

**HAMPTON UNIVERSITY ONLINE**  
**Hampton University School of Business**  
**PhD in Business Leadership and Administration**

**Program Overview**

The PhD in Business Leadership and Administration is designed for professionals located nation-wide who desire an advanced degree in business to excel in their careers. In addition, the program responds to current MBA or technical graduate students aspiring to become consultants or professors. The program also appeals to existing professionals who aspire to an advanced degree to enhance leadership roles in administrative positions. This program is suitable for busy professionals seeking an advanced degree in business to increase their credentials in their current or future industry role and/or for advancement in academia or entrance to academic.

**YEAR I**

**Summer  
Residency I**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Credits</u>
BLAO 701R	Organizational Behavior	3
BLAO 702R	Organization Theory & Practice	3
BLAO 703R	Advanced Computer Applications	3
BLAO 704R	Advanced Topics in Research	3
<b>SubTotal Credit</b>		<b>12</b>

**Fall Semester I**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Credits</u>
BLAO 705	Strategy & Policy Leadership (Minor)	3
	Major Coursework	3
	Major Coursework	3
	Major Coursework	3
BLAO 706	Teaching Methodology	1
<b>Subtotal Credit</b>		<b>13</b>

**Spring Semester I**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Credits</u>
	Minor Coursework	3
	Major Coursework	3
	Major Coursework	3
	Major Coursework	3
<b>Subtotal Credit</b>		<b>12</b>

**YEAR II**

**Summer  
Residency II**

<u>Course Number</u>	<u>Course Title</u>	<u>Course Credits</u>
BLAO 705R	Behavior Research Methods	3
BLAO 706R	Empirical Research Methods	3

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BLAO	715	Advanced Leadership Concepts	3
BLAO	707R	Pre Proposal Presentation	3
		<b>Subtotal Credit</b>	<b>12</b>
 <b>Fall Semester II</b>			
			<b><u>Course</u></b>
<b><u>Course Number</u></b>		<b><u>Course Title</u></b>	<b><u>Credits</u></b>
		Comprehensive Test, Submission of Dissertation Research Proposal and Article	8
		<b>Subtotal Credit</b>	<b>8</b>
 <b>Spring Semester II</b>			
			<b><u>Course</u></b>
<b><u>Course Number</u></b>		<b><u>Course Title</u></b>	<b><u>Credits</u></b>
		Dissertation <sup>1</sup> [up to 24 credit hours maximum or 6 semesters]	4 - 24
		<b>Subtotal Credit</b>	<b>4 - 24</b>
		<b>TOTAL PROGRAM HOURS</b>	<b>61</b>
		<b>MAXIMUM HOURS<sup>1</sup></b>	<b>81</b>

Students enrolled in the PhD program may select six graduate level courses that will result in at least 18 hours of subject matter in a discipline at the graduate level. Dissertation work will commence after successful completion of all coursework with a minimum grade of B, a Comprehensive Exam, and Proposal Presentation. Final defense of the dissertation is required. Semester sessions are sixteen weeks with the exception of summer sessions, which are four weeks. All coursework with the exception of summer residency will be facilitated on-line.

**Admission Requirements**

The admission into the HU Business School PhD program is open to all students seeking an advanced degree. Preferred students would possess a master's degree in an approved program. Otherwise, nine credits in master level prerequisite business courses will be required in Economics, Accounting, and Quantitative Business Analysis. Students lacking graduate degrees in business, must take the GMAT and score at least 400, three letters of recommendation, have three years of relevant work experience, and a prepared Statement of Career/Professional plans. Up to six credits of minor coursework will be accepted for professional relevant life experience.

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<sup>1</sup>Students will be required to complete dissertation requirements within 6 semesters (3 years) of the first enrollment in the dissertation seminar.

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**Course Descriptions**

**Semester 1 (Summer Residency) (offered in four-week session)**

**BLAO 701R                      Organizational Behavior                      Credit 3**  
Human behavior in organizations, and the role of the personal manager; exploring the behavior of the individual, the small group, and improving, sustaining, and maintaining human resources of the organization in a changing environment; includes recruitment selection, manpower planning, appraisal and evaluation, training and development, wage and salary administration, health and safety, labor relations and counseling and transfer.

**BLAO 702R                      Organization Theory and Practice                      Credit 3**  
Theories and applications of knowledge of behavior in the organizational setting to include individual, group and organizational processes. The course typically covers motivation, group dynamics, decision-making, leadership, and the design and development of organizations.

**BLAO 703R                      Advanced Computer Applications                      Credit 3**  
Introduction to using computerized statistical research applications.

**BLAO 704R                      Advanced Topics in Research                      Credit 3**  
Course involves the review of current research issues in global business enterprise. The research process and structure will be emphasized and linked to relevant topics will be explored to emphasize challenges in the business environment.

**Common Coursework- Fall 1**

**BLAO 705                      Strategy & Business Policy                      Credit 3**  
Policy and strategy formulation at the general manager's level. Significant use of the case method to study management of the overall enterprise. Prerequisite : Summer residency

**BLAO 706                      Teaching Methodology                      Credit 1**  
This course is designed to provide information on learning and teaching methodology, planning of learning experiences, clinical teaching tools and strategies, formulation of objectives, effective feedback and performance evaluation within the context of adult education. This course will also address the issues of the effects of age and culture on learning styles and health interventions. The course includes lectures, discussion, small group learning experiences and a terminal project requiring application of didactic information. Prerequisite: summer residency

**Semester 2-3 (Fall 1 –Spring 1)**

**Leadership Track Courses**

**BLAO 707                      Ethics and Leadership                      Credits 3**

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This course focuses on the moral implications of ethical leadership. The course is designed to engage the student in questions related to the study of ethics and its relationship to the practice of leadership and ethical decision making.

**BLAO 708                      Dimensions of Leadership                      Credits 3**

Students examine the role of the leader in multi-national organizations with a focus on the role of the leader in the future. Students evaluate current theories about leadership concepts and determine future relevance on a global basis.

**BLAO 709                      Emerging Leadership Theory                      Credit 3**

Students will analyze emerging leadership practices designed to develop organizational agility and responsiveness. Emphasis is placed on how organizations are encouraged to develop and demonstrate creative, adaptive, and flexible business approaches.

**BLAO 710                      Contemporary Issues in Leadership                      Credit 3**

This course explores controversial issues in leadership. The focus is on business results that encompass organizational learning; stakeholder satisfaction; and overall budgetary, financial, and market performance.

**BLAO 711                      Leadership: Building Sustainable Organizations                      Credit 3**

This course focuses on globalization, individual and group behaviors, organizational culture and change, systems thinking, innovation, social responsibility, and sustainability. Students explore these basic dimensions of leadership as they affect the employee, the organization, the community, and the environment.

**BLAO 712                      Leading Change                      Credit 3**

The course will allow students to become familiar with theories and models which focus on effective change, innovation and organizational alignment. Students will have the opportunity to examine and apply practical tools for individual and organizational change through case studies and class projects. BLAO 707, BLAO 708

**BLAO 713                      Fiscal Leadership in a Global Environment                      Credit 3**

Through case studies and applied knowledge used in analytical projects, the student will build skills and knowledge for leading organizations with ethical integrity and social accountability. The course includes financial planning, budgeting, and other trends such as balancing risks. The course helps prepare learners to be key ethical players who are effective in leading an organization's financial capabilities, based on sound financial and economic principles Prerequisite: BLAO 710

**BLAO 714                      Strategic Leadership                      Credit 3**

This course will help students to develop their strategic thinking by challenging them to identify, evaluate, and address strategic issues at the organizational, departmental, and individual levels. Current approaches to the development and implementation of strategic plans will be explored including financial, environmental, and cultural considerations.

Prerequisite: BLAO 705, BLAO 710, BLAO 713

**BLAO 715                      Advanced Leadership Concepts                      Credit 3**

Emphasis is on identifying and solving organizational problems and recommending new business models that will increase organizational performance. The course integrates theoretical and practical applications for

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effectively leading organizations in a constantly changing world. Students will study leadership models that have helped move people in organizations toward a clear vision and mission. BLAO 709, BLAO 712, BLAO 714

**BLAO 716                      Advanced Research Methods in Leadership                      Credits 3**

Course enhances theoretical understanding and practical knowledge of the advanced qualitative, quantitative, and critical/rhetorical research methods applied to leadership studies. Prerequisite: BLAO 715

**Business Administration Track Courses**

**Accounting & Finance**

**BLAO 720                      Financial Accounting & Reporting Research                      Credit 3**

This course is a comprehensive review of accounting and reporting topics. Students will be exposed to research tools used by accounting professionals including, but not limited to, the new codified FASB pronouncements and IFRS statements.

**BLAO 721                      Contemporary Issues in Accounting Seminar                      Credit 3**

This course examines current issues confronting accountants, businesses and their stakeholders. Issues such as new FASB Statement implementation, unique business entities and creative business mechanisms will be examined.

**BLAO 722                      Accounting Theory                      Credit 3**

This course focuses on the theoretical structures of accounting for assets, income definition, recognition and measurement of income, influence of professional standards, and the future of the profession Prerequisites: BLAO 720

**BLAO 723                      Tax Planning & Research                      Credit 3**

This course is an in-depth study of the tax-planning process and research tools that are available to both the professional business manager and tax practitioner

**BLAO 724                      Special Topics in Taxation                      Credit 3**

This course focuses on advanced problems determined by current developments and issues in taxation, as well as, special topics related to taxation. This course provides students with the opportunity to integrate and apply their tax knowledge through problem solving. Prerequisites: BLAO 723

**BLAO 725                      Seminar in Accounting Research                      Credit 3**

Research on auditing, financial and managerial accounting, and taxation using theoretical perspectives and research methods from the social sciences and business disciplines. Prerequisites: BLAO 704R,723

**BLAO 730                      Financial Economics                      Credit 3**

The objective of this course is to undertake a rigorous study of the theoretical foundations of modern financial economics. The course will cover the central themes of modern finance including individual investment decisions under uncertainty, stochastic dominance, mean variance theory, capital market equilibrium and asset valuation, arbitrage pricing theory, option pricing, and incomplete markets, and the potential application of these themes.

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**BLAO 731                      Corporate & Financial Institutions                      Credit 3**

This course provides students with an overview of the contributions in the modern theory of corporate finance and financial institutions. Advanced theory and empirical investigations: financial decisions of the firm, dividends, capital structure, mergers and takeovers. The topics covered may include capital structure, distribution policy, financial intermediation, initial and seasoned public offerings, market for corporate control, product market corporate finance interactions, corporate reorganization and bankruptcy, moral hazard, and some selected topics.

**BLAO 732                      Behavioral Finance                      Credit 3**

This course involves the use of psychology to guide alternative theories of financial markets. There is an examination of the preferences and trading decisions of individual investors. It includes an analysis of corporate decision making. Topics covered include capital structure, investment, dividend, and merger decisions.

**BLAO 733                      Theory of Finance                      Credit 3**

This course develops an understanding of current financial theory and its implications for financial problem solving. Develops an understanding of the analytical framework for making decisions in the areas of financial planning and control, sources of financing and their relation to the firm. Prerequisites: BLAO 731

**BLAO 734                      Concepts of Investment Decisions                      Credit 3**

This course will make students familiar with the techniques for making investment decisions and valuing securities. The course will develop the concepts of asset pricing such as valuation by arbitrage, arbitrage pricing theory, portfolio selection, means variance analysis, the Capital Asset Pricing Model, and inter-temporal capital asset pricing. Prerequisites: BLAO 730

**BLAO 735                      Advanced Topics in Finance                      Credit 3**

Application of financial models and concepts to case studies involving financial aspects of the firm. Case analyses are designed to require the student to make use of integrative and critical thinking skills. Knowledge of financial management concepts from lower level courses is assumed. Prerequisites: BLAO 733, BLAO 734

**Management & Marketing**

**BLAO 740                      Managerial Economics                      Credit 3**

Managerial Economics is a model building and problem-solving course. Economic analysis is used in decision-making context. The course bridges the gap between purely abstract microeconomic theory and managerial practice. Various quantitative methods are integrated with basic microeconomic concepts that are relevant to decision-making within both the private and public sectors. The importance of marginal analysis is stressed throughout.

**BLAO 741                      Issues in Operations Management                      Credit 3**

This course covers both manufacturing and service industries and deals with a multitude of activities needed to produce or process goods and services in the private and public sectors. The course emphasizes the production and operations activities of businesses and public agencies.

**BLAO 742                      Seminar in Strategic Management                      Credit 3**

This course offers special topics dealing with important issues in strategic management. The course emphasizes global and technological perspectives of strategic management issues.

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- BLAO 743**                      **International Management**                      **Credit 3**  
This course offers an in-depth study of problems of operating across multiple political and cultural boundaries. Topics include theory and practice of the international business, global competition, organizing for global operations, market entry, innovations, and comparative management. Prerequisites BLAO 742
- BLAO 744**                      **Organizational Change Theory**                      **Credits 3**  
This course provides the conceptual frameworks and tools to lead and orchestrate organizational change. Several leading theories and models used in management of organizational change are presented. The course includes detailed analyses of organizations as systems, organizational leadership and change. Students will complete a self-assessment on his/her change leadership capabilities. Prerequisites: BLAO 701R, 702R, 705
- BLAO 745**                      **Advanced Decision Support Systems.**                      **Credit 3**  
This course offers an analysis of techniques involved in the development of computer-based systems designed to help managers in decision making and problem solving processes. Topics include assessment of technology available, discussion of the design and implementation of such systems. Prerequisites: BLAO 744
- BLAO 750**                      **Marketing Management**                      **Credit 3**  
An analysis of all aspects of the marketing functions and the firm, including such basic managerial tasks as analysis of consumer demand, selection of market targets, deciding on strategies, and combining the various marketing tools in the marketing mix, i.e., product offerings, pricing, promotion, and distribution.
- BLAO 751**                      **Emerging Issues in Marketing**                      **Credit 3**  
This course exposes students to the role of marketing in a modern organization. Students will examine the intellectual underpinnings of marketing as a discipline by examining the development of marketing theories from both a historical as well as philosophical basis.
- BLAO 752**                      **Product Planning Seminar**                      **Credit 3**  
This seminar examines useful quantitative models and methods relevant to product planning and pricing, and promotion. Topics include analysis and measurement of multi-attribute preference structures, information search, product positioning, brand and customer equity, new product introduction, market structuring, and new product diffusion. Prerequisites: BLAO 750, BLAO 751
- BLAO 753**                      **Behavioral Research in Marketing**                      **Credit 3**  
This seminar emphasizes coverage of the major research work carried out in consumer behavior. It will expose students to the cutting edge in consumer behavior, psychology and neuroscience and give students a good grasp of what it takes to be a successful academic in the field of consumer behavior. Prerequisite: BLAO 752
- BLAO 754**                      **Quantitative Research in Marketing:  
Strategic Models and Methods**                      **Credit 3**  
This seminar will review major contributions and recent developments in marketing with a particular emphasis on the strategic interactions between firms. It examines how firms craft their product, pricing, advertising, sales force, and channel strategies to create and sustain competitive advantage. A main purpose of the course is to generate new ideas, new research topics, and new applications for existing concepts and theories.

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**BLAO 755                      Theories of Attitude & Persuasion                      Credit 3**

This course will provide an overview of recent research on attitudes and persuasion. Content will include broad coverage of the issues of major importance to attitude theory, but will focus on more recent issues and controversies that have captured the interest of researchers in the field. Students who take this course will become familiar with research methods and major issues in attitudes research and will have a better understanding of how individuals form, maintain, and change their evaluations. Prerequisites: BLAO 753,754

**Semester 4 (Summer Residency 2)**

**BLAO 705R                      Behavioral Research Methods                      Credit 3**

Emphasis is on designing qualitative research proposals, interviewing, and collecting, analyzing interpreting and reporting qualitative data. A variety of qualitative techniques are explored.

**BLAO 706R                      Empirical Research Methods                      Credit 3**

An exploration of quantitative research methods with emphasis on survey analysis and in the non-parametric statistical techniques that are used to interpret surveys. A variety of quantitative techniques are addressed.

**BLAO 707R                      Pre-Proposal Presentation                      Credit 3**

Course is dedicated to the development of the proposed dissertation topic. Selection of the dissertation committee and an understanding of the dissertation process. Prerequisites: BLAO 705R, BLAO 706R

**Semester 5 (Fall 2)**

**BLAO 800                      Dissertation I                      Credits 8**

This semester is dedicated to the passing the comprehensive examinations, submitting and defending the dissertation proposal and the development of a journal article that can be published in the School of Business' *Journal of Business and Finance Research*. Includes an extensive written requirement. Prerequisites: completion of all coursework

**Semester 6 (Spring 2)**

**BLAO 810                      Dissertation II                      Credits 4-24**

Students register during the period of work in process for a maximum of 24 credit hours toward the successful completion and defense of the dissertation research. Includes an extensive written online requirement. May be repeated for credit as necessary to complete the dissertation process. Prerequisite: BLAO 800