, and weekend sessions, we ensure learning never disrupts your career growth.



## Taught by Industry Leaders & Academics

Learn from distinguished faculty and global industry experts who bring real-world insights and academic rigor.

## Networking & Career Impact

Beyond learning, we offer unparalleled networking opportunities with industry peers, CXOs, and thought leaders, helping you build connections that drive career acceleration.





# BIRCHWOOD UNIVERSITY

Admission Partner

**Veranda higherEd**  
An SNVA Veranda Enterprise

☎ 813 003 8548

🌐 [www.verandahighered.com](http://www.verandahighered.com)

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