Business Administration/Marketing, Ph.D.

FOX SCHOOL OF BUSINESS AND MANAGEMENT (http://www.fox.temple.edu)

About the Program

The Ph.D. in Business Administration program, with a concentration in Marketing, prepares individuals for advanced research and scholarship. The primary emphasis of the program is to prepare future faculty members for successful academic careers, although many of our alumni are employed in government, industry, and consulting.

Time Limit for Degree Completion: 7 years

Campus Location: Main

Full-Time/Part-Time Status: Students complete the degree program through classes offered before 4:30 p.m.

Ranking: The Fox School of Business and Management is highly ranked. Current ranking information may be viewed at http://www.fox.temple.edu/cms_about-fox/rankings/.

Accreditation: All Fox School of Business and Management graduate programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Job Prospects: The program is primarily dedicated to producing well-trained researchers who will work in academic positions.

Non-Matriculated Student Policy: Non-matriculated students are not permitted to take doctoral courses.

Financing Opportunities: Typically, all Ph.D. students receive financial assistantship in the form of full tuition remission and a stipend in return for offering services as a Research Assistant (RA) or Teaching Assistant (TA). Level of support is based on the concentration, the applicant’s qualifications, and competitive considerations. Students can also receive remuneration for conference travel, publications, and academic achievement.

Admission Requirements and Deadlines

Application Deadline:

Fall: January 15

Applications for the Ph.D. program are all processed together after the deadline.

APPLY ONLINE (http://fox.force.com/SiteLogin) to this Fox graduate program at http://fox.force.com/SiteLogin.

Letters of Reference:

Number Required: 2

From Whom: Letters of recommendation should be obtained from evaluators, typically college/university faculty or an immediate work supervisor, who can provide insight into your abilities and talents, as well as comment on your aptitude for graduate study.

Bachelor’s Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.

Statement of Goals: Approximately 500 to 1,000 words include your specific interest in Temple’s program; your research goals; your future career goals; and your academic and research achievements.

Standardized Test Scores:

GMAT/GRE: Required. GMAT scores are preferred; in some cases, GRE scores may be substituted. In general, scores above the 90th percentile are expected on each portion of the exam.

TOEFL: 105 iBT or 620 PBT minimum

Resume: Current resume required.

Program Requirements

General Program Requirements:

Number of Credits Required to Earn the Degree: 54

Required Courses:
Concentration Pro-Seminar 3
Concentration Courses 9
Theory and Research Methods Courses 30
Electives 6
Non-Didactic Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BA 9994</td>
<td>Preliminary Examination Preparation</td>
<td>1</td>
</tr>
<tr>
<td>BA 9998</td>
<td>Pre-Dissertation Research</td>
<td>1</td>
</tr>
<tr>
<td>BA 9999</td>
<td>Dissertation Research</td>
<td>2</td>
</tr>
</tbody>
</table>

Select additional credits of BA 9994, BA 9998, and/or BA 9999 2

Total Credit Hours 54

Additional Requirements: A screening examination is required after completion of the first year of coursework. In addition, two research papers are required:

- The first research paper is written at the end of the first year of study. The objective is to demonstrate progress in developing research capabilities. The student is expected to show initiative in proposing a research idea and developing a research approach. In May, students present a preliminary version of the paper; receive faculty feedback; and then formally submit and present the paper in the Fall term of the second year.
- The second research paper is prepared following completion of the second year of study. The objective is to demonstrate research capability. This paper may be based on the first-year research paper and includes:
  a. research motivation,
  b. literature review,
  c. conceptual model with research hypotheses,
  d. description of methodology, including operationalization of variables and research design,
  e. analysis,
  f. discussion of results, and
  g. specific contributions and implications for theory and practice.

In May of the second year, students present a preliminary version of the research paper; receive faculty feedback; and then formally submit and present the paper at the beginning of the Fall term of the third year. The second-year research paper, which should be publishable in a high-quality academic journal, must be successfully passed before the student can take the comprehensive exam.

Culminating Events:

Comprehensive Examination:
The purpose of the comprehensive examination is to demonstrate critical and interpretive knowledge of current research. The subject areas are determined, in advance, by the faculty of the department. The comprehensive exam should be completed no more than one term after the student completes the coursework component of the program. Students who are preparing to write their comprehensive examination should confirm a time and date with their departmental advisor.

The members of the student's department write the questions for the comprehensive exam. The student must answer every question on the examination in order to be evaluated by the Department Committee. The evaluators look for a breadth and depth of understanding of specific research areas; a critical application of that knowledge to specific phenomena; and an ability to write technical prose. Each member votes to pass or fail the student. In order to pass, a majority of the committee members must agree that the exam has been satisfactorily completed.

Proposal:
The dissertation proposal demonstrates the student's knowledge of and ability to conduct the proposed research. The proposal should consist of the following:

1. the context and background surrounding a particular research problem;
2. an exhaustive survey and review of literature related to the problem; and
3. a detailed methodological plan for investigating the problem.

The proposal should be completed and approved no more than one year after completing coursework. Upon approval, a timeline for completing the investigation and writing process is established.

Dissertation:
The doctoral dissertation is an original empirical study that makes a significant contribution to the field. It should expand the existing knowledge and demonstrate the student's knowledge of both research methods and a mastery of her/his primary area of interest. Dissertations should be rigorously investigated; uphold the ethics and standard of the field; demonstrate an understanding of the relationship between the primary area of interest and the broader field of business; and be prepared for publication in an academic journal.

The Doctoral Advisory Committee is formed to oversee the student's doctoral research and is comprised of at least three Graduate Faculty members. Two members, including the Chair, must be from the student's department. The Chair is responsible for overseeing and guiding the student's progress, coordinating the responses of the committee members, and informing the student of her/his academic progress.

The Dissertation Examining Committee evaluates the student's dissertation and oral defense, including the student's ability to express verbally her/his research question, methodological approach, primary findings, and implications. The Dissertation Examining Committee votes to pass or fail the dissertation and the defense at the conclusion of the public presentation. This committee is comprised of the Doctoral Advisory Committee and at least one additional faculty member from outside the department.

If any member decides to withdraw from the committee, the student shall notify the Chair of the Dissertation Examining Committee and the Ph.D./BA Program Director. The student is responsible for finding a replacement, in consultation with the Chair. Inability to find a replacement shall constitute evidence that the student is unable to complete the dissertation. In such a case, the student may petition the Ph.D./BA Program Director for a review. Once review of the facts and circumstances is completed, the Director will rule on the student's progress. If the Director rules that the student is not capable of completing the dissertation, s/he will be dismissed from the program. This decision may be appealed to the Senior Associate Dean. If dismissed, the student may appeal to the Graduate School.

Students who are preparing to defend their dissertation should confirm a time and date with their Dissertation Examining Committee and register with the Graduate Secretary at least 15 days before the defense is to be scheduled. The Graduate Secretary arranges the time, date, and room within two working days, and forwards to the student the appropriate forms. After the Graduate Secretary has arranged the time, date, and room for the defense, the student must send to the Graduate School a completed “Announcement of Oral Defense” form, found at http://www.temple.edu/grad/forms/ , at least 10 days before the defense. The department posts flyers announcing the defense, and the Graduate School announces the defense on its website.

Contacts

Program Web Address:
http://www.fox.temple.edu/cms_academics/phd/marketing/

Department Information:
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Philadelphia, PA 19122
foxpathdoffice@temple.edu
215-204-7677
Fax: 215-204-5698

Submission Address for Application Materials:
http://fox.force.com/SiteLogin

Department Contacts:
Associate Director, Doctoral Programs:
Lisa Fitch
A336 Alter Hall
foxpathdoffice@temple.edu
215-204-7677

Concentration Advisor:
Dr. Susan Mudambi
524 Alter Hall
susan.mudambi@temple.edu
215-204-3561
Courses

BA 5001. Industrial Organization for Business Strategy. 1 to 3 Credit Hour.
The course is an applied managerial economics course; industrial organization serves as a foundation for business management and strategy. The course provides the framework within which to study market equilibrium, firm and consumer behavior, and strategic interactions through the lens of firm and firm management. The tools of managerial economics are applied to study problems involving business strategy, industry evolution and dynamics, pricing methodologies, dealing with competitors, managing under uncertainty, asymmetric information, price discrimination, antitrust, auctions, and externalities.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

BA 5051. Enterprise Management Consulting Experience (EMC) I. 3 Credit Hours.
The EMC Practicum is an innovative hands-on learning experience involving faculty and students. During their practicum, cross-cultural student teams will assist firms or divisions on a live consulting project. MBA student teams will integrate course work, business experience, and primary and secondary research into highly professional market entry strategies or business plans.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5052. Enterprise Management Consulting Experience (EMC) II. 3 Credit Hours.
The EMC Practicum is an innovative hands-on learning experience involving faculty and students. During their practicum, cross-cultural student teams will assist firms or divisions on a live consulting project. MBA student teams will integrate course work, business experience, and primary and secondary research into highly professional market entry strategies or business plans.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5087. Leadership and Professional Development Practicum. .5 to 1.5 Credit Hours.
This academic content provides students with an understanding of human behavior in organizations and the means through which managers can influence that behavior. Specifically, the class considers key situations where the effective exercise of leadership can materially contribute to the achievement of strategic organizational objectives. Emphasis is placed on identifying and developing the personal skills and perspectives necessary to establish and maintain a leadership position, e.g., self-awareness and abilities in such areas as communication, decision-making, problem solving, and behavioral management. These skills are then applied through a carefully crafted practicum to facilitate acquisition of competencies through professional and career development opportunities and planned opportunities to exercise leadership with the context of the program.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5088. Ethical Decision Making in Business and Professional Development Practicum. .5 to 1.5 Credit Hours.
This academic content looks at business in the context of its various stakeholders, including shareholders, management, employees, customers, suppliers, government regulators, and local/national/global communities. It explores a range of issues from the role of business in society at large to the ethical dimensions of ordinary business decision-making. Emphasis is placed on identifying and developing the personal skills and perspectives necessary to engage in ethical decision making and leadership e.g., personal ethical behavior, facing ethical dilemmas, whistle blowing and ethical responses to unethical corporate practices. These skills are then applied through a professional development practicum to facilitate acquisition of competencies through professional and career development opportunities and planned opportunities to exercise ethical decision making within the context of the program.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5111. Globalization. 1.5 Credit Hour.
Gives students an understanding of the nature and complexity of the dynamic global environment that serves as the external context for the operations of international companies and that is an integral part of understanding international business. Explores the phenomena of globalization and the interdependence of nation states as they impact companies and industries throughout the world.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5112. Managing Risk. 1.5 Credit Hour.
Examines in detail the holistic risk management process from the perspective of an international corporation and defines what risk management is and why organizations have risk managers. Class discussion topics include ethical risk and insurance management practices, as well as administrative and strategic aspects of global corporate risk management such as drafting risk management policy statements, setting risk management goals, and examining how a risk manager operates within a complex international organization.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
BA 5113. The Valuation of Firms. 1.5 Credit Hour.
Introduces the use of accounting numbers for valuation for both external purposes, including investor models of firm value and credit risk assessment, as well as internal purposes, including project assessment and performance evaluation. Focuses specifically on an accounting review of fundamentals, firm valuation, cash flows, earnings, modeling financial distress, and using residual income to evaluate performance.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5114. Entrepreneurial Thinking and Innovation. 1.5 Credit Hour.
Examines issues relevant for entrepreneurs engaged in start-up or early stage ventures as well as those important to managers and stakeholders of new ventures within established organizations, including concepts, skills, know-how, information, attitudes and alternatives. Focuses on two key success factors in new enterprise formation: the entrepreneur and his/her ability to create and recognize opportunities.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5115. Law and Ethics in Business. 1.5 Credit Hour.
Imparts a sense of when and how the legal system may affect business, particularly in the areas of contract, tort, and government regulation. Develops an appreciation of the fact that law and ethics seem many times in business to converge, while in other instances what is legal may not be ethically correct. Explores through discussion of business ethics case studies how such situations arise and how they might be resolved or prevented. Includes training for online research, especially in legal areas using Lexis-Nexis database, and practice in the art of making well-reasoned written and oral arguments.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5116. Information Technology Perspectives. 1.5 Credit Hour.
Provides through discussions of technological and organizational issues an overview of the basic concepts underlying the development and implementation of emerging information technologies that are reshaping businesses and business practices. Culminates in a case study development project.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5117. Managing People and Organizations. 3 Credit Hours.
Focuses on basic issues concerning the management of organizations and human resources, with major emphasis on critical analysis, problem solving and performance evaluation. Provides opportunities to improve managerial and leadership skills through verbal presentations, group work, and specific case analysis.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5118. Strategic Performance Management. 3 Credit Hours.
This course has been designed to emphasize two fundamental issues in contemporary management practice: strategic cost analysis and management control. Strategic cost analysis deals with how managers’ actions affect costs and revenues in a competitive context, and how financial and nonfinancial information can support decisions that enhance the value of the firm. Management control pertains to a study of systems designed for performance measurement and evaluation, rewarding and motivating employees, and coordinating business operations. The emphasis will be on transformational systems such as activity based costing and balanced scorecard.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5170. Special Topics. 1 to 6 Credit Hour.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5180. Special Topics. 1 to 6 Credit Hour.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5182. Independent Study. 1 to 6 Credit Hour.
Study in particular aspects of business administration under the direct supervision of a graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
BA 5187. IMBA Practicum: Corporate Visits and Mentoring. 1 to 6 Credit Hour.
This practicum consists of selected visits to a variety of multinational corporations in Europe, Asia and Philadelphia. Students are exposed to senior officials who outline the factors that go into their international strategic decision making. These interactive sessions, which include question-and-answer periods, are designed to provide real world insights to corporate behavior and to highlight factors that are important in the international arena. In addition, students may engage in team projects during their summer practicum in Asia.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5190. Special Topics. 1 to 6 Credit Hour.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by regular semester courses.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5282. Independent Study. 1 to 3 Credit Hour.
Study in particular aspects of business administration under the direct supervision of a graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5287. Enterprise Management Consulting Practicum. 1 to 6 Credit Hour.
The EMC practicum is an innovative hands-on learning experience involving faculty and students. During their practicum, cross-cultural student teams will assist firms or divisions on a live consulting project. MBA student teams will integrate course work, business experience, and primary and secondary research into highly professional market entry strategies or business plans.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Master of Business Admin
Repeatability: This course may be repeated for additional credit.

BA 5301. Analytic Foundations of Strategy. 1.5 Credit Hour.
The purpose of this course is to provide the foundation for the competitive strategy sequel course that is linked to this course. It develops the key concepts of industry structure and the underlying economics. It provides the students with a common template to describe the firm strategy. It introduces game theory but more importantly requires the students to apply it first in simple cases and later in a two part simulation project in which students use real data to work through strategic issues in a single industry.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School
Co-requisites: SGM 5301
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 5301|Minimum Grade of B-|May be taken concurrently
AND MIS 5301|Minimum Grade of B-|May be taken concurrently
AND FIN 5301|Minimum Grade of B-|May be taken concurrently
AND ACCCT 5301|Minimum Grade of B-|May be taken concurrently.

BA 5387. Advanced Professional Development Strategies. .5 to 3 Credit Hours.
CSPD Advanced Professional Development Strategies is designed to help graduate students connect past education, current education and professional experience to rewarding career opportunities. Doing so will require the same professionalism and competencies that are important to employers: an open mind, strong organization skills, persistence, and attention to detail.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5388. Enterprise Management Consulting Practicum. 3 to 6 Credit Hours.
The Enterprise Management Consulting Practicum (EMC) is a capstone experience that integrates MBA class work and applies that integrated knowledge to evidence-based and theoretically informed strategic consulting for real firms. This experience is designed to help students apply competencies and skills acquired in the MBA program to recognize and assess strategic opportunities; conduct top-notch industry and competitive analysis; foresee and manage strategic implementation and control issues; and lead change by generating support for recommendations. This experience is also designed to produce useful results for real firms with very real problems, noteworthy uncertainties and challenging timelines. These objectives are accomplished by combining readings, discussion, business analysis, coaching from project managers and an advisory board, and commercial-grade work on real projects. The case studies and readings provide the conceptual foundations required to manage strategically and consult effectively. The projects offer opportunities to apply and refine your emerging conceptual skills. The faculty, project manager and advisor coaching lends the support and insight necessary to perform at the highest level.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School
Repeatability: This course may not be repeated for additional credits.
BA 5389. Global Immersion Experience. 1 to 6 Credit Hour.
This course provides field experience in an emerging market economy that allows students an immersive experience in which they observe firms and participate in short term projects to provide a much greater understanding of the application of MBA coursework in assessing the strategic landscape of the destination country.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Master of Business Admin
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5401. Analytic Foundations of Strategy. 1.5 Credit Hour.
The purpose of this course is to provide the foundation for the competitive strategy sequel course that is linked to this course. It develops the key concepts of industry structure and the underlying economics. It provides the students with a common template to describe the firm strategy. It introduces game theory but more importantly requires the students to apply it first in simple cases and later in a two part simulation project in which students use real data to work through strategic issues in a single industry.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: SGM 5401
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (STAT 5401|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5401|Minimum Grade of B-|May not be taken concurrently)
AND (FIN 5401|Minimum Grade of B-|May not be taken concurrently)
AND (ACCT 5401|Minimum Grade of B-|May not be taken concurrently).

BA 5488. Enterprise Management Consulting Practicum. 3 to 6 Credit Hours.
The Enterprise Management Consulting Practicum (EMC) is a capstone experience that integrates MBA class work and applies that integrated knowledge to evidence-based and theoretically informed strategic consulting for real firms. This experience is designed to help students apply competencies and skills acquired in the MBA program to recognize and assess strategic opportunities; conduct top-notch industry and competitive analysis; foresee and manage strategic implementation and control issues; and lead change by generating support for recommendations. This experience is also designed to produce useful results for real firms with very real problems, noteworthy uncertainties and challenging timelines. These objectives are accomplished by combining readings, discussion, business analysis, coaching from project managers and an advisory board, and commercial-grade work on real projects. The case studies and readings provide the conceptual foundations required to manage strategically and consult effectively. The projects offer opportunities to apply and refine your emerging conceptual skills. The faculty, project manager and advisor coaching lends the support and insight necessary to perform at the highest level.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

BA 5651. Business Analytics Capstone. 3 Credit Hours.
The course is designed as the capstone experience for the MS in Business Analytics program and, as such, synthesizes all of the learning from previous coursework in this program. Student groups are paired with firms and work as consultants to provide data analytic solutions. This will allow students a first-hand perspective on decision making by management and understanding the organizational implications.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 5751. Multinational Management and Policy. 3 Credit Hours.
Enhance the diagnostic and problem solving capabilities of decision-makers when confronted with a variety of strategic and/or operational problems in a diverse set of domestic and international environments and situations. Integrate material from functional and general management courses and apply it in the diagnosis and solution of problems that require an integrated company-wide approach. Relies heavily on the case study approach and builds on the Fall course of Management Processes in Global Corporations. Note: Enrollment limited to students in the IMBA program.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5800. Special Topics. 3 Credit Hours.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by regular semester courses.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
BA 5801. Industrial Organization and Corporate Strategy. 3 Credit Hours.
Today's executives face an array of commercial problems, a need to develop winning corporate strategies, and the capability to seek practical solutions to critical business issues. The primary focus of this course is on the application of principles of industrial organization to the development and evaluation of corporate strategy. The course will be taught from the perspective of a current executive. In this course, you will examine market function, consumer and firm behavior, and implications for market efficiencies. You will examine how knowledge of markets can be used to establish competitive position. You will use national accounting data to analyze the influences of governmental fiscal, monetary, and trade policies, employment, interest rates and economic growth (or decline) on the executive's options in making key strategic decisions. Realistic short business case study examples are provided demonstrating the power of combining the knowledge of economics with analytical tools that yield valuable insights to solve an array of specific internal commercial problems.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

BA 5804. Global Enterprise Mgt. 3 Credit Hours.
Learn about multinational business firms and the strategies used to gain competitive advantage in international markets. Develop analytical techniques for studying problems facing multinational firms and designing systems for managing multinational enterprise.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5851. Strategy Formulation and Administration. 3 to 4 Credit Hours.
Participate in an interactive learning experience while examining the functions, role and skills of top-level executives. Knowledge gained and analytical methods used, in prior courses will be used in analyzing cases from the perspective of the chief executive. Implementation of strategies will be a primary focus. Enrollment limited to students in the Executive M.B.A. program.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 5882. Independent Study. 1 to 6 Credit Hour.
Study in particular aspects of business administration under the direct supervision of a graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5890. Special Topics. 1 to 6 Credit Hour.
Special topics courses are developed to cover emerging issues or specialized content and they do not repeat material presented by regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 5955. Policy Formulation and Administration. 3 Credit Hours.
Policy and strategy decision-making roles of top-level managers. Total enterprise problems involving integration of organization objectives, relationships between organization objectives and societal values, policy formulation, corporate strategy, and implementation of top management decisions. Limited to students admitted to MBA program prior to Fall 2005. Note: Intended to be taken in the final semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 8985. Teaching in Higher Education: Business. 3 Credit Hours.
This course is required for any student seeking Temple University's Teaching in Higher Education Certificate. The course focuses on the research on how people learn best teaching practices, with the aim of preparing students for effective higher education teaching. All educational topics are considered through the lens of teaching in particularly scholarly areas or disciplines. Course instructors will model innovative teaching methods and uses of technology throughout the semester, providing an experiential component to the learning. The course specifically focuses on the application of the course content to the teaching of courses in business and management.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9001. Organizations and Management Theory. 3 Credit Hours.
This course acquaints students with classic works, current representative theories, and empirical research in the fields of organization behavior and management. Material is grouped into twelve perspectives/topic areas: bureaucracy, scientific management, human relations, contingency theory, lean & quality management, transaction cost theory, network approach, national culture, human resource development, power & politics, labor process, and complexity/chaos theory. Emphasis is on understanding the range of approaches in these fields and developing critical analysis skills.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
BA 9002. Scientific Inquiry-Management Research. 3 Credit Hours.
This course examines the nature and logic of empirical science, with particular attention to theoretical and applied business research. Topics include: the scientific method, positivism, paradigms, interpretive approaches, postmodernism, and critical research. The course also introduces a range of methods and techniques current in business research, including "grounded theory," measurement, interviewing, survey design, case studies, causal modeling, longitudinal and historical analysis, experiments, and research ethics. Students are asked to apply each of the course topics to the design of research on a topic of their own choosing. There is also a laboratory session in the use of the SPSS statistical package to analyze quantitative data.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9003. Seminar in Organizational Behavior. 3 Credit Hours.
The purpose of the course is to provide foundation knowledge in Organizational Behavior, including classic and contemporary theories, ongoing controversies, and ground-breaking empirical studies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9090. Special Topics in Business Administration. 1 to 6 Credit Hour.
Content varies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 9103. Econ Theory of Choice. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9104. Game Theory. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(BA 9103|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8001|Minimum Grade of B-|May not be taken concurrently).

BA 9105. Bus Rsch Econometrics I. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9106. Bus Rsch Econometrics II. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9108. Capital Markets Research. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
BA 9103|Minimum Grade of B-|May not be taken concurrently.

BA 9183. Directed Study in Business. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

BA 9201. Quant Methods in Bus Res. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8002|Minimum Grade of B-|May not be taken concurrently.

BA 9203. Financial Economics. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

BA 9205. Information Economics. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(BA 9103|Minimum Grade of B-|May not be taken concurrently)
AND (BA 9104|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8001|Minimum Grade of B-|May not be taken concurrently).

BA 9207. Quantitative Research Methods II. 3 Credit Hours.
This course provides an overview of intermediate quantitative research methods used in the social sciences. Topics include theory of measurement, types of measures, measurement validation, power analysis, experimental designs and analysis of experimental data, survey design and analysis of survey data, and collection and analysis of archival data. The course includes a project that focuses on the design, development, and testing of theoretical models using experimental, survey, or archival data. The project includes an important research topic, a set of testable hypotheses, the empirical method to be used, data collection, data analysis, and interpretation of the results.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites: BA 9201|Minimum Grade of B-|May not be taken concurrently
OR BA 9105|Minimum Grade of B-|May not be taken concurrently.

BA 9208. Quantitative Research Methods III. 3 Credit Hours.
This course aims to provide an overview of advanced quantitative research methods that are used in the social sciences. Topics include structural equation modeling (SEM), longitudinal modeling, multi-level modeling, causal modeling, polynomial regression models with response surface methodology, and emerging methods and tools for configuration theories.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites: BA 9201|Minimum Grade of B-|May not be taken concurrently
OR BA 9105|Minimum Grade of B-|May not be taken concurrently.

BA 9209. Business Econometrics III. 3 Credit Hours.
BA 9209 is the third course in the econometrics series for doctoral students. It focuses on non-linear models and covers multiple practical situations in which classic linear methods are inappropriate. In particular, topics include sample selection and attrition models, treatment evaluation, duration analysis, and count data models. Also, several advanced estimation techniques such as GMM, bootstrap, and kernel regression will be discussed. Although the majority of lectures will be devoted to cross-sectional methods, the basics of time series analysis will also be covered. The assigned problem sets will include the analysis of practical situations requiring advanced econometric techniques as well as empirical exercises.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites: BA 9201|Minimum Grade of B-|May not be taken concurrently.

BA 9212. Seminar in Global Finance and Governance. 3 Credit Hours.
The course introduces students to the basic academic literature in global finance and governance at a doctoral level and to selected advanced topics in this area. The aim is to prepare students to read the literature critically, to strengthen their independent skills, and to help them be ready to select topics in global finance and governance and related areas. Topics will be flexible to class needs but include corporate exchange risk management, international investments, global corporate governance, firm boundaries, financial and strategic issues of multinational firms, and others.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School, Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: BA 9106|Minimum Grade of B-|May not be taken concurrently.

BA 9801. Understanding the Firm through Management and Organizational Theory. 3 Credit Hours.
Understanding the shifts in business and their implications for organizations is essential to identifying new areas of study for the modern organization. Firms must adapt to their changing environments by adopting new strategies through analysis and understanding of internal and external contexts. This enhances organizational capability, which is required in order to maintain effectiveness and competitiveness in national, regional and global markets. This course examines the dynamics of complex, global organizations through the lens of foundational theory in management and organizational behavior, including: strategic management; theory of organizations and industries; and behavior of individuals, groups, and organizations in global settings. Students will learn to build on this foundational research by formulating new research questions that address emerging issues and challenges for the modern organization.
Department restrictions: Must be enrolled in one of the following Departments: Business:MA/MS/Ph.D Program
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Business Admin
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School, Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credit.
BA 9802. Scientific Inquiry through Applied Research. 3 Credit Hours.

What is research and how is it done? What is theory? What makes a study both practically relevant and of high-quality? This course addresses these questions through an exploration of the philosophy of science and applied scholarly research. It introduces the philosophy of scientific inquiry, common research approaches (e.g., quantitative and qualitative) and common perspectives (e.g., positivistic, interpretative, and critical). Students will learn the basic principles of theory development and testing as well as how to build a conceptual research model. This course takes an "engaged scholarship" perspective, with the aim to influence management practice through rigorous, applied study. Topics include identifying a research topic, forming theoretically-grounded research questions, conducting a literature review, and developing a plan for field work and data collection. This course enables students to identify and foster their personal research interests through a research proposal developed iteratively throughout the course.

**Department restrictions:** Must be enrolled in one of the following Departments: Business:MA/MS/Ph.D Program

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Doctor of Business Admin

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School, Tourism & Hospitality Mgmt

**Repeatability:** This course may be repeated for additional credit.

BA 9803. Navigating the Global Marketplace. 3 Credit Hours.

Global structures and institutions drive the strategic behavior underlying their business decisions. The reality of business today requires understanding and working within an industry’s multifirm global value chain. Firms operating in the global marketplace must be responsive to and understand differences in political, legal, and economic systems between countries. This course explores the state-of-the-art research surrounding the contemporary global organization and serves as the foundation for applied research into the dynamics of strategy and competition within a global context. Topics include critical elements of global strategic operations including international trade, location of the multinational enterprise, innovation in emerging economies, market entry, and knowledge flows within the firm.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

BA 9806. Integrative Perspectives on Business Knowledge. 3 Credit Hours.

Conceptualizing the organization as a system of integrated, co-dependent elements facilitates new solutions that help an organization achieve its goals. To do this, business leaders must view issues from multiple disciplinary and functional perspectives. Through an integrated, systems-thinking approach, students will learn to address unstructured problems, decision-making under complexity, and organizational change management and strategy. This course integrates contemporary research across the major functional areas of business, including: accounting, finance, human resources, international business, marketing, management information systems, risk and actual science, strategic management, and operations and supply management. Students will learn how to approach organizational issues in new ways and discover novel research opportunities by making connections across multiple disciplines.

**Department restrictions:** Must be enrolled in one of the following Departments: Business:MA/MS/Ph.D Program

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Doctor of Business Admin

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School, Tourism & Hospitality Mgmt

**Repeatability:** This course may be repeated for additional credit.

BA 9813. Problem Solving using Quantitative Research Methods. 3 Credit Hours.

Quantitative research applies statistical techniques to test new theory and hypotheses. This course teaches students how to investigate problems through the design and execution of quantitative research as it applies to experiments, surveys and the analysis of secondary data. Students will learn to apply and evaluate these methods through examples of theoretical and applied research papers that employ quantitative methods. Students will learn the fundamental statistical techniques to develop and test research hypotheses, such as the t-test, correlation analysis and regression. Students will prepare data for analysis and understand how to interpret the results.

**Department restrictions:** Must be enrolled in one of the following Departments: Business:MA/MS/Ph.D Program

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Doctor of Business Admin

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School, Tourism & Hospitality Mgmt

**Repeatability:** This course may be repeated for additional credit.

BA 9815. Problem Solving using Qualitative Research Methods. 3 Credit Hours.

Qualitative research is the exploration of phenomena in their natural setting that seeks to make sense of underlying mechanisms and processes. This course compares a variety of qualitative techniques, such as case studies, ethnography, action research, grounded theory building and content analysis. Students will review contemporary and classic studies that employ qualitative methods in both theoretical and applied contexts, providing examples of how to use each approach in practice. It will also cover interviewing and observation techniques, coding semi-structured and structured interview data, and building hypotheses based on qualitative data. The course weighs the advantages and disadvantages of different approaches to qualitative research, including positivist, interpretivist, and critical methods.

**Department restrictions:** Must be enrolled in one of the following Departments: Business:MA/MS/Ph.D Program

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Degree Restrictions:** Must be enrolled in one of the following Degrees: Doctor of Business Admin

**College Restrictions:** Must be enrolled in one of the following Colleges: Business & Mgmt, Fox School, Tourism & Hospitality Mgmt

**Repeatability:** This course may be repeated for additional credit.
BA 9994. Preliminary Examination Preparation. 1 Credit Hour.
Registration required each semester while preparing for the Preliminary examinations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 9998. Pre-Dissertation Research. 1 Credit Hour.
Registration required each semester after Preliminary Examinations while researching the dissertation proposal.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

BA 9999. Dissertation Research. 1 to 6 Credit Hour.
Registration each semester required for students elevated to candidacy and undertaking dissertation research.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.