

**Cornerstone Christian University  
Orlando, FL**

**Christian Business Administration 48 credit hours**

The purpose **Doctor Christian Business Administration (CDBA.)** program is to provide the candidate with an advanced competencies and Christian business and managerial insights through the preparation and observation for those actively involved in vocational Christian Business Administration. Cornerstone focuses on the practical knowledge and understanding rather the actual degree itself. For this purpose, CCU's requirements and standards are slightly higher without any additional work or cost to you. From the start of your first course up to your graduation you'll know your interest, perception, and desire are biblically oriented and intellectually stimulated and you'll be humbly proud of your education and the degree up on your wall.

The Doctor of Christian Business Administration explores how globalization, entrepreneurship and technology are changing the business practice, as well as building critical management skills in managerial, teamwork, integrative analysis, and oral and written communication. Recognizing that today's business students need flexibility, students have various options for accelerating CCU 48 credit hours program.

Contextually speaking, individuals graduated from the **Christian Business Management (CDBA)** program **will be prepared to:**

- Demonstrate an advanced understanding and integration of ministry in relation to the biblical studies, academic, and educational disciplines.
- Articulate and apply a comprehensive and critical philosophy of Business Management.
- Demonstrate advanced competencies in the areas of critical thinking, Research and Writing, Business Ethics, Business Communication, Administration/Education Leadership, and Strategic planning.
- Plan, implement, and critically evaluate major undertakings in business and management toward the fulfilment of the Great Commission through Christian professionalism.
- Evaluate personal, spiritual, and professional development and design a plan for lifelong learning through Business Management.

### **Application Requirements for All Doctoral Programs (PhD)**

All of our doctoral programs are designed to develop outstanding educational researchers who have a deep understanding of the scientific, practical and policy issues they study.

Application Requirements:

The minimum graduate admission requirements are:

1. a Master's degree or recognized equivalent from a recognized institution;
2. a satisfactory scholastic average, usually a minimum grade-point average (GPA) of 3.0 (B) on a 4.0 scale; and
3. enough undergraduate training to do graduate work in your chosen field.

### **Application Form**

Complete and submit CCU's graduate online application.

### **Application Fee**

\$75. Application fees are non-refundable and submitted with the online application. Be sure to know your definitive decision before submitting your application.

### **Statement of Purpose/letter of intent**

Your statement should be typed, single-spaced and should be between one to two pages. Describe succinctly your reasons for applying to the proposed program, your preparation for this field of study and why our program is a good fit for you, your future plans, and other aspects of your background as well as interests which may aid the admissions committee in evaluating your aptitude and motivation for graduate study. You may indicate potential faculty mentors as part of your study and research interests. Be sure to keep a copy for your records.

### **Resume**

Resumes are required of all applicants. Please upload your resume in the online application.

### **Three (3) Letters of Recommendation**

Applicants are required to acquire three letters of recommendation. You will be asked to identify your recommenders and their email addresses or phone numbers. Please notify your recommenders that they will receive an email prompt to submit their recommendation online. Cornerstone accepts online recommendations through the application system; mailed, or emailed recommendations.

Recommendations should be written by people who have supervised you in an academic, employment, religious or community service setting. At least one should be from a university professor familiar with your academic work. Your recommendations should directly address your suitability for admission to a graduate program at Cornerstone.

### **College and University Transcripts**

When submitting your online application, please upload your transcripts as a PDF. Only if admitted, we will contact you with instructions on sending the official copy of your transcripts. We cannot accept emailed or faxed copies of your transcripts during the application process.

### **Concerning course work completed in a study abroad program**

If the course work and grades are reflected on the transcript of your home institution, you do not need to submit original transcripts from the study abroad institution.

### **Concerning foreign institutions**

If your institution provides a transcript in a language other than English or French, we require that you submit a translation of the transcript that is either provided by the institution or a certified translator.

### **Course Descriptions:**

**BUS 704 Culture, Ethics & Communication (4 credits)** Provides an opportunity for student discussion, debate, and dramatization of topics relating to ethics, corporate social responsibility, and culture relevant to the current business environment. Such issues are brought to life through a project relating to corporate social responsibility, guest speakers, role- plays, and student-created dramatic performances.

**BUS 714 Introduction to Financial Accounting; (4 credits)** Overview of financial accounting, periodic financial statements and the financial reporting process. Importance of financial statements as information source for creditors and investors and as a means by which managers can communicate information about their firms.

### **BUS 724 Managerial Accounting; (4 credits)**

Use of accounting data in corporate planning and control.

Cost-volume-profit analysis, budgeting, pricing decisions and cost data, transfer pricing, activity-based management, performance measures, and standard costing.

**BUS 734 Strategic and Transformational IT (Technology Selective) (4 credits)**

Introduces students to the key issues in managing information technology (IT) and provides an overview of how major IT applications in today's firms support strategic, operational, and tactical decisions. Topics include: synchronizing IT and business strategy; the transformational impacts of IT; evaluating and coping with new technologies; governing, managing, and organizing the IT function including outsourcing/off-shoring considerations; assessing the business value of IT and justifying IT projects; and managing IT applications in functional areas to support strategy and business process.

**BUS744 Managing Digital Business Markets (Technology Selective) (4 credits)**

The objective is to understand the strategic and tactical issues involved in managing digital businesses and markets. Also, some of the characteristics of digital businesses and markets that make them unique and understand how companies can best manage them will be examined.

**BUS 754 Data Models and Decisions; (4 credits)**

To develop probabilistic and statistical concepts, methods and models through examples motivated by real-life data from business and to stress the role that statistics plays in the managerial decision making process.

**BUS 764 Operations Management (4 Credits)** Operations management is concerned with efficient and effective design and operation of business processes for delivering products and/or services. Emphasis is given to process analysis and design, capacity management and bottlenecks, waiting lines and the impact of uncertainty in process performance, quality management, lean, six-sigma, and revenue management.

**BUS 774 Financial Management; (4 credits)**

Analysis of major corporate financial decisions using a market-oriented framework. Topics include capital budgeting, security portfolio theory, operation and efficiency of financial markets, options pricing, financing decisions, capital structure, pay-out policy and international finance.

**BUS784: Entrepreneurial Finance and Private Equity (Entrepreneurship Selective) (4 credits)**

An advanced topics course in Corporate Finance. The major emphasis is how financiers help firms plan for growth and finance firms using different types of securities at different points in the industry's and firm's life. Securities will include private financings and placements, Venture Capital (VC), Initial Public Offerings (IPOs), Private Equity and Leveraged Buyouts.

**BUS794 Marketing Management; (4 credits)**

This course is an overview of decisions marketing managers make to create and maintain enduring customer-based equity. These decisions involve identifying marketing opportunities, selecting customer targets, effectively positioning products and services, and implementing competitive marketing support programs. Students will learn marketing decision-making models and how to apply them.

**BUS804: Entrepreneurship and New Ventures (Entrepreneurship Selective) (4 credits)**

Provides an introduction to important tools and skills necessary to create and grow a successful new venture. Integrates research findings from a range of different practical and intellectual perspectives, including psychology, sociology, economics, strategic management, and history into practical, hands on lessons for an entrepreneur. Class projects provide the foundations for new, real businesses.

**BUS814: Creativity for Business Leaders and Entrepreneurs (Entrepreneurship Selective) (4 credits)** Examines the concept of creativity as it applies in today's and tomorrow's complex business environment. An overview of the cognitive foundations of creativity, examines many of the preconceived notions about creativity in business and

discusses multiple ways in which creativity can help business leaders and entrepreneurs to succeed. Topics include creativity techniques for groups and individuals, creativity as a foundation to recognize business opportunities and develop innovative products and services, selecting ideas and making them stick, mental and organizational obstacles to creativity as well as an overview of electronic tools to increase creative capability.

**BUS814 Leadership & Managing Human Capital; (4 credits)**

Examines concepts of leadership and human resource management principles. Emphasizes skill building and creating a competitive advantage by creating a culture that develops extraordinary leaders and unleashes employee talent. Topics include leadership, decision making, communication and conflict, work motivation, teams, ensuring legal compliance and leveraging diversity, recruiting, selecting and retaining qualified employees who fit the job and the organization, measuring performance and providing feedback, and managing changes in leadership and HR strategy.

**BUS824: Integration and Teams (4 credits)**

Provides students with the concepts, frameworks, tools and skills necessary for thinking and working in an integrative fashion across functional areas of a business in a team based environment.

**BUS834 Cross Cultural Communication and Teamwork (4 credits)**

Provide managers a sound basis for developing such competencies. Specifically, we will develop an understanding of key cultural differences, and how these differences influence the management of individuals, groups, and organizations.

**BUS844 Corporate Social Responsibility and Ethics (4 credits)**

This course examines the various expectations for socially responsible business conduct. Such expectations include sustainability, stability, and the ethical and legal expectations of different corporate constituencies. The course considers the role of individual managers and offers them specific frameworks and techniques for integrating social responsibilities and more traditional business concerns into business strategies which provide sustainable competitive advantages. Specific topics include the expectations of shareholders, employees, customers and governments as well the relationships between businesses and the natural environments and communities in which they operate.

**BUS854 Global Supply Chain Management (Globalization Selective) (4 credits)**

Offers a practical blueprint for understanding, building, implementing, and sustaining supply chains in today's rapidly changing global supply chain environment. It will provide the student with a survey of the fast-moving Supply Chain Management discipline and practice, including the evolution of supply chain strategies, business models and technologies; current best practices in demand and supply management; and methodologies for conducting supply chain-wide diagnostic assessments and formulating process improvement plans.

**BUS864: International Economics for Managers (Globalization Selective) (4 credits)**

Focuses on understanding critical aspects of the global business environment that influence firm decisions and behavior. Globalization is present in market competition, capital markets, and managerial talent as evidenced by free trade areas and economic unions forming, the volatility in global financial markets, and the continued rise of transnational firms. With globalization, the challenge for firms is to acknowledge, understand and act when appropriate – to act by sourcing, lobbying, and relocating value chain activities internationally.

**BUS874 Globalizing the Enterprise (Globalization Selective) (4 credits)**

Focuses on the "strategic" and "organizational" questions that a company must address as it globalizes its footprint. Among the questions that will be addressed are: What are the potential benefits, costs, and risks associated with going abroad? What differentiates a "global" from a "multidomestic" industry? What are the sources of competitive advantage in a global context?

**BUS883 Managerial Economics and Public Policy; (3 credits)**

Basic microeconomic principles used by firms, including supply and demand, elasticities, costs, productivity, pricing, market structure and competitive implications of alternative market structures. Market failures and government intervention. Public policy processes affecting business operations.

**BUS884 The Global Economic Environment; (4 credits)** Relationship between national and international economic environments. Determinants of output, interest rates, prices and exchange rates. Analysis of effect of economic policies (fiscal, monetary, trade, tax) on the firm and the economy.

**BUS893 Strategic Management; (3 credits)** Integrative strategic management focusing on strategy formulation and implementation in domestic and global settings. Industry and competitor analysis, industry and firm value chain, leadership, goal setting, organizational structure and culture. Case study approach to top management and organizational problems.

**BUS894: Integrative Business Plan Competition (4 credits)**

Designed to inspire and enable students to develop new business products, services, processes and management models. Three-person teams create a business plan to commercialize an innovation and submit the plan to the CMBA business plan competition. The plan can involve creation of independent ventures or ventures within an established business.

**CDBA900 Dissertation Research Project (0 credits)** Description: This dissertation project must be a significant original work in nature, which will seek to make a contribution to the world of Educational world. This final course culminates the entire course of studies and research required by this program. This is a very involved endeavor and will require an undivided attention. The research project comprises two part—a quantitative and a qualitative research. Both parts must demonstrate doctorate level quality of work in respect to magnitude of effort and the end product for such program.

Student allowed choosing their own research topic and getting it approved by the Dissertation Review Board. Upon the approval of the research topic, a proposal containing the first three chapters, table of content and partial bibliography must be submitted to The Dissertation Review Board. A fee of one hundred (\$750.00) dollars must be submitted with the proposal. Proposal will not be reviewed without this fee.

The Review Board will review the research proposal. The board will either approve it, approve it with recommendations, or denied it. If the dissertation is denied, a separate fee will be required for revisions. Students are solely responsible to present the research project as required the first time to avoid any denial proposal and extra fee.

Upon the final review and grading of the final research project, the student will submit two bound copies to the school. One will be graded, endorse, and return to the student and one copy will remain the property of the school.

Cornerstone is not a Title 4, therefore, no government loan is available. However, very low cost per credit and a very flexible payment plan is also available to those who qualified.

**A Doctorate in Christian Business at CCU:**

**Non-Title 4 Funding (Private Accreditation) Total credits: 48 (DBA) Respected degree Program cost: \$348.00, per credit hour**

**Minimum Initial payment of \$900.00 is required and a Monthly payment (flexible to plan upon approval)**

**Books are extra**

**Dissertation Review fee \$750.00**

**Duration of the program: 2-5 years**

**No residency and completely online**

**No debt after the completion of your degree due to low monthly payment plan**

**No insurance required, which save you on cost No hidden cost unlike most other schools and no tuition increase every year**