



# *DOCTOR OF **BUSINESS ADMINISTRATION***



[www.universityofwashington.education](http://www.universityofwashington.education)



# ***WE ARE THE FUTURE.***

*Where Education begins and never ends*





**WE BELIEVE  
THAT  
EDUCATION IS  
A LIFELONG  
PROCESS  
THAT NEVER  
ENDS.**

## ***OUR METHODOLOGY***

*is designed to help students find their passion and based on practical teaching experience that never ends because we provide extra sessions, services and training material after any graduation ceremony.*

# PROGRAM CONTENT

*Corporate communication*

15 CREDIT HOURS

*Managerial economics*

15 CREDIT HOURS

*Finance for strategic managers*

15 CREDIT HOURS

*Strategic management & leadership*

15 CREDIT HOURS

*Strategic human resources*

15 CREDIT HOURS

*International business*

15 CREDIT HOURS

*Strategic marketing*

15 CREDIT HOURS

*Organizational behaviour*

15 CREDIT HOURS

*Project management*

15 CREDIT HOURS

*Strategic planning*

15 CREDIT HOURS





# 1 **CORPORATE COMMUNICATION**

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## **UNIT OBJECTIVES**

To expose students to in-depth theoretical and practical knowledge in Managerial Economics.

## **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Apply the economic concepts and techniques in the business settings
2. Do decision making in business operations by applying the necessary knowledge in economics
3. Demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.

## 2 **MANAGERIAL ECONOMICS**

### UNIT OBJECTIVES

To expose students to in-depth theoretical and practical knowledge in Managerial Economics.

#### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Apply the economic concepts and techniques in the business settings
2. Do decision making in business operations by applying the necessary knowledge in economics
3. Demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.

## 3 **ACCOUNTING AND FINANCE FOR MANAGERS**

### UNIT OBJECTIVES

To equip students with theoretical and practical knowledge in accounting and finance relevant to managers.

#### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Develop a good understanding of the major theories and issues related to the nature and roles of accounting and finance in business organizations.
2. Acquire relevant knowledge on factors related to accounting and finance and the affects they have on the dynamics of how organizations function.
3. Demonstrate their knowledge and understanding of the subject matter though group discussions and written assignments.



# 4 **STRATEGIC MANAGEMENT & LEADERSHIP**

## UNIT OBJECTIVES

This unit aims to help learners develop their own personal leadership and management skills in the context of the creation and achievement of organisational vision and strategic direction.

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organisational vision and strategy
2. Understand how to develop and communicate organisational vision
3. Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organisational vision
4. Be able to reflect on the benefits of personal development in the achievement of personal growth and organisational vision and strategy

# 5 **STRATEGIC HUMAN RESOURCE MANAGEMENT**

## UNIT OBJECTIVES

The aim of this unit is to help learners acquire knowledge and understanding of human resource management strategy and its impact on the efficiency of an organisation.

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Understand the factors affecting human resource management strategies in organisations
2. Understand how strategic human resource management contributes to the achievement of the strategic plans of organisations
3. Understand how to prepare human resource management strategies for organisations
4. Be able to develop a human resource management strategy for an organisation

# 6 **INTERNATIONAL BUSINESS ENVIRONMENT**

## **UNIT OBJECTIVES**

The unit will enable learners to explore the changing international business environment and develop knowledge and understanding of how organisations respond.

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Be able to analyse the international business environment
2. Understand the impact of globalisation and international trade
3. Understand the international markets in which businesses operate

# 7 **ORGANIZATIONAL BEHAVIOR**

## **UNIT OBJECTIVES**

The aim of this unit is to help learners develop an understanding of how organisational behaviour, structure, culture, motivation, creativity and leadership impact on an organisation's effectiveness and Efficiency.

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Understand leadership behaviour theory and practice.
2. Understand how organisational structures and culture impact on the effectiveness of the organisation.
3. Understand how organisations can improve employee effectiveness to respond to business opportunities
4. Understand how organisations can motivate employees in order to improve their efficiency and effectiveness





## 8 **PROJECT MANAGEMENT**

### **UNIT OBJECTIVES**

To provide the student with greater understanding of analytical skills for solving problems in project management, to learn mathematical models which aid in decision making process and to develop critical thinking and knowledge in project management's theory and practices. Student also will learn how to use software packages in project management practices.

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Use the analytical skills for problem solving in project management
2. Use and differentiate the mathematical models in decision making process
3. Demonstrate mastery in using software project management packages.

## 9 **STRATEGIC PLANNING**

### **UNIT OBJECTIVES**

The aim of this unit is to develop the knowledge, understanding and skills necessary to develop an organisational strategic plan

### **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Understand the foundations for developing organisational strategy
2. Understand the external environment affecting organisations
3. Be able to review an organisation's strategy and business plans
4. Be able to develop strategy options for an organisation
5. Understand how to create a strategic plan to meet business objectives

# 10 **INTERNATIONAL MARKETING**

## **UNIT OBJECTIVES**

**The objectives of this subject are to:**

- Develop sound theoretical and practical understanding of International Marketing
- Apply theories in creating opportunities and solving problems in International Marketing situations

## **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

- Evaluate and apply International Marketing strategies, plans and tactics to a range of International marketing scenarios
- Explain the constraints faced by marketers in conducting International Marketing research
- Prepare an International marketing plan
- Evaluate the different types of market entry methods
- Analyze the constraints faced by marketers in terms of political, legal, economic, cultural and social factors.

# 11 **SUPPLY CHAIN MANAGEMENT**

## **UNIT OBJECTIVES**

To develop an understanding of key drivers of supply chain performance and their inter-relationships with strategy and other functions of the company such as marketing, manufacturing and accounting.

## **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Understand the basic framework of SCM
2. Identify various performance metrics of SCM
3. Match supply and demand in an uncertain business environment
4. Understand the value of partnerships and strategic alliances in SCM



# 12 **QUALITY & CHANGE MANAGEMENT**

## **UNIT OBJECTIVES**

Expose students to in-depth theoretical and practical knowledge in change management.

## **LEARNING OUTCOMES:**

**Upon completion of this subject, students should be able to:**

1. Apply the knowledge on the process of change, models of change that can be applied in real workplace settings.
2. Understand the quality initiatives as a tool to change the culture, systems and process in organization. Some of the tools that can be applied by students are Total Quality, Business Process Re-engineering (BPR) and KAIZEN i.e. bringing about change in organization.





## WHY STUDY IN AMERICAN AND WHAT ITS EDUCATION RANK

**#1**

**QS** TOP UNIVERSITIES

*According to the QS HESS higher education system strength Index, America is # 1 in the world in education strength*

**%95**

*According to the Evolution Index, the amount of knowledge reached %95 in terms of the availability of information to the public.*

**6<sup>th.</sup>**

*Ranking of the United States in education sixth in the world according to other rankings*

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**YOU KNOW, IT`S LIKE YOU`RE BORN EVERY DAY TO START A NEW LIFE**

- Washington`s golden advice



## **OUR UNIQUE PROGRAMS**

*The American International USA University of Washington, Delaware offers more than 100 different qualifications in multiple fields and includes all levels of study such as master's and doctorate*



The university has specialized faculties including Business Administration and through the university we offer Post-Graduate, Master's and doctoral degrees in Business Administration, project management, healthcare management and human resources.





## **AMERICAN APPLIED EDUCATION**

This makes science itself the ultimate goal and encourages competition between states to attract the best students through education systems, multiple advantages and the power of the universities themselves.

Basic education is compulsory in America, reducing ignorance and increasing the use of Science in the service of the country.

Vocational training for adults and further distance education programmes are also available.

The success of American education is represented by the application of the same science and its renewal in line with the need of society through the state, where each state determines its system and existence through its science and students, and this is the secret of the success of American education.



## EFFECTIVE SELF-STUDY

Self-study has become a more popular way to engage students in what they learn at the University. Students have access to many resources so that learning can now take place anywhere, anytime - not just on campus, and the University's role is to teach you the rules of research

Self-study is a learning method in which students direct their own study outside the classroom and without direct supervision.

And because the students are able to control what (and how) they learn

**So it can be a self-study method is very valuable for many students to gain information and real learning.**

This is a modern educational system that philosophers have long used to think and try to solve problems and define them

At USA University of Washington, we encourage this approach because it brings greater academic results and deeper different perspectives, allowing for freedom of thought and learning success.

*Study from your country and graduate from the most prestigious universities and get a distinguished degree*



**MICRO LEARNING IS THE MAIN  
FACTOR OF UNIVERSITY**



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In the state of Delaware



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