

### **Doctor of Business Administration (D.B.A.)**

Strategic Media and Digital Content Cognate

2023-2024 Degree Completion Plan

# THE GRADUATE SCHOOL

CORE COURSES (48 hours)			<u>Sem</u>	<u>Grade</u>
BUSI 701	DBA Current Topics <sup>1</sup>	3		
BUSI 710	Foundations of Applied Research Methods	3		
BUSI 730	Strategic Allocation of Financial Resources	3		
BUSI 735	Understanding the Organization	3		
BUSI 740	Supply Chain Management	3		
<b>BUSI 745</b>	Marketing for Competitive Advantage	3		
BUSI 750	Managing Human Resources	3		
BUSI 770	Strategy Formulation & Strategic Thinking	3		
BUSI 820	Quantitative Research Methods	3		
BUSI 830	Case Study Research Methods & Consulting Techniques	3		
<b>BUSI 885</b>	Research Concept <sup>1</sup>	3		
<b>BUSI 887</b>	Applied Doctoral Research Project I <sup>1</sup>	5		
BUSI 888	Applied Doctoral Research Project II <sup>1</sup>	5		
BUSI 889	Applied Doctoral Research Project III <sup>1</sup>	5		
BUSI 890	Applied Doctoral Research Project IV <sup>1</sup>	0		
<b>STRATEGI</b>	C MEDIA & DIGITAL CONTENT COGNATE (12 hour	<u>s)</u>		
STCO 532	Media Technologies & Communication Strategies	3		
STCO 534	Strategic Media Analysis	3		
STCO 550	Best Practices: Transforming the Digital Organization	3		
STCO 562	Using Emerging Trends in Strategic Communication	3		
	TOTAL HOURS	60		

#### **Graduation Requirements**

Complete 60 hours

A maximum of 50% of a post-graduate and doctoral degree may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level 3.0 GPA

No grades lower than a B- may be applied to the degree Degree must be completed within 7 years Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Offered in Online Format

#### Notes

All applicable prerequisites must be met 

Cannot be transferred from another institution 
Suggested Course Sequence on second page

Revised: 02.03.2023 Effective Catalog Term: 2023-40

## SUGGESTED COURSE SEQUENCE

BUSI 701 (B Term) BUSI 710 (B Term) BUSI 730 (D Term) BUSI 735 (D Term)	Total	3 3 3 3 12	Second Semester BUSI 740 (B Term) STCO 532 (B Term) BUSI 745 (D Term) STCO 534 (D Term)	Total	3 3 3 3 12
Third Semester		_	Fourth Semester		
BUSI 750 (B Term) STCO 550 (B Term)		3	BUSI 820 (B Term) BUSI 830 (D Term)		3 <u>3</u>
BUSI 770 (D Term)		3		Total	6
STCO 562 (D Term)	Total	<u>3</u> 12			
Fifth Semester					
Thui Schiester			Sixth Semester		
BUSI 885	Total	<u>3</u> 3	Sixth Semester BUSI 887	Total	<u>5</u> 5
	Total		BUSI 887	Total	<u>5</u> 5
BUSI 885	Total			Total	5 5 5
BUSI 885  Seventh Semester		3 - <u>5</u>	BUSI 887  Eighth Semester		5 <u>5</u>

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