

# Doctor of Business Administration

For working professionals



UNIVERSITY of  
**SOUTH FLORIDA**

Muma College of Business

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[usf.to/DBA](http://usf.to/DBA)

# DBA – *The new PhD in Business*



## Why USF?

- National Ranking with elite AAU (American Association of Universities) Membership.
- Full AACSB accreditation (top 3% globally).
- Worldclass research and teaching faculty.
- Faculty: Scholar-Academic (SA) qualified faculty and DBA alumni from across USF.

## Fast Facts

- Expected Duration: 3 years.
- Total Credits: 72.
- Required on-campus sessions: one weekend per month, January – May and August – December, with substantial interactive, online activities between meetings.
- Special residential section offered for international students and active duty military.

## How to Apply

Apply online at [usf.to/applyDBA](https://usf.to/applyDBA).

- Admission Deadline (for full consideration): rolling admissions accepted through November 1 (late applicants considered on space-available basis).



**This dynamic program empowers graduates with the expertise to conduct robust research aimed at influencing real-world decision-making in industry and government. Through engaging seminars, challenging projects, and diverse assignments, students develop advanced research skills and effective communication abilities to make a tangible impact in their fields.**

# Program Details

The University of South Florida is a top research institution and a member of the Association of American Universities (AAU). This 3-year program provides senior-level executives with an opportunity to learn rigorous research methods that can be applied to real world, multi-disciplinary problems and areas of inquiry. Designed to be compatible with working professionals' schedules, the DBA offers executives:

- The opportunity to partner with world-class faculty researchers to examine relevant topics of interest.
- A network of top-level practicing executive classmates.
- A flexible program designed to be compatible with executives' professional obligations.
- A publication-oriented approach that provides the basis for authoring papers, articles, cases, and other publications, such as books.
- The highest form of academic credential in the business field, which means that graduates will be highly sought after for part-time or full-time teaching positions at accredited, respected business schools nationwide.
- Practice and consult as a thought leader in a given field.



## Admission Requirements

To be eligible, candidates must have:

- A minimum of 12 years' work experience.
- At least five years experience in a senior managerial role, significant individual contribution or executive capacity.
- Graduate degree and/or professional certification preferred.
- A statement of purpose, preliminary application, resume and higher education transcripts.
- Approval of the DBA committee.

### Spring

#### Year 1

- Research and Writing (3)
- Informing Science (3)
- Linear Statistical Models (3)
- Publication I (3)

#### Year 2

- Qualitative Research (3)
- Sustainability and Ethics Interviews (3)
- Multivariate Statistics (3)
- Publication III (3)

#### Year 3

- Issues Course: Cohort Selected (2)
- Issues Course: Cohort Selected (2)
- Dissertation or equivalent (8)

### Fall

- Research Methods (3)
- Creativity and Innovation (3)
- Business Analytics (3)
- Publication II (3)

- Strategic Analysis (3)
- Organizational Climate (3)
- Issues: Dissertation Presentations (3)
- Dissertation Preparation (3)

- Issues: Cohort Selected (2)
- Issues: Cohort Selected (2)
- Dissertation or equivalent (8)





**Achieve your  
doctorate while  
working**



**World class  
faculty; world  
class research**



**Innovate, create,  
transform your  
business**

## Cost to Attend

- Total Program Cost: \$90,000 (over 3 years) + \$2,500 for introductory research workshop that includes a tablet/notebook PC, software and university systems training during a two-day, early-January session.
- Included in program costs: access to library, content management systems, university fees, books, software, computer and meals during weekend sessions.
- Up to \$6,000 for travel and research-related expenses associated with the program.

*Note: All tuition costs are subject to approval by the USF System Board of Trustees.*

## Testimonials

*“Enrolling in the DBA program has been the most rewarding choice I’ve made. I’m surrounded by exceptional professors and a supportive cohort,”*  
– Danielle Bartlett, in-person program, Class of 2026.

*“What attracted me to the USF program was the quality of the professors, the format of the program, the diversity of the candidates, the support of the staff and the program, and the reputation of the school overall.”* – MaryAlice Trussell, in-person program, Class of 2024.

*“The doctor of business administration program at University of South Florida Muma College of Business was absolutely the very best investment of time, effort, resources, and brainpower that I have ever made in myself! If you are a practitioner that aspires to dig deep on business challenges and create both new knowledge as well as practical solutions to them, you should apply today.”*  
– Gregory Kober, in-person program, Class of 2022.

**LEARN MORE AT [usf.to/DBA](https://usf.to/DBA)**

**APPLY TODAY [usf.to/applyDBA](https://usf.to/applyDBA)**