

Strome College of Business - Dean's Office Programs

Programs

Doctor of Philosophy Programs

- Business Administration with a Concentration in Finance (PhD) (<http://catalog.odu.edu/graduate/business/programs/business-administration-finance-phd/>)
- Business Administration with a Concentration in Information Technology/Supply Chain Management (PhD) (<http://catalog.odu.edu/graduate/business/programs/business-administration-information-technology-supply-chain-management-phd/>)
- Business Administration with a Concentration in Marketing (PhD) (<http://catalog.odu.edu/graduate/business/programs/business-administration-marketing-phd/>)
- Business Administration with a Concentration in Strategic Management (PhD) (<http://catalog.odu.edu/graduate/business/programs/business-administration-strategic-management-phd/>)

Master of Business Administration Programs

- Business Administration (MBA) (<http://catalog.odu.edu/graduate/business/programs/business-administration-mba/>)

Courses

Business Administration (BUSN)

BUSN 501 Business Planning for Entrepreneurs I (2 Credit Hours)

Students are introduced to readily available resources to research and analyze a comprehensive feasibility process including a clear statement of the business idea/model, selection of the North American Industry Classification System (NAICS) codes, and research and analysis of the applicable industry, market and competitors. A marketing strategy, to include pricing, is developed, with emphases on social media and similar outreach tools.

BUSN 551 Business Planning for Entrepreneur (2 Credit Hours)

Students are introduced to readily available resources to research and analyze a comprehensive feasibility process including a clear statement of the business idea/model, selection of the North American Industry Classification System (NAICS) codes, and research and analysis of the applicable industry, market and competitors. A marketing strategy, to include pricing, is developed, with emphases on social media and similar outreach tools.

BUSN 610 Strategic Artificial Intelligence (AI) Leadership (3 Credit Hours)

This course examines the leadership and organizational challenges of successfully integrating AI into business strategy and operations. Students will explore AI's impact on organizational structure, culture, and decision-making processes, and develop the skills to lead AI-driven transformations while considering ethical implications and societal impact.

BUSN 800 Seminar in International Business (3 Credit Hours)

This course will provide students with a comprehensive understanding of the environmental issues, institutions, opportunities, challenges, problems and managerial processes that are unique to international business. Both the micro and macro contexts in which international business is conducted will be examined.

BUSN 801 Research/Teaching Colloquium (1 Credit Hour)

The one-hour Research/Teaching Colloquium is mainly intended to promote research/teaching competencies of doctoral students through their exposure to presentations on and discussions of various topics dealing with research, writing, publishing and effective teaching. The presentations may be by faculty members, outside speakers or doctoral students.

BUSN 999 Doctoral Graduate Credit (1-10 Credit Hours)

This course is a pass/fail course doctoral students may take to maintain active status after successfully passing the candidacy examination. All doctoral students are required to be registered for at least one graduate credit hour every semester until their graduation.