

BUSINESS ADMINISTRATION (D.B.A.) - STRATEGIC MANAGEMENT

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

Code	Title	Hours
Core Courses		
BUSI 701	Current Topics in Business Administration ¹	3
BUSI 710	Foundations of Applied Research Methods	3
BUSI 730	Strategic Allocation of Financial Resources	3
BUSI 735	Strategic Organization Design and Theory	3
BUSI 740	Managing the Supply Chain	3
BUSI 745	Marketing for Competitive Advantage	3
BUSI 750	Managing Human Resources	3
BUSI 770	Strategy Formulation and Strategic Thinking	3
BUSI 820	Quantitative Research Methods	3
BUSI 830	Case Study Research Methods and Literature Review	3
BUSI 885	Research Concept ¹	3
BUSI 887	Applied Doctoral Research Project I ¹	5
BUSI 888	Applied Doctoral Research Project II ¹	5
BUSI 889	Applied Doctoral Research Project III ¹	5
BUSI 890	Applied Doctoral Research Project IV ¹	0
Total Hours		48

¹ Cannot be transferred from another institution

Code	Title	Hours
Strategic Management Cognate		
BUSI 570	Ethical Leadership	3
BUSI 643	Workforce Planning and Employment	3
MGMT 501	Executive Leadership and Management	3
Strategic Management Elective ²		3
Total Hours		12

¹ Choose one course from BMAL 500 Organizational Behavior (3 c.h.), BUSI 502 Servant Leadership (3 c.h.), BUSI 503 Leadership Theory (3 c.h.), BUSI 504 Leading Organizational Change (3 c.h.), BUSI 605 Environment of International Business (3 c.h.), BUSI 606 Global Financial Markets (3 c.h.), BUSI 607 Developing Global Markets (3 c.h.), BUSI 612 Marketing Promotions (3 c.h.), BUSI 613 Supply Chain Management (3 c.h.), BUSI 614 Marketing Research (3 c.h.), BUSI 644 Human Resources Development (3 c.h.), BUSI 645 Compensation Management (3 c.h.), BUSI 680 Advanced Project Management I (3 c.h.), BUSI 681 Advanced Project Management II (3 c.h.), BUSI 682 Global Project Management (3 c.h.), COMS 560 Communication and Conflict (3 c.h.), STCO 532 Media Technologies & Communication Strategies (3 c.h.), or STCO 658 Strategic Communication Campaigns for the Digital Age (3 c.h.)

All applicable prerequisites must be met

Graduation Requirements

- Complete 60 hours
- A maximum of 50% of a post-graduate and doctoral degree may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No grades lower than a B- may be applied to the degree
- Degree must be completed within 7 years
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format Course Sequence

Course	Title	Hours
First Semester		
BUSI 701	Current Topics in Business Administration	3
BUSI 710	Foundations of Applied Research Methods	3
BUSI 730	Strategic Allocation of Financial Resources	3
BUSI 735	Strategic Organization Design and Theory	3
Hours		12
Second Semester		
BUSI 570	Ethical Leadership	3
BUSI 740	Managing the Supply Chain	3
BUSI 745	Marketing for Competitive Advantage	3
MGMT 501	Executive Leadership and Management	3
Hours		12
Third Semester		
BUSI 643	Workforce Planning and Employment	3
BUSI 750	Managing Human Resources	3
BUSI 770	Strategy Formulation and Strategic Thinking	3
Elective ¹		3
Hours		12
Fourth Semester		
BUSI 820	Quantitative Research Methods	3
BUSI 830	Case Study Research Methods and Literature Review	3
Hours		6
Fifth Semester		
BUSI 885	Research Concept	3
Hours		3
Sixth Semester		
BUSI 887	Applied Doctoral Research Project I	5
Hours		5
Seventh Semester		
BUSI 888	Applied Doctoral Research Project II	5
Hours		5
Eighth Semester		
BUSI 889	Applied Doctoral Research Project III	5
Hours		5

Course	Title	Hours
Ninth Semester		
BUSI 890	Applied Doctoral Research Project IV	0
Hours		0
Total Hours		60

¹ Choose one of the following: BMAL 500, BUSI 502, BUSI 504, BUSI 530, BUSI 605, BUSI 606, BUSI 607, BUSI 612, BUSI 613, BUSI 614, BUSI 644, BUSI 645, BUSI 680, BUSI 681, BUSI 682, COMS 560, STCO 532, or STCO 658.