



*Office of the President*  
**Southeastern Oklahoma  
State University**

April 10, 2024

Sheridan McCaffree  
Executive Director  
Regional University System of Oklahoma  
3555 NW. 58<sup>th</sup> St., Suite 320  
Oklahoma City, OK 73112

Dear Executive Director McCaffree,

In accordance with RUSO policy (1.10.2), Southeastern Oklahoma State University is formally submitting a letter of intent requesting approval to offer a new doctorate program.

**Official Degree Designation and Program Title:** DBA, Doctor of Business Administration

**Location where program will be offered:** Durant, OK

**Method of delivery:** Electronic Delivery

**Contact Information:** Dr. David Whitlock, Interim Dean of the John Massey School of Business

**Description of Proposed Program:**

The John Massey School of Business at Southeastern Oklahoma State University presents its Online Doctor of Business Administration (DBA) program. This advanced degree is designed for professionals seeking to elevate their expertise in business leadership, research, and strategic decision-making.

Program Highlights:

1. **Flexible Online Format:** Our DBA program is delivered entirely online, allowing working professionals to balance their studies with career and personal commitments.
2. **Comprehensive Curriculum:** The curriculum covers a wide range of topics, including organizational behavior, strategic management, finance, marketing, and ethics. Students gain a deep understanding of business theory and practical applications.
3. **Research Focus:** The DBA program emphasizes research skills, equipping students to contribute to the field through original research. Participants engage in scholarly inquiry, exploring real-world business challenges.

4. Faculty Expertise: Learn from experienced faculty members who are accomplished researchers and practitioners. Benefit from their mentorship and guidance throughout your doctoral journey.

5. Networking Opportunities: Connect with fellow professionals, industry leaders, and alumni through virtual networking events, webinars, and collaborative projects.

6. Dissertation: The program culminates in a doctoral dissertation, where students conduct independent research and contribute new insights to the business community.

### **Employment Demand for Proposed Program:**

“Successful business executives are defined by their ability to solve pressing, real-world issues with accurate data and precise strategy. “[A] doctor of business administration (DBA) can offer a robust intellectual framework for navigating industry trends and organizational management. Geared toward business leaders of the future, a DBA is a terminal business administration degree that offers immersive training in business analytics and applied research methods. The following guide outlines the details of doctoral programs in business administration and potential career pathways for graduates.” (Forbes Advisor) According to Research.com, there is “in an increasingly competitive job market, a doctorate in business administration (DBA) can give experienced managers a distinct edge over other candidates.” At the time of the writing of this document, there were 1, 113 positions available on Indeed.com indicating that a future employer would hold a degree Doctor of Business Administration degree or similar. Lightcast indicates that target occupations for a doctoral or professional degree are projected to grow +15.3 (2023-2033) for the region (OK, AR, KS, MO, LA, TX) compared to +11.5 growth nationally.

### **Unmet Need for Proposed Program**

According to Lightcast, the total number of completions of DBA programs is +165% (2018-2022). As businesses have grown more complex, the need for talent with specialized training has increased (<https://hbr.org/sponsored/2022/08/why-a-doctorate-in-business-administration-is-becoming-more-valuable>). This has led to an increase in educational preparation for many areas moving beyond the traditional MBA and toward the DBA, which represents the highest level of academic qualification in management.

Unlike the MBA, which provides a broad range of practical courses across a standard range of business functions, the DBA program is designed to develop deep expertise in a specific domain. This shift is driven by the demand for individuals who can analyze data and generate innovative insights for better decision making (<https://hbr.org/sponsored/2022/08/why-a-doctorate-in-business-administration-is-becoming-more-valuable>).

Recent research indicates DBA growth on the rise. From 2010 to 2018, the growth of DBA conferrals has averaged ten percent (<https://hbr.org/sponsored/2022/08/why-a-doctorate-in-business-administration-is-becoming-more-valuable>). This suggests a growing interest in the credential and indicates the potential for universities to expand such offerings in this emerging market. The increasing popularity of the DBA is also supported by a Harvard Business Review study that found the number of DBA programs has more than doubled since 2004 (<https://hbr.org/sponsored/2022/08/why-a-doctorate-in-business-administration-is-becoming-more-valuable>) suggesting a broader shift towards specialized, data-driven expertise in business leadership.

For-profit schools currently offer and administer most DBA programs and this provides a wonderful opportunity for a public, non-profit university such as Southeastern to enter the market with a flexible, affordable, online DBA that caters to busy professionals (<https://hbr.org/sponsored/2022/08/why-a-doctorate-in-business-administration-is-becoming-more-valuable>).

Please do not hesitate to contact me if you need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Thomas W. Newsom', written in a cursive style.

Thomas W. Newsom  
President