

DBA8100 : Doctoral Project Proposal & Pitch

This course supports the integration of leadership models, stakeholder engagement, and research methodologies to assess a business challenge and construct a viable business project. The project may represent the challenge identified during the admissions process or, an emergent opportunity. The course provides a framework for designing and constructing the plan, seeking feedback from their dedicated Team of Business Advisors (TBA) and peers and testing assumptions for change led by an effective leader.

Credits 2