Graduate Council
New Course and Course/Curriculum Change Proposal Form

Item(s) to be considered by the Graduate Council: (please check all spaces relevant to this proposed change)

☐	Proposed New Course(s) (attach one-page syllabus)	☐	Cross Listing of Course
☐	Course Number/Title/Description Change	☐	Inactivation of Course
☐	Change in Course Prerequisites	☐	Changes in Admission to Major
☐	Changes in Credit Hours	☒	*New Curriculum
☐	*Revisions in Curriculum of Existing Major, Minor and Concentrations	☐	Non-Substantive/Editorial Change (only complete this page for this category)
☐	Addition of/Increase in Course Fee	☐	Other (Please specify)
☐	*Type of Delivery (on campus, internet, video tape, and/or interactive video)		_____ _____

Will this proposal result in the need for a Revised Faculty Roster Form? Yes ☒ No ☐
If yes, for whom: TBA

Brief Description and Rationale (based on assessment) for Proposed Change (proposals must be accompanied by a copy of the current catalog page(s) with all suggested changes made using the *Guidelines and Style Manual*):
The VPAA encouraged exploration of an Executive Doctor of Business Administration (EDBA) degree in the College of Business in early 2018. An EDBA curriculum task force was established later in 2018 and that group received input from COB faculty/staff and the COB Executive Business Council regarding curriculum. Extensive information about other DBA/EDBA programs in the U.S. was collected, specifically as it related to schools who would be identified as peers and those with AACSB accreditation. College of Business faculty voted in favor of the proposed curriculum on 11/28/18. Financials have been established and reviewed by UNA administration and will be finalized soon. A timeline has been created to follow university, ACHE, and SACS deadlines for appropriate paperwork. We propose to launch the degree in Fall 2020, with final approvals in September 2019 to begin advertising for the first cohort. Tentative application deadline for the first cohort will be April 1, 2020.

The proposed Executive Doctor of Business Administration (EDBA) will be a professional degree program for leaders seeking to go beyond the master's level and differentiate themselves by developing applied research skills for solving complex organizational problems and developing innovative business solutions based on the most current evidence-based practices. These qualities make the program an ideal fit for experienced leaders who may be changing roles or positions within an organization, moving into a consulting career, or wishing to transition to an academic position. As a doctoral program, the degree requires a dissertation and the requisite statistical and methodological skills necessary to complete such a project. However, the coursework and research are applied in nature with an intentional focus on how to leverage analytical tools and methods to solve real-world problems, address contemporary issues, and navigate disruptive trends that may not have existed even five years ago.

This non-resident, cohort-based program employs an online learning platform and requires a limited number of weekend on-campus visits over a three-year period where students will engage with each other and with professors in an executive classroom format. The program requires 54 post-master's credit hours and students are expected to complete the coursework in the first two years and their dissertation in year three.

See attached catalog markup, which outlines the three-year course layout, and separate form and syllabi for all courses.

The proposed change(s) will be effective beginning: Fall semester 2020 year
List the departments or programs on campus consulted on the issues of duplication and overlap (see item #2 below) and attach a copy of all relevant correspondence.

11/21/18 Jana Beaver
Date Approved by Department Curriculum Committee Chair's Signature

11/28/18 Greg Lane
Date Approved by College Curriculum Committee Academic Dean's Signature

* May require ACHE review 3-2-15

Graduate Degrees and Program Options

The College of Business prides itself on being a leader in providing graduate programs that deliver outstanding quality, a highly relevant curriculum, instructional excellence, and extraordinary convenience at an exceptional value.

1. **MBA Degree**

   MBA. Concentrations are available in accounting, family studies, finance, health care management, human resources management, information systems, global business, project management, and sales and new business development.

   Executive MBA. The EMBA is designed for rising managers, entrepreneurs, and mid-career professionals. The curriculum focuses on topics relevant to mid-management success. The Executive MBA is delivered online and at our campus in Florence, AL, and a different curriculum is delivered in hybrid format.

2. **MAcc Degree.** The Master of Accountancy (MAcc) is designed for those desiring more thorough knowledge of accounting theory and practice.
3. **Joint Curriculum Two Degrees Program.** The Joint Curriculum Two Degrees Program allows students to earn a Master of Business Administration degree and a Master of Science in Family Studies degree simultaneously. Students must be eligible to be admitted to both programs and must meet the degree requirements outlined in the joint curriculum.
4. **EDBA Degree.** The Executive Doctor of Business Administration degree is for leaders seeking to go beyond the master's level and differentiate themselves by developing applied research skills for solving complex organizational problems and developing innovative business solutions based on the most current evidence-based practices.

Executive Doctor of Business Administration (EDBA)

The Executive Doctor of Business Administration (EDBA) degree program at the University of North Alabama is a professional degree program for leaders seeking to go beyond the master's level and differentiate themselves by developing applied research skills for solving complex organizational problems and developing innovative business solutions based on the most current evidence-based practices. These qualities make the program an ideal fit for experienced leaders who may be changing roles or positions within an organization, moving into a consulting career, or wishing to transition to an academic position. As a doctoral program, the degree requires a dissertation and the requisite statistical and methodological skills necessary to complete such a project. However, the coursework and research are applied in nature with an intentional focus on how to leverage analytical tools and methods to solve real-world problems, address contemporary issues, and navigate disruptive trends that may not have existed even five years ago.

This non-resident, cohort-based program employs an online learning platform and requires a limited number of weekend on-campus visits over a three-year period where students will engage with each other and with professors in an executive classroom format. The program requires 54 post-master's credit hours and students are expected to complete their coursework in the first two years and their dissertation in year three.

Admission

Applicants should have previously earned an MBA or master's degree in a related field from an accredited academic institution. Because of this requirement, no GMAT will be required for admission into the program.

Applicants should possess at least 7 years of substantive work experience. Experience that includes high levels of responsibility, expertise, and leadership is preferred. This experience should be highlighted in the application materials.

Qualified applicants should submit the following:

- Completed application
- Application fee of $50
- Resume
- Official transcripts from all previously attended universities
- Two letters of recommendation from professionals in academia or industry who can comment on accomplishments and contributions, leadership, and other potential success factors
- One essay outlining goals and motivations for pursuing an EDBA. Expected length 2-3 pages.

Interviews will be required prior to candidates being formally accepted into the program.

EDBA Curriculum

Year 1 Fall

Code	Title	Hours
EDBA 800	Discovering Applied Research	3
EDBA 805	Project Management for Applied Research	1
EDBA 810	Exploring Statistical Relationships in Business	3
EDBA 811	Engaging with Applied Statistics Lab	1
Hours		8

Year 1 Spring

EDBA 815	Prediction and Planning for Business Futures	1
EDBA 820	Organizational Problem Solving: Design and Measurement	3
EDBA 825	Innovation System Solutions	1
EDBA 830	Advanced Quantitative Analysis	3
Hours		8

Year 1 Summer

EDBA 840	Advanced Qualitative Analysis	3
EDBA 900	Developing Applied Research Skills	2
Hours		5

Year 2 Fall

Code	Title	Hours
EDBA 835	Designing Technology for User Experience	1
EDBA 845	Emerging Methodologies for Organizations	1
EDBA 861	Becoming Data Smart	3
EDBA 862	Creative and Innovative Thinking	3
Hours		8

Year 2 Spring

EDBA 855	Integrating GIS to Optimize Business Performance	1
EDBA 863	Emerging Issues in Business	3
EDBA 864	Exploring Trends in the Global Economy	1
EDBA 901	Dissertation Design	3
Hours		8

Year 2 Summer

EDBA 865	Applied Decision Making and Optimization	3
EDBA 902	Dissertation	2
Hours		5

Year 3 Fall

Code	Title	Hours
EDBA 866	Applications of Disruptive Technology	3
EDBA 902	Dissertation	3
Hours		6

Year 3 Spring

EDBA 902	Dissertation	3
EDBA 902	Dissertation	3
Hours		6

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☐	Addition of/Increase in Course Fee	☐	Other (Please specify)
☐	*Type of Delivery (on campus, internet, video tape, and/or interactive video)		_____ _____

Will this proposal result in the need for a Revised Faculty Roster Form? Yes ☒ No ☐
If yes, for whom: TBA

Brief Description and Rationale (based on assessment) for Proposed Change (proposals must be accompanied by a copy of the current catalog page(s) with all suggested changes made using the *Guidelines and Style Manual*):
The proposed Executive Doctor of Business Administration (EDBA) program requires 54 post-master's credit hours and students are expected to complete their coursework in the first two years and their dissertation in year three. There are 21 courses with varying credits from 1-3 hours, which include: 16 hrs. of 'Methods/Statistics', 12 hours of what we call 'UNA Unique', 9 hours of 'Hot Topics' and 17 hours related to the 'Dissertation'. The actual dissertation course will be repeated 3 times for a total of 12 hours. See course list below and view attached 1 page syllabi for all courses.

_____
EDBA 800 Discovering Applied Research (3)
EDBA 805 Project Management for Applied Research (1)
EDBA 810 Exploring Statistical Relationships in Business (3)
EDBA 811 Engaging with Applied Statistics Lab (1)
EDBA 815 Prediction and Planning for Business Futures (1)
EDBA 820 Organizational Problem Solving: Design and Measurement (3)
EDBA 825 Innovation System Solutions (1)
EDBA 830 Advanced Quantitative Analysis (3)
EDBA 835 Designing Technology for User Experience (1)
EDBA 840 Advanced Qualitative Analysis (3)
EDBA 845 Emerging Methodologies for Organizations (1)
EDBA 855 Integrating GIS to Optimize Business Performance (1)
EDBA 861 Becoming Data Smart (3)

EDBA 862 Creative and Innovative Thinking (3)
EDBA 863 Emerging Issues in Business (3)
EDBA 864 Exploring Trends in the Global Economy (1)
EDBA 865 Applied Decision Making and Optimization (2)
EDBA 866 Applications of Disruptive Technology (3)
EDBA 900 Developing Applied Research Skills (2)
EDBA 901 Dissertation Design (3)
EDBA 902 Dissertation (3) - taken 4xs for 12 hours

The proposed change(s) will be effective beginning: Fall semester 2020 year
List the departments or programs on campus consulted on the issues of duplication and overlap (see item #2 below) and attach a copy of all relevant correspondence.
Department of Geography - created syllabus for 1 hr. course in GIS for business; plans to build course and deliver in Spring 2022.

11/21/18 Jana Beaver
Date Approved by Department Curriculum Committee Chair's Signature

11/28/18 Greg Carr
Date Approved by College Curriculum Committee Academic Dean's Signature

* May require ACHE review 3-2-15

Courses of Instruction

E

EDBA – Executive Doctor in Business Administration (EDBA)

EDBA 800. Discovering Applied Research. (3 Credits)

A graduate-level Research Methods course that introduces experienced business professionals to Social Science Academic Research. Students read and discuss academic literature, including seminal articles, to formulate an understanding of empirical research studies: the research process, academic writing, and interpreting results and findings. Students also learn to effectively use research databases, institutional review, legality, and ethics in research, and the peer-review publication process.

EDBA 805. Project Management for Applied Research. (1 Credit)

A graduate-level Special Topics course designed for experienced business professionals to explore best practices in project management with particular application to managing the research process. Students review traditional project management frameworks and discuss their application to the research process. Students will formulate a project management plan to manage their doctoral experience and dissertation process using traditional and emerging project management tools.

EDBA 810. Exploring Statistical Relationships in Business. (3 Credits)

A graduate-level Statistical Analysis course in which students learn and apply fundamental statistical methods using real-world data to address economic and business questions and draw inferences about relationships between variables in the population at large. Students learn

techniques to analyze relationships with one random variable and then the relationship between two or more random variables. Ordinary least squares (OLS) regression is the most basic and most widely used way to summarize relationships in a sample of data between a dependent, or explained, variable and one or more independent, or explanatory, variables.

EDBA 811. Engaging with Applied Statistics Lab. (1 Credit)

A graduate-level Statistics Lab course designed to familiarize students with statistical software used in academic research. Students learn basics of statistical software including importing datasets from spreadsheets, syntax and operations, saving and managing files, and basic analytical operations used in advanced statistics courses.

EDBA 815. Prediction and Planning for Business Futures. (1 Credit)

A graduate-level Special Topics course designed for experienced business professionals to explore and engage with decision making strategies in uncertain and rapidly changing futures. Students learn and discuss the processes of strategic planning and strategic foresight tools. Topics include environmental scanning, visioning, scenario-building, forecasting, and implementation.

EDBA 820. Organizational Problem Solving: Design and Measurement. (3 Credits)

A graduate-level Research Methods course designed for experienced business professionals to frame organizational problems in the context of a scientific research study. Students learn to design a research study with consideration of operationalizing theoretical constructs and instrumentation. Topics include reliability, validity, survey design and administration, random sampling, generalizability, measurement scales, and psychometrics.

EDBA 825. Innovation System Solutions. (1 Credit)

A graduate-level Special Topics course designed for experienced business professionals to address problem-solving with a systematic approach to create, communicate, and commercializing solutions. Students learn and use an array of tools and processes including organizational leadership of innovation.

EDBA 830. Advanced Quantitative Analysis. (3 Credits)

A graduate-level Statistical Analysis course in advanced regression models, including logistic regression and 2-stage least squares. Students learn tools for applied researchers and industry professionals to categorize data accordingly via exploratory and confirmatory approaches (e.g., cluster analysis, factor analysis), and to use tangible real-world data to explore underlying theoretical constructs (e.g., structural equation modeling).

EDBA 835. Designing Technology for User Experience. (1 Credit)

A graduate-level Special Topics course designed for experienced business professionals to explore the means by which organizations can optimize the human experience with technology.

As technology now encompasses virtually all aspects of the human experience, the interaction between humans and computers has become a focal point for organizations. Be drawing on research from human factors, cognitive psychology, and art and design, students develop an appreciation for, and an understanding of the user experience.

EDBA 840. Advanced Qualitative Analysis. (3 Credits)

A graduate-level Statistical Analysis course in which experienced business professionals are exposed to fundamental qualitative methods for discovering, observing, and analyzing a variety of organizational phenomenon that are best studied in a qualitative fashion. Students learn and use a variety of analyses including case methods, grounded theory, action research, phenomenology, ethnography, and comparative-historical inquiry.

EDBA 845. Emerging Methodologies for Organizations. (1 Credit)

A graduate-level Special Topics course that exposes experienced business professionals to existing and emerging strategic frameworks and methodologies to address adaptive problems intrinsic to business strategy. Students encounter and engage in tenants of agile strategy such as framing appreciative questions, asset identification, leveraging assets to achieve strategic outcomes, and selecting appropriate projects to attain strategic objectives.

EDBA 855. Integrating GIS to Optimize Business Performance. (1 Credit)

A graduate-level Special Topics course designed for experienced business professionals to develop strategic competencies in linking organizational data with geographic tools and systems. This course leverages the University's expertise in applied geography and applications such as ESRI software, resource utilization, regional and organizational planning, land use analysis, and remote sensing.

EDBA 861. Becoming Data Smart. (3 Credits)

A graduate-level Seminar course designed for experienced business professionals to illustrate the power and utility of business analytics for making predictions and informed decision making. As more of our everyday life is recorded and quantified, analytics are becoming standard in a number of fields, including information technology, banking, retail marketing, and consulting. Students learn how to construct and interpret decision trees, k-nearest neighbor predictions, Bayesian networks, and cluster analyses.

EDBA 862. Creative and Innovative Thinking. (3 Credits)

A graduate-level Seminar course designed for experienced business professionals to foster creativity and an innovative approach to developing products and services. Students will read and discuss applied research findings which may inform organizations on how to develop problem-solving, algorithmic thinking, and a culture of innovation.

EDBA 863. Emerging Issues in Business. (3 Credits)

A graduate-level Seminar course designed for experienced business professionals that examines contemporary issues and trends affecting organizations from a variety of business disciplines

(e.g., management, marketing, economics, finance). Students will read and discuss current research and potential applications for industry, and may discover potential research/dissertation topics.

EDBA 864. Exploring Trends in the Global Economy. (1 Credit)

A graduate-level Special Topics course designed for business professionals to broaden their perspectives of the global economy and examine recent trends and research in international business by organizations. Students may have the opportunity to engaging first-hand with global corporations by participating in a trip abroad to earn course credit.

EDBA 865. Applied Decision Making and Optimization. (2 Credits)

A graduate-level Seminar course that exposes experienced business professionals to research on decision making and illuminates methodologies for improving business decisions. Students will be introduced to the theory, methodology, and application of optimization routines, including linear programming, integer programming, and dynamic programming.

EDBA 866. Applications of Disruptive Technology. (3 Credits)

A graduate-level Seminar course that allows experienced business professionals to experience, first-hand the disruptive technology that is changing the way we all do business (e.g., AI, Machine Learning, Cybersecurity, Blockchain).

EDBA 900. Developing Applied Research Skills. (2 Credits)

A graduate level Directed Study course designed for experienced business professionals to begin working with a major professor on research that may be further developed into a dissertation topic. Students will have to opportunity to apply newly acquired skills in research while receiving feedback and guidance.

EDBA 901. Dissertation Design. (3 Credits)

A graduate-level Seminar course that allows experienced business professionals to engage with topics they are passionate about and work in groups with faculty to develop their dissertation topics. Students will begin the process of structuring their dissertation design, data collection, and statistical needs and should finish the course with a dissertation proposal and ABD status.

EDBA 902. Dissertation. (3 Credits)

Upon approval from a Dissertation Committee, graduate students in the EDBA program are required to complete no less than 12 credit hours toward an original and approved dissertation topic.

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 800 – DISCOVERING APPLIED RESEARCH

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Research Methods course that introduces experienced business professionals to Social Science Academic Research. Students read and discuss academic literature, including seminal articles, to formulate an understanding of empirical research studies: the research process, academic writing, and interpreting results and findings. Students also learn to effectively use research databases, institutional review, legality, and ethics in research, and the peer-review publication process.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

- Perrin, R. (2018). Pocket Guide to APA Style,6th Edition, Cengage. ISBN: 9781305969698
- Access to UNA Libraries
- Selected Academic Readings

TOPICS COVERED:

1. What is Research?
    a. Epistemology
    b. Philosophy of Research: Positivism, Constructivist, Empiricism
    c. So What? (Truth/New Knowledge)
2. The Research Process, Scientific Method
    a. Social Science
    b. Theory: construct
    c. Hypothesis, deduction, & causation
    d. Generalization
3. Ethical Research
    a. Human Subjects
    b. Institutional Review Board
4. Types of Research
    a. Research Method Continuum
    b. Grounded Theory
    c. Quantitative & Qualitative
5. Anatomy of A Research Study, Paper
    a. Locating Research
    b. Reading Research
    c. Critically Evaluating Research
    d. Ethically Using Research
    e. Citing Research

6. The Academic Ecosystem
    a. The Dissertation
    b. Academic Ranks, Accreditation, Promotion & Tenure
    c. Academic Publication: Peer Review, Single/Double Blind, Rejection, Revise, Resubmit
    d. Conferences & Journals: Ranking, Indices, Acceptance, Classifications

COURSE EVALUATION PROCESS

Article Summaries	25%
Literature Search	25%
Article Discussions	25%
Article Review(s)	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 805 – PROJECT MANAGEMENT FOR APPLIED RESEARCH

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Special Topics course designed for experienced business professionals to explore best practices in project management with particular application to managing the research process. Students review traditional project management frameworks and discuss their application to the research process. Students will formulate a project management plan to manage their doctoral experience and dissertation process using traditional and emerging project management tools.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

- Executive Guide to Project Management: ISBN #978-1-118-00407-4
- Selected Project Management Research papers – library links provided
- Writing the Doctoral Dissertation: A Systematic Approach
- Online Learning Content covering
    - Microsoft Project
    - Monday.com
      Slack
    - WhatsApp

TOPICS COVERED:

Topic 1: Topics in Project Management
Topic 2: The current state of project management research
Topic 3: Project and Time Management Tips and Techniques
Topic 4: Project Management Tools – Traditional and Cloud Based

COURSE EVALUATION PROCESS

Class discussion on topics in project management	25%
Class discussion of assigned research papers	25%
Exercises using Project Management tools	25%
Class discussion of Project Management tools	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 810 – EXPLORING STATISTICAL RELATIONSHIPS IN BUSINESS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Statistical Analysis course in which students learn and apply fundamental statistical methods using real-world data to address economic and business questions and draw inferences about relationships between variables in the population at large. Students learn techniques to analyze relationships with one random variable and then the relationship between two or more random variables. Ordinary least squares (OLS) regression is the most basic and most widely used way to summarize relationships in a sample of data between a dependent, or explained, variable and one or more independent, or explanatory, variables.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Ott, R. L., & Longnecker, M. T. (2015). *An Introduction to Statistical Methods and Data Analysis*. Nelson Education.

We will use R for our statistical analysis.

TOPICS COVERED:

Topic 1: Statistical Thinking _____
Topic 2: Data Types
Topic 3: Statistical Inference
Topic 4: Confidence Intervals
Topic 5: Tests for a single mean
Topic 6: Tests for a single proportion
Topic 7: Tests for two means
Topic 8: Tests for two proportions
Topic 9: ANOVA
Topic 10: Simple Regression
Topic 11: Multiple Regression

COURSE EVALUATION PROCESS

Exam I	25%
Exam II	25%
Project	30%
Homework	20%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 811 – ENGAGING WITH APPLIED STATISTICS LAB

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Statistics Lab course designed to familiarize students with statistical software used in academic research. Students learn basics of statistical software including importing datasets from spreadsheets, syntax and operations, saving and managing files, and basic analytical operations used in advanced statistics courses.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

R Cookbook by Teetor (ISBN-13: 978-0596809157)

TOPICS COVERED:

Installing R
Entering commands
Using the Help function
Useful online R resources
Importing data
Saving and managing both data and work files
Data visualization
Data transformation
Coding and syntax basics

COURSE EVALUATION PROCESS:

Assignment 1	25%
Assignment 2	25%
Assignment 3	25%
Final Exam	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 815 – PREDICTION AND PLANNING FOR BUSINESS FUTURES

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Special Topics course designed for experienced business professionals to explore and engage with decision making strategies in uncertain and rapidly changing futures. Students learn and discuss the processes of strategic planning and strategic foresight tools. Topics include environmental scanning, visioning, scenario-building, forecasting, and implementation.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Hines, A., & Bishop, P. J. (Eds.). (2006). *Thinking about the Future: Guidelines for Strategic Foresight*. Washington, DC: Social Technologies.

We will use R for our statistical analysis.

TOPICS COVERED:

Topic 1: Components of a Time Series
Topic 2: Modeling for Trend and Seasonal Data
Topic 3: Qualitative Forecasting
Topic 4: Scanning
Topic 5: Visioning
Topic 6: Scenario-Building
Topic 7: Forecasting
Topic 8: Strategic Planning
etc.

COURSE EVALUATION PROCESS

Time Series project	25%
Scanning project	25%
Visioning/Scenario project	25%
Strategic Plan/Implementation project	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 820 – ORGANIZATIONAL PROBLEM SOLVING; DESIGN AND MEASUREMENT

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Research Methods course designed for experienced business professionals to frame organizational problems in the context of a scientific research study. Students learn to design a research study with consideration of operationalizing theoretical constructs and instrumentation. Topics include reliability, validity, survey design and administration, random sampling, generalizability, measurement scales, and psychometrics.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Campbell, D. T., & Stanley, J. C. (1963). *Experimental and Quasi-Experimental Designs for Research*. Cengage Learning.

Nunnally, J., & Bernstein, I. (1994). *Psychometric Theory 3rd Edition*. McGraw-Hill.

Sample research articles representing the various forms of research design (e.g., case study, experimental, quasi-experimental, longitudinal, etc.)

TOPICS COVERED:

Topic 1: Research design
Topic 2: Introduction to Psychometrics
Topic 2: Reliability
Topic 3: Validity
Topic 4: Measurement scales
Topic 5: Sampling
Topic 6: Generalizability
Topic 7: Survey Design and Administration

COURSE EVALUATION PROCESS

Article Reviews	25%
Project (Design a Research Study)	25%
Exams	35%
Peer Review and Analysis of Research Studies	15%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 825 – INNOVATION SYSTEM SOLUTIONS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Special Topics course designed for experienced business professionals to address problem-solving with a systematic approach to create, communicate, and commercializing solutions. Students learn and use an array of tools and processes including organizational leadership of innovation.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

All instructional materials are available on and all assignments are to be submitted to the course website: https://innovationengineeringlabs.com/classroom/
Required Supplies:

- You must have access to a reliable, broadband (Cable, DSL, or Satellite) internet connection as well as a working email address that you check regularly.
- You must always bring a laptop, tablet computer, or other equipment to class in order to access the Internet.

TOPICS COVERED:

Topic 1: Creation of meaningfully unique ideas
Topic 2: Systematic approach to creativity
Topic 3: Persuasive concept writing
Topic 4: Commercialization/realization
Topic 5: Technologies and markets
Topic 6: Idea to Prototyping

COURSE EVALUATION PROCESS

Innovation Labs Assignments	25%
Application Assignments	25%
Independent Project	50%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 830 – ADVANCED QUANTITATIVE ANALYSIS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Statistical Analysis course in advanced regression models, including logistic regression and 2-stage least squares. Students learn tools for applied researchers and industry professionals to categorize data accordingly via exploratory and confirmatory approaches (e.g., cluster analysis, factor analysis), and to use tangible real-world data to explore underlying theoretical constructs (e.g., structural equation modeling).

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

A Modern Approach to Regression with R by Sheather (ISBN-13: 978-0387096070)

TOPICS COVERED:
Weighted least squares
2-stage least squares
Logistic regression
Cluster analysis
Factor analysis
Auto-correlated errors
Generalized least squares
Mixed models

COURSE EVALUATION PROCESS:

Assignment 1	25%
Assignment 2	25%
Assignment 3	25%
Final Project	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 835 – DESIGNING TECHNOLOGY FOR USER EXPERIENCE

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Special Topics course designed for experienced business professionals to explore the means by which organizations can optimize the human experience with technology. As technology now encompasses virtually all aspects of the human experience, the interaction between humans and computers has become a focal point for organizations. Be drawing on research from human factors, cognitive psychology, and art and design, students develop an appreciation for, and an understanding of the user experience.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Hartson, R., Pyla, P., (2012)., The UX Book: Process and Guidelines for Ensuring a Quality User Experience (1st edition). Morgan-Kaufmann. ISBN-10: 0123852412, ISBN-13: 978-0123852410

TOPICS COVERED:

- Usability of Interactive Systems
- Agile Design Methodology with Scrum
- Contextual Inquiry and Analysis
- Design Requirements (Needfinding)
- Design Thinking, Ideation, and Sketching
- Mental Models and Conceptual Designs
- HCI/UX Goals, Metrics, and Target
- Rapid Iterative Prototyping

COURSE EVALUATION PROCESS

Subject Exams (2 Exams @ 20% each)	40%
Project Work	30%
Final Project	30%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 840 – ADVANCED QUALITATIVE ANALYSIS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Statistical Analysis course in which experienced business professionals are exposed to fundamental qualitative methods for discovering, observing, and analyzing a variety of organizational phenomenon that are best studied in a qualitative fashion. Students learn and use a variety of analyses including case methods, grounded theory, action research, phenomenology, ethnography, and comparative-historical inquiry.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory (2014) Corbin and Strauss, Sage Publications, 4th edition, ISBN-13: 978-1412997461

TOPICS COVERED:

Grounded Theory
Strategies for Qualitative Data Analysis
Theoretical Sampling
Use of Computer Programs in Qualitative Data Analysis
Coding Data
Analyzing Data for Context

COURSE EVALUATION PROCESS

Proposal Submission	20%
Presentation of Research at Mid-point	10%
Critiques of Classmates' Projects at Mid-Point	10%
Final Paper	60%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 845 – EMERGING METHODOLOGIES FOR ORGANIZATIONS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Special Topics course that exposes experienced business professionals to existing and emerging strategic frameworks and methodologies to address adaptive problems intrinsic to business strategy. Students encounter and engage in tenants of agile strategy such as framing appreciative questions, asset identification, leveraging assets to achieve strategic outcomes, and selecting appropriate projects to attain strategic objectives.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Morrison, E., Hutcheson, S., Fadden, J., and Nilsen, L. *Strategic Doing*. (The book will be published in Spring 2019.)

TOPICS COVERED:

Topic 1: Strategic Diversity
Topic 2: Appreciative Inquiry
Topic 3: Creating a safe environment for collaboration
Topic 4: Framing Questions/Statements
Topic 5: Asset identification
Topic 6: Finding opportunities using asset leveraging
Topic 7: Selecting the optimal opportunity
Topic 8: Finding a Pathfinder Project
Topic 9: Setting robust Action Plans
Topic 10: Nudging

COURSE EVALUATION PROCESS

AEMCube Assessment	10%
Appreciative Inquiry Exercise	10%
Strategic Doing project: (8 phases @10% each)	80%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 855 – INTEGRATING GIS TO OPTIMIZE BUSINESS PERFORMANCE

INSTRUCTOR: TBD

Department of Geography

COURSE DESCRIPTION: A graduate-level Special Topics course designed for experienced business professionals to develop strategic competencies in linking organizational data with geographic tools and systems. This course leverages the University's expertise in applied geography and applications such as ESRI software, resource utilization, regional and organizational planning, land use analysis, and remote sensing.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

The ArcGIS Book (2nd Edition): 10 Big Ideas about Applying The Science of Where™ by Christian Harder and Clint Brown (editors).

TOPICS COVERED:
Topic 1: The Big Picture - What is GIS?
Topic 2: A Common Visual Language
Topic 3: Mapping in GIS
Topic 4: The Power of Where
Topic 5: Unique Applications of GIS

COURSE EVALUATION PROCESS

Article Reviews and Summaries	25%
Hands on Exercises	30%
Online Discussions	25%
Reflection Paper – Potential and Possibilities - GIS in Your Own Organization.	20%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 861 – BECOMING DATA SMART

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course designed for experienced business professionals to illustrate the power and utility of business analytics for making predictions and informed decision making. As more of our everyday life is recorded and quantified, analytics are becoming standard in a number of fields, including information technology, banking, retail marketing, and consulting. Students learn how to construct and interpret decision trees, k-nearest neighbor predictions, Bayesian networks, and cluster analyses.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Business Intelligence, Analytics, and Data Science: A Managerial Perspective by Sharda, Delen, and Turban (ISBN-13: 978-0134633282)

TOPICS COVERED:

Distance measures
Data transformation and standardization
Supervised vs. unsupervised learning
Decision trees
K-nearest neighbors
Naïve Bayes classification
Advanced cluster analysis
Outlier detection
Text mining

COURSE EVALUATION PROCESS:

Assignment 1	25%
Assignment 2	25%
Assignment 3	25%
Final Exam	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 862 – CREATIVE AND INNOVATIVE THINKING

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course designed for experienced business professionals to foster creativity and an innovative approach to developing products and services. Students will read and discuss applied research findings which may inform organizations on how to develop problem-solving, algorithmic thinking, and a culture of innovation.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Grant, A. (2016). *Originals: How Non-Conformists Move the World*. Viking.

Amabile, Teresa M., and Julianna Pillemer. Perspectives on the Social Psychology of Creativity. *Journal of Creative Behavior,* 46, no. 1 (March 2012): 3–15.

Access to UNA Libraries; Selected Academic Articles

TOPICS COVERED:

Topic 1: Origins of Creativity
Topic 2: Current Theories
Topic 3: Creativity as an Individual Difference
Topic 4: Fostering Creativity and Avoiding Conformity
Topic 5: Creativity as a Culture
Topic 6: Risk Taking
Topic 6: Leading Innovation and Change
Topic 7: The Role of Time
Topic 8: Power and the Role of Coalitions

COURSE EVALUATION PROCESS

Research Paper	25%
Growth Exercises	15%
Self and Organizational Assessment	25%
Exams	35%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 863 – EMERGING ISSUES IN BUSINESS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course designed for experienced business professionals that examines contemporary issues and trends affecting organizations from a variety of business disciplines (e.g., management, marketing, economics, finance). Students will read and discuss current research and potential applications for industry, and may discover potential research/dissertation topics.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

- Selected practitioner and academic articles, news stories, and other emergent topic sources

TOPICS COVERED:

1. Environmental Scanning & Brainstorming
    a. Relevance & Feasibility
    b. Industry Classification, Economic Indices, &
2. Generating Research Topics
    a. Linking Theory and Practice
3. Identifying Sources
    a. Literature
    b. Data
4. Writing Research Proposal
5. Presenting Research

COURSE EVALUATION PROCESS

Topic Discussion	25%
Topic Presentations	25%
Research Proposals (1-3)	25%
Presentation Critiques	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 864 – EXPLORING TRENDS IN THE GLOBAL ECONOMY

INSTRUCTOR: TBD

College of Business Department of Management & Marketing

COURSE DESCRIPTION: A graduate-level Special Topics course designed for business professionals to broaden their perspectives of the global economy and examine recent trends and research in international business by organizations. Students may have the opportunity to engaging first-hand with global corporations by participating in a trip abroad to earn course credit.

CREDIT HOURS: 1

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Materials are provided on-line as part of course materials, no textbook required. All materials are topical and up to date comprising articles from various academicians and business people and You Tube close captioned videos and power points.

TOPICS COVERED: An introduction to high level aspects of international business and related theories.

Topic 1: What is International Business and what makes it distinct from domestic business?
Topic 2: What are the fundamental forms of International Business & how are they constructed?
Topic 3: What are the major barriers to entry for International Business?
Topic 4: What are the major benefits in conducting International Business?
Topic 5. How does an enterprise commence conducting International Business and what are the necessary steps?
Topic 5: What are the most important recent trends in International Business?
Topic 6: How do you conduct research for International Business and how does it differ from that for domestic business?
Topic 7: How do you manage risk in conducting International Business?
Topic 8: How do you successfully exist an International Business?

COURSE EVALUATION PROCESS

Discussion Boards	25%
Group Assignment	25%
Exams	25%
Trip Abroad Project	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 865 – APPLIED DECISION MAKING AND OPTIMIZATION

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course that exposes experienced business professionals to research on decision making and illuminates methodologies for improving business decisions. Students will be introduced to the theory, methodology, and application of optimization routines, including linear programming, integer programming, and dynamic programming.

CREDIT HOURS: 2

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Management Science: The Art of Modeling with Spreadsheets by Powell and Baker (ISBN-13: 978-0470530672)

TOPICS COVERED:

Building an optimization model
Excel skills
Spreadsheet engineering
Probability, expectation, and variance
Non-linear optimization
Linear optimization
Integer optimization
Decision analysis

COURSE EVALUATION PROCESS:

Assignment 1	25%
Assignment 2	25%
Assignment 3	25%
Final Exam	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 866 – APPLICATIONS OF DISRUPTIVE TECHNOLOGY

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course that allows experienced business professionals to experience, first-hand the disruptive technology that is changing the way we all do business (e.g., AI, Machine Learning, Cybersecurity, Blockchain).

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Disruptive Technologies: Understand, Evaluate, Respond, by Paul Armstrong, ISBN: 978-0749477288

TOPICS COVERED:

- Historical review of impact of disruptive technologies on society
- Artificial intelligence (AI) such as machine learning
- Impact of transparent, anonymous technologies such as Blockchain
- Information as a toxic asset, regulatory environments, privacy and cybersecurity
- Advantages and risks of the bleeding edge versus the leading edge

COURSE EVALUATION PROCESS

Assignments/Homework	35%
Case Studies/Presentations	35%
Final Exam	30%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 900 – DEVELOPING APPLIED RESEARCH SKILLS

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate level Directed Study course designed for experienced business professionals to begin working with a major professor on research that may be further developed into a dissertation topic. Students will have to opportunity to apply newly acquired skills in research while receiving feedback and guidance.

CREDIT HOURS: 2

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

To be determined by Directed Study Faculty as required by the proposed research project.

TOPICS COVERED:

1. Topics determined by Directed Study Faculty per need. Topics may include:
    a. Refining a research question
    b. Conducting a literature review
    c. Using research tools (e.g. bibliography software)
    d. IRB Approval
    e. Theory, Constructs, and Measurement
    f. Configuring a research study: instrumentation, data sources

COURSE EVALUATION PROCESS

Research Proposal: Statement of Work & Schedule of Deliverables	25%
Literature Review	25%
Manuscript Draft	25%
Final Manuscript (Submission Worthy Quality)	25%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 901 – DISSERTATION DESIGN

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: A graduate-level Seminar course that allows experienced business professionals to engage with topics they are passionate about and work in groups with faculty to develop their dissertation topics. Students will begin the process of structuring their dissertation design, data collection, and statistical needs and should finish the course with a dissertation proposal and ABD status.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Roberts, C. M. (2010). *The dissertation journey.* Thousand Oaks, CA: Corwin.

TOPICS COVERED:

Topic 1: Requirements for the Dissertation
Topic 2: Exploring Topics
Topic 3: The Research Question
Topic 5: Literature Review
Topic 4: Study Design & Analyses
Topic 5: Developing the Proposal
Topic 6: Selecting the Dissertation Committee

COURSE EVALUATION PROCESS

Dissertation Drafts	20%
Group Participation & Feedback	20%
Dissertation Proposal	60%
Total	100%

COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 902 – DISSERTATION

INSTRUCTOR: TBD

College of Business Department TBD

COURSE DESCRIPTION: Upon approval from a Dissertation Committee, graduate students in the EDBA program are required to complete no less than 12 credit hours toward an original and approved dissertation topic.

CREDIT HOURS: 3

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

Access to UNA Libraries; Selected Academic Articles

TOPICS COVERED: Dissertation Chair will meet regularly with the student and award course credit as long as the student continues to make significant progress towards the dissertation defense.

COURSE EVALUATION PROCESS

Student Progress Towards Dissertation Defense	Credit/No Credit
Total	Credit/No Credit