

# Business Administration



## Doctorate of Business Administration

### **The UW-Whitewater Doctorate of Business Administration**

program has been designed to be both challenging and practical. Those admitted should expect a rigorous yet rewarding learning experience that will prepare them to solve real-world problems.

The curriculum focuses on the most up-to-date professional and academic knowledge regarding key business issues. DBA candidates learn about the latest tools and techniques that can help them solve the organizational problems posed directly by the students experiencing the issues in their workplaces.

The program's primary goal is to enable DBA students to become competent scholarly researchers in order to find effective solutions to advanced business problems. In contrast to solutions based on limited or no evidence, scholarly research encourages DBA students to review previously published work on the subject and to propose solutions based on an analysis of said work, along with data related to the topic.



University of Wisconsin  
**Whitewater**

College of Business  
and Economics



[uww.edu/cobe/doctorate/  
dba-program](http://uww.edu/cobe/doctorate/dba-program)



# 100%

placement rate

# 30,000

active alumni

# \$74,420

average starting salary



## University of Wisconsin Whitewater

College of Business and Economics

### Why consider a DBA degree?

The DBA is a professional doctorate that enables students to develop in-depth business expertise. Master's degrees often do not provide the level of skill development needed to tackle today's complex and rapidly changing global business environment. A DBA provides students with the advanced skills to perform at a higher level in their industries, contribute to organizational knowledge and effectiveness, conduct applied research, and/or transition to an academic career.

### How does a DBA compare to a Ph.D?

While the Ph.D. tends to focus heavily on theory, the DBA is designed for practitioners and business professionals to apply to real-world challenges. The DBA curriculum is integrative in nature. Featuring content-area courses in all business functions, as well as the fundamentals of business research and statistics, students will see how business functions interact and affect the workplace. In contrast, the Ph.D. often encourages students to become specialists in narrowly-focused areas.

### Why UW-Whitewater?

Our Doctorate of Business Administration is a 60-credit program that allows professionals to maintain their full-time careers and complete their degree in three years. Students attend classes one weekend each month for two years, and engage in online interactions in between classes. After two years of coursework, students complete a dissertation that contributes to business practice. The cohort model has proved to be an important source of perspective, networking, and support for our students.



**Wisconsin's Largest  
Business School**



**AACSB  
ACCREDITED**



**AACSB  
ACCREDITED  
Accounting**

