

# BUSINESS, PHD

**Banner Code:** BC-PHD-BUS

**Graduate Program Office**

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## Administration

- Heather Vough, Director, PhD Program

In an increasingly globalized world characterized by rapid change and progress, business communities need innovative scholarship that challenges established convention and gives practitioners, policymakers, and cultural influencers cutting-edge, evidence-based findings and tools to help them manage, lead, innovate, and excel in their careers and organizations. Scholarship such as this is produced at business schools with a vibrant, innovative PhD program in Business.

The PhD program in Business is designed to address such needs. The PhD Program in Business will enhance GMU's mission by increasing the number of doctoral programs, research intensity, and university-wide interdisciplinary research and collaboration. By providing access to regional research sites and the diverse Mason community, our students will emerge from the program prepared to study many of the organizational problems within the Commonwealth as well as the world.

This program is designed as an overarching degree with six concentrations from which the students must pick one. The concentrations will be in Organizational Behavior, Strategic Management, Information Systems, Marketing, Finance, and Operations Management.

Each student will declare their concentration prior to admission, in order for the school and faculty to properly prepare courses for degree completion. While some courses will be in common for all students taking the PhD in Business, each concentration will contain unique courses. The goal with this model is both to simplify the overall administration of the program (one degree) but allow the students the relevant domain knowledge to succeed in their specific field (required concentration). Please visit the Costello College of Business website (<https://business.gmu.edu/programs/graduate-degree-programs/phd-business/>) to view available concentrations.

## Admissions & Policies

### Admissions

Full eligibility and admission requirements can be viewed on the Costello College of Business website (<https://business.gmu.edu/programs/graduate/admissions/>).

### Policies

For policies governing all graduate degrees, see AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>).

All students registering for Costello College of Business graduate courses must have graduate standing. Non-degree student status is not available.

Graduate level courses offered by the Costello College of Business cannot be audited.

## Requirements

### Degree Requirements

Total credits: 72

The PhD in Business includes courses in the Business Core, within each concentration, and then credits towards dissertation research. Within each concentration there are required and elective courses.

#### PhD in Business Core

All students pursuing the PhD in Business will take the following courses:

Code	Title	Credits
BUS 701	Introduction to Research in Business	3
BUS 702	Academic Business Writing for PhD Students	3
BUS 703	Research Project <sup>1</sup>	6
BUS 801	Field Research in Business <sup>1</sup>	6
BUS 802 or HE 602	Teaching in the Field of Business College Teaching	3
<b>Total Credits</b>		<b>21</b>

<sup>1</sup> Must be repeated for a total of 6 credits.

#### Concentration in Finance (FNAN)

All students pursuing the concentration in Finance will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
BUS 711	Proseminar in Business <sup>1</sup>	1-3
FNAN 881	PhD Seminar in Empirical Corporate Finance	3
FNAN 882	PhD Seminar in Finance	3
FNAN 883	PhD Seminar in Empirical Asset Pricing	3
FNAN 884	PhD Seminar in Asset Pricing Theory	3
<b>Total Credits</b>		<b>13-15</b>

<sup>1</sup> May be repeated for up to 6 credits.

#### Concentration in Information Systems (ISY)

All students pursuing the concentration in Information Systems will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
BUS 711	Proseminar in Business	1-3
MIS 721	Seminar in Information Systems	1.5
OSCM 721	Seminar in Operations and Supply Chain Management	1.5

MIS 722	Seminar in Economics of Information Systems	3
MIS 723	Seminar in Technology Research in Information Systems	3
MIS 892	Special Topics in Information Systems	3
<b>Total Credits</b>		<b>13-15</b>

### Concentration in Marketing (MKTG)

All students pursuing the concentration in Marketing will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
BUS 711	Proseminar in Business <sup>1</sup>	1-3
MKTG 751	Seminar in Marketing Strategy	3
MKTG 752	Seminar in Marketing Methods and Models	3
MKTG 891	Special Topics in Marketing <sup>2</sup>	3

<sup>1</sup> May be repeated for up to 6 credits.

<sup>2</sup> Must be repeated for a total of 6 credits.

### Concentration in Operations Management (OMGT)

All students pursuing the concentration in Operations Management will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
BUS 711	Proseminar in Business <sup>1</sup>	1-3
MIS 721	Seminar in Information Systems	1.5
OSCM 721	Seminar in Operations and Supply Chain Management	1.5
OSCM 731	Seminar in Supply Chain Management	3
OSCM 732	Seminar in Innovation and New Product Development	3
OSCM 893	Special Topics in Operations Management <sup>2</sup>	3

<sup>1</sup> May be repeated for up to 6 credits.

<sup>2</sup> May be repeated for different topics.

### Concentration in Organizational Behavior (ORGB)

All students pursuing the concentration in Organizational Behavior will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
Required Courses		
BUS 711	Proseminar in Business <sup>1</sup>	1-3
MGMT 711	Seminar in Organizational Behavior	3
MGMT 712	Seminar in Strategic Management	3
MGMT 893	Special Topics in Organizational Behavior <sup>2</sup>	6
<b>Total Credits</b>		<b>13-15</b>

<sup>1</sup> May be repeated for up to 6 credits.

<sup>2</sup> Must be repeated for a total of 6 credits.

### Concentration in Strategic Management (STMT)

All students pursuing the concentration in Strategic Management will be required to take courses in the domain, research methods courses, and specialization or elective courses.

Code	Title	Credits
Required Courses		
BUS 711	Proseminar in Business <sup>1</sup>	1-3
MGMT 711	Seminar in Organizational Behavior	3
MGMT 712	Seminar in Strategic Management	3
MGMT 892	Special Topics in Strategic Management <sup>2</sup>	6
<b>Total Credits</b>		<b>13-15</b>

<sup>1</sup> May be repeated for up to 6 credits.

<sup>2</sup> Must be repeated for a total of 6 credits.

### Research Methods

Research methods courses are designed to prepare students to evaluate and investigate a range of research approaches including data collection and analysis, data mining and econometrics, and empirical and analytical modeling. All courses must be approved by a faculty advisor.

Code	Title	Credits
Select 9 credits from the following:		9
ECON 611	Microeconomic Theory	
ECON 637	Econometrics I	
ECON 838	Econometrics II	
OR 641	Linear Programming	
OR 642	Integer Programming	
OR 645	Stochastic Processes	
PSYC 756	Quantitative Methods IV: Multivariate Techniques in Psychology	
PSYC 892	Special Topics in Psychology	
SOCI 631	Survey Research	
SOCI 634	Qualitative Research Methods	
SOCI 655	Ethnography	
SOCI 730	Analytic Techniques of Social Research	
STAT 525	Nonparametric Statistics and Categorical Data Analysis	
STAT 526	Applied Regression Analysis	
STAT 554	Applied Statistics I	
STAT 634	Case Studies in Data Analysis	
STAT 652	Statistical Inference	
STAT 654	Applied Statistics II	
STAT 656	Regression Analysis	
STAT 662	Multivariate Analysis and Statistical Learning	
<b>Total Credits</b>		<b>9</b>

## Specialization

Code	Title	Credits
	Students must choose a specialization area closely related to their concentration, which consists of 9 credits of approved coursework. A student may select a specialization with a second concentration in Business, or may develop a specialization with the approval of the academic advisor. No more than one Independent Study course with a faculty member may be used toward satisfying the specialization requirement.	9

apply a minimum of 12 dissertation credits (BUS 998 and BUS 999 combined) to the degree.

Examples of acceptable specialization areas include psychology (for students in the Organizational Behavior concentration), industrial engineering and statistics (for students in the Operations Management concentration), sociology (for students in the Strategic Management concentration), and economics and computer science (for students in the Information Systems concentration). Courses taken to fulfill the specialization must be in addition to any other requirements for the concentration.

## Teaching Practicum

Provides supervised teaching experience of selected business school courses.

Code	Title	Credits
BUS 850	Teaching Practicum	3

## Electives

Code	Title	Credits
	Students complete the remaining credits through additional elective courses chosen in consultation with an advisor.	6

## Advancement to Candidacy

To advance to candidacy, students must complete all courses required by the program. Students must also successfully complete and pass a written comprehensive exam.

## Dissertation Research

All PhD in Business students must satisfactorily complete a doctoral dissertation. A PhD in Business dissertation culminates doctoral study. Such work must clearly demonstrate the candidates' abilities to apply principles of business-related problems within one's chosen concentration. It must integrate knowledge of various disciplines with knowledge of relevant practice and theory. The dissertation must also make a significant contribution to existing knowledge or practice within one's chosen concentration.

Code	Title	Credits
BUS 998	Doctoral Dissertation Proposal	1-6
BUS 999	Doctoral Dissertation Research	1-18
Minimum Credits		12

Students must register for 3 or 6 credits the first semester enrolled in BUS 998 Doctoral Dissertation Proposal. Students must register for at least 1 credit of BUS 998 thereafter until they are permitted to register for BUS 999 Doctoral Dissertation Research. Students must register for 3 credits the first semester enrolled in BUS 999 and must register for at least 1 credit of BUS 999 thereafter until all work has been completed, including the semester in which the degree is received. Students must