



Orlando, FL

Christian Business Administration 64 credit hours

The purpose **Doctor of Philosophy in Christian Business Administration (CPHD.)** program is to provide the candidate with an advanced competencies and 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 Philosophy 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 64 credit hours program.

Contextually speaking, individuals graduated from the **Christian Business Management (CPHD)** 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.

Course Descriptions:

BUS 703 Culture, Ethics & Communication (3 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 713 Introduction to Financial Accounting; (3 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 723 Managerial Accounting; (3 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 733 Strategic and Transformational IT (Technology Selective) (3 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.

BUS743 Managing Digital Business Markets (Technology Selective) (3 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 753 Data Models and Decisions; (3 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 763 Operations Management (3 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; (3 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.

BUS793 Marketing Management; (3 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.

BUS803: Entrepreneurship and New Ventures (Entrepreneurship Selective) (3 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.

BUS813: Creativity for Business Leaders and Entrepreneurs (Entrepreneurship Selective) (3 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.

BUS823: Integration and Teams (3 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.

BUS833 Cross Cultural Communication and Teamwork (3 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.

BUS843 Corporate Social Responsibility and Ethics (3 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.

BUS853 Global Supply Chain Management (Globalization Selective) (3 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.

BUS863: International Economics for Managers (Globalization Selective) (3 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.

BUS873 Globalizing the Enterprise (Globalization Selective) (3 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.

BUS883B The Global Economic Environment; (3 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.

BUS893B: Integrative Business Plan Competition (3 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 MBA business plan competition. The plan can involve creation of independent ventures or ventures within an established business.

DBA/PHD900 Dissertation Research Project (12 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 (\$450.00) dollars must be submitted with the proposal. Proposal will not be reviewed without this fee.

Cornerstone is not regionally accredited. What does that mean? It simply means that CCU is not a Title 4 Funding. Well, what Title 4 means? It means you can get loan for your study which will make you bankrupt after you've completed your degree. If your degree is for professional purposes and you don't think regional accreditation going to make you touch haven, check this tuition comparison and the quality of the academic work

**A PHD in Business Administration at CCU:
Non-Title 4 Funding (Private Accreditation)
Total credits: 64 (PHD) Respected degree
Program cost: \$13,800.00, including
Administrative and Technology fees for the
entire program
Initial payment of \$200.00 is required and can
be negotiated
Monthly payment as low as: \$200.00
Books are extra
Dissertation Review fee \$550.00
Duration of the program: 36 months +/-
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**

**A Doctorate in Business at Walden University
Total Credits: 60 (Dr.)
Cost is \$880 per semester credit hour
+ x4 \$1,125 each residency, plus travel,
lodging, and other expenses
\$5280.00 for 60 credit hour
+4500.00 for 4 residency
+Technology fee of \$150.00 per cost plus
travel, lodging, and other expenses.**

**You can do the math!
You carrying a mortgage with no promise of
a job**

**The above tuition is average for Liberty
University, Reformed Theological Seminary
Asbury University and many others similar
universities**

What about the academic quality at CCU? No compromised whatsoever. CCU uses quality textbooks, highly credential Professors, and our curriculum requirement is outstanding. Most of CCU's textbooks are from Prentice Hall Pearson

Please ask yourself this question then decide which direction to take "Where am I going to use this degree and for what purpose?"