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# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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## PROPOSED DOCTOR OF BUSINESS ADMINISTRATION DEGREE PROGRAMME

Submitted to the Commission for Higher Education, Nairobi

CUEA  
DOP  
PROP

2011

NOVEMBER, 2011

This Proposal was approved  
by the Commission for  
Higher Education on  
16/12/2011  
[Signature]

## **2.0 THE CURRICULUM**

### **2.1 Title of the Proposed Programme**

The title of the proposed programme is Doctor of Business Administration degree programme

### **2.2 Philosophy of the Programme**

In consonance with the University philosophy of searching for the truth about God, Humanity and Nature, the Doctor of Business Administration degree programme aims at imparting knowledge and skills so as to produce transformative leaders for church and society

### **2.3 Rationale of the Programme**

The proposed Doctor of Business Administration (DBA) Programme is a professional research degree that focuses upon business practice, policy and strategy. The program is designed for experienced and well-qualified managers, consultants and management educators who wish to make significant and original theoretically informed contribution to management practice through personal research at an advanced level.

#### **2.3.1 Needs Assessment/Market Survey/Situation Analysis**

Doctor of Business Administration degree programme is geared towards equipping students with business and managerial skills to meet the challenges in the market and in academia. It stresses the training of professional researchers, academicians and managers imbued with professional skills and ethical values

#### **2.3.2 Justification of the need for the Programme**

The Doctor of Business Administration degree programme seeks to train expertise which is crucial in ensuring successful execution of business and management processes

### **2.4 Goal of the Programme**

The programme aims at:

- (i) Providing a broad based curriculum that gives a holistic grasp of the subject of business administration
- (ii) Finding solutions to challenges that confront professional and managers in field of business finance, marketing, and management and human resource

### **2.5 Expected Learning Outcomes of the Programme**

Upon successful completion of this program the graduate is expected to:

- a) Provide top level leadership in the corporate world.
- b) Solve business problems based on acquired theoretical and empirical research skills.
- c) Uphold and apply professionalism and ethical standards in the workplace.
- d) Make business decisions based on scientific and economic analysis of the environment.

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by the Commission for

### **Doctoral of Business Administration, Marketing Specialization**

Upon successful completion of this program the graduate is expected to command the ability to demonstrate the following competencies:

- (a) Apply theoretical and empirical knowledge in yielding new innovations and designs in the field of Marketing.
- (b) Ability to evaluate and synthesize existing knowledge and generate new research insights that will contribute significantly to new knowledge in Marketing.
- (c) Ability to diagnose complex Marketing problems that prevail in organizations, across countries, and competently seek solutions to such problems in Marketing.
- (d) Effective communicators as marketers, academicians and public speakers.
- (e) Apply knowledge in solving marketing challenges in international and local market taking cognizance of cultural variations.

### **Doctoral of Business Administration, Management Specialization**

Upon successful completion of this program the graduate is expected to command the ability to demonstrate the following competencies:

- (a) Apply theoretical and empirical knowledge in yielding new innovations and designs in the field of Management.
- (b) Ability to evaluate and synthesize existing knowledge and generate new research insights that will contribute significantly to new knowledge in Management.
- (c) Ability to diagnose complex Management problems that prevail in organizations, across countries, and competently seek solutions to such problems in Management.
- (d) Effective communicators as managers, academicians and public speakers.
- (e) Apply knowledge in solving Management challenges in international and local market taking cognizance of cultural variations.

### **Doctoral of Business Administration, Finance Specialization**

Upon successful completion of this program the graduate is expected to command the ability to demonstrate the following competencies:

- (a) Apply theoretical and empirical knowledge in yielding new innovations and designs in the field of Finance.

- (b) Ability to evaluate and synthesize existing knowledge and generate new research insights that will contribute significantly to new knowledge in Finance.
- (c) Ability to diagnose complex Finance problems that prevail in organizations, across countries, and competently seek solutions to such problems in Finance.
- (d) Effective communicators as managers, academicians and public speakers.
- (e) Apply knowledge in solving Finance challenges in international and local market taking cognizance of cultural variations.

### **Doctoral of Business Administration, Human Resource Management Specialization**

Upon successful completion of this program the graduate is expected to command the ability to demonstrate the following competencies:

- (a) Apply theoretical and empirical knowledge in yielding new innovations and designs in the field of Human Resource Management.
- (b) Ability to evaluate and synthesize existing knowledge and generate new research insights that will contribute significantly to new knowledge in Human Resource Management.
- (c) Ability to diagnose complex Human Resource Management problems that prevail in organizations, across countries, and competently seek solutions to such problems in Human Resource Management.
- (d) Effective communicators as managers, academicians and public speakers.
- (e) Apply knowledge in solving Human Resource Management challenges in international and local market taking cognizance of cultural variations.

### **2.6 Mode of Delivery of the Programme**

Mode of delivery will be face to face and distance learning

### **2.7 Academic Regulations for the Proposed Programme**

#### **2.7.1 Admission Requirements**

- a) The “common regulations” for the doctoral degree of the Catholic University of Eastern Africa shall apply.
- b) In addition, the candidates must hold a Master of Business Administration degree of CUEA or its equivalent from a university recognized by the Senate of the Catholic University of Eastern Africa.