Doctoral Program in Business

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Program Goals

The Doctoral Program in Business is designed to educate researchers and teachers who will contribute to the development of new management concepts and new solutions to the complex problems facing industrial and public organizations. Graduates of the program are employed as college or university faculty members in business disciplines. For all updated program requirements, please refer to the website web.gc.cuny.edu/business.

Program Structure

The Doctoral Program in Business comprises six specializations: accountancy, finance, information systems, management planning, marketing, and organizational behavior and human resources. A minimum of 60 credit hours is required for each specialization.

Areas of Specialization

ACCOUNTANCY

- For additional program information see the Zicklin School website

The specialization in accountancy is designed to educate the future accounting researcher and teacher in conceptual and empirical development and applications. The program encompasses in-depth study of the entire field of accounting.

FINANCE

- For additional program information see the Zicklin School website

The doctoral specialization in finance is designed to prepare qualified candidates for academic careers in teaching and research and for advanced-level research positions in industrial and financial organizations. The program is intensive and analytical in nature, relying heavily on the economics and quantitative disciplines for its foundations. Students interested in research in the field of real estate would take most of their course work in the finance specialization.

INFORMATION SYSTEMS

- For additional program information see the Zicklin School website

The information systems specialization is designed to prepare information systems scholars for careers as researchers and educators in university programs, as well as information systems professionals in industry. This program builds upon a firm technical foundation in such areas as programming, database management, telecommunications, and systems analysis and design. It provides students with a strong grounding in information systems research methodology and the current state of information systems research in such areas as electronic markets, e-commerce, global information systems, information retrieval, intelligent systems, financial information systems, information economics, and computermediated communication systems, among others.

MANAGEMENT PLANNING*

*This specialization is currently not accepting new students.

The management planning specialization prepares the candidate for teaching and research in the areas of operations management, management science, and production management. The theoretical foundations of the specialization are drawn from planning and decision theory.

MARKETING

- For additional program information see the Zicklin School website

Marketing involves the development and distribution of goods and services throughout an economy. Course work and seminars in this specialization concentrate on consumer behavior theory, international marketing, attitude and communications research, cross-cultural consumer research problems, marketing strategy, theory development, and research design. The marketing specialization is designed for students with prior training in the humanities, natural sciences, social sciences, or business disciplines. Graduates of the program find employment teaching consumer behavior, marketing, and marketing management.

ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES

- For additional program information see the Zicklin School website

The specialization of organizational behavior and human resources focuses on individual and organizational processes. Among the concerns of the program are performance effectiveness, those factors that influence policy and planning decisions, and the conditions under which organizations may be designed to maximize their positive effects on those who are employed and affected by them. The program incorporates behavioral and policy perspectives. Graduates of the program are currently employed by universities and other organizations in both the public and private sectors.

Course Requirements

All students must take the required foundation courses as well as those additional foundation courses indicated by the specialization coordinator.

Required Foundation Courses

BUS U800 Philosophy of Science
BUS U802 Higher Education Teaching Seminar
A minimum of three courses in statistics

Specialization Core Course Requirements

Every student must choose a major area of study. Each area of specialization has a specific series of required courses (outlined in detail below). A minimum of 60 credit hours is required for all doctoral specializations.

Accountancy Specialization

ACC U706 Financial Statement Analysis and Reporting
ACC U802 Empirical Research in Accounting
ACC U803 Current Issues in Managerial Accounting
ACC U804 Current Issues in Auditing
ACC U810 Seminar in Managerial Accounting
ACC U812 Empirical Research Methods
ACC U822 Advanced Empirical Research
ECO U820 Econometric Theory
FIN U810 Corporate Finance Theory
or
FIN U830 Capital Markets and Portfolio Theory
OPR U704 Quantitative Analysis for Business Decisions
or
STA U706 Applied Discrete Multivariate Analysis
or
STA U783 Stochastic Processes for Business Applications

Finance Specialization

Required Core Courses

FIN U810 Corporate Finance Theory
FIN U830 Capital Markets and Portfolio Theory
ECO U820 Econometric Theory
ECO U823 Applied Microeconometrics

Electives

FIN U756 Management of Financial Intermediaries
FIN U770 International Financial Markets and Institutions
FIN U811 Advanced Topics in Corporate Finance Theory
FIN U831 Advanced Topics in Capital Markets and Portfolio Theory
FIN U832 Seminar in Capital Markets and Portfolio Theory
FIN U857 Seminar in Financial Institutions
FIN U890 Options Markets
FIN U891 Futures Markets
ECO U821 Applied Econometrics

Information Systems Specialization

Prerequisite Courses*

*Students who do not have the prerequisite background upon acceptance into the program must audit the equivalent course prior to or during the first year of study.

Programming Language, e.g., C++ (CIS 9310 plus CIS 9410 or equivalent)
Database Management Systems (CIS 9340 or equivalent)
Financial and Managerial Accounting (ACC 9100 or equivalent)
Financial Decision Making (FIN 9770 or equivalent)
Introduction to Statistics (STA 8000 or equivalent)

Required Courses (10 of the following, upon advisor’s approval)

MGT U747 Management Information Systems
MGT U847 Seminar in Management Information Systems
CIS U735 Networks and Telecommunications
CIS U749 Systems Analysis and Design
CIS U821 Research Methods I: Quantitative Research in Information Systems
CIS U822 Research Methods II: Qualitative Research in Information Systems
CIS U840 Selected Topics in Information Systems (may be taken more than once for credit)
CIS U860 Seminar in Information Systems Research

*Management Planning Specialization***

**This specialization is currently not accepting new students.

Required Courses

CIS U821 Research Methods I: Quantitative Research in Information Systems
MGT U700 Managerial Control
MGT U743 Strategic Management I
MGT U745 Operational Planning Systems and Control
MGT U747 Management Information Systems
MGT U881-1 Seminar in Production Management I
MGT U881-2 Seminar in Production Management II
MGT U847 Seminar in Management Information Systems
STA U851 Computer Techniques in Business Research
STA U783 Stochastic Processes for Business Applications

Marketing Specialization

MKT U701 Research Methods I: Design
MKT U702 Research Methods II: Qualitative Research in Marketing
MKT U703 Research Methods III: Quantitative Research in Marketing
MKT U715 The History of Marketing Thought
MKT U815 The Process and Diffusion of Innovation in Marketing
MKT U880 Seminar in Current Marketing Problems
MKT U881 Seminar in Marketing Theory
MKT U882 Seminar in Marketing Strategy
MKT U885 Seminar in Buyer Behavior
MKT U888 Selected Topics in Marketing

Organizational Behavior and Human Resources Specialization

BUS U872A Seminar in Organization Theory I
BUS U874A Seminar in Organizational Behavior I
BUS U874B Seminar in Organizational Behavior II
BUS U885 Research Methods I
BUS U886 Research Methods II
MGT U753 Management of Human Resources
MGT U780 Seminar in Human Resource Management and Labor Relations
MGT U870A Seminar in Policy and Strategy I
MGT U880 Special Topics in Business

Grades and Examinations

Students must maintain a B average while in the program. An incomplete grade (INC) must be resolved within two semesters. Students with two or more incompletes cannot be considered to be making satisfactory progress toward the degree and will not be eligible for financial aid.

The three major examinations of the Doctoral Program in Business are the first examination, second examination, and final examination (dissertation defense). The first examination consists of (1) a research paper or a written examination and (2) an oral examination conducted by three members of the faculty.

The second examination is in two parts: (1) a written examination or a research paper and (2) an oral examination. The choice of research paper versus written examination varies by specialization. In specializations where the first examination is a research paper, the second examination must include a written examination. In specializations where the first examination is a written examination, the second examination must include a research paper. Both the first examination and the second examination may be taken a maximum of two times.

DISSERTATION

Within one semester after successfully completing the second examination, the candidate should submit an acceptable dissertation proposal to his or her dissertation committee and defend it publicly. Registration must be maintained until the completion of the dissertation.

The final examination is a defense of the student's dissertation. A committee of three faculty members, two of whom must be members of the faculty in business, and an outside reader will determine its acceptability as a contribution to knowledge in the discipline.

Admission Qualifications

A graduate degree and practical experience in business are not prerequisites for admission to the program. The program is full time. Students are admitted for the fall semester. January 15 is the application deadline.

Applicants are required to submit the results of the Graduate Management Admission Test (GMAT). In addition, two letters of academic reference, writing sample, and statement of purpose are required.

En Route MBA

A student in good academic standing is eligible for an MBA after completing 45 credits of course work, including at least one course in accounting, finance, marketing, and organizational behavior and human resources; passing the preliminary research paper; and writing an acceptable major paper in a doctoral seminar. The student may apply for the degree en route by writing to the executive officer and requesting it. The degree is conferred by Baruch College.

Financial Assistance

Financial aid for full-time doctoral matriculants is available in the form of fellowships, grants, part-time and full-time teaching positions, and research assistantships.