

# Doctor of Business Administration (DBA)

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## Curriculum

### DBA in Finance

The curriculum includes foundation courses, required courses, and elective courses.

#### Required Courses (24 credits)

Code	Title	Units
FIN 8620	Empirical Methods in Finance	3
FIN 8642	Advanced Continuous Time Finance	1.5
FIN 8643	Information Economics and Corporate Finance Theory	3
FIN 8652	Introduction to Asset Pricing	1.5
FIN 8654	Empirical Methods in Asset Pricing	1.5
FIN 8655	Introduction to Corporate Finance	1.5
MEC 8610	Microeconomics I	3
MEC 8615	Microeconomics II	3
MGT 8805	AI and Machine Learning Business Applications-Part A	3
MGT 8806	AI and Machine Learning Business Applications-Part B	3
<b>Total Units</b>		<b>24</b>

#### Elective Courses (minimum 33 credits)

Students may take any other graduate-level (5000 and above) course as an elective with the approval of the Doctoral Programs Office and the course instructor.

Code	Title	Units
CSE 4102	Introduction to Artificial Intelligence	3
CSE 5105	Bayesian Methods in Machine Learning	3
CSE 5140	Data Mining	3
CSE 5170	Machine Learning	3
CSE 5410	Advanced Algorithms	3
DAT 5370	Data Analysis, Forecasting and Risk Analysis	1.5

DAT 5550	Machine Learning Tools for Prediction of Business Outcomes	3
DAT 5561	Introduction to Python and Data Science	3
DAT 5562	Text Mining	1.5
DAT 5563	Data Visualization	1.5
DAT 5564	Database Design and SQL	1.5
DAT 5565	Deep Learning for Prediction of Business Outcomes	1.5
DAT 5566	Big Data and Cloud Computing	1.5
DAT 5567	Prescriptive Analytics	3
DAT 5571	Introduction to Cybersecurity	1.5
ESE 5130	Large Scale Optimization for Data Science	3
FIN 5380	Stochastic Foundations for Finance	1.5
FIN 5390	Mathematical Finance	1.5
FIN 5506	Financial Technology-Methods and Practice	3
INFO 5558	Applications of Deep Neural Networks	3
MEC 8625	Industrial Organization I	3
MEC 8626	Industrial Organization II	3
MGT 8620	Empirical Methods in Business	3
MKT 5569	A/B Testing in Business and Social Science	3
MKT 8675	Empirical Methods in Structural Modeling	3

#### Research Courses (9 credits)

Code	Title	Units
FIN 5999	Research Practicum	3
FIN 8615	Research in Finance	3
FIN 8616	Research in Finance	3
<b>Total Units</b>		<b>9</b>

### DBA in Marketing

#### Quantitative Track

##### Required Courses (24 credits)

Depending on their knowledge of quantitative methods in marketing, students may request to replace the above required courses with more advanced graduate-level courses. Faculty approval is required.

Code	Title	Units
MGT 8201	Empirical Methods in Business-Part A	3
MGT 8621	Empirical Methods in Business-Part B	3
MKT 5002	Customer Analytics Using Probability Models	3
MKT 5550	Data Analysis for Brand Management	1.5
MKT 5551	Analytics-Driven Brand Management	1.5
MKT 5710	Marketing Research	1.5
MKT 5711	Advanced Marketing Research	1.5

MKT 5770	Marketing Strategy	3
MKT 7710	Seminar in Marketing Management	3
MKT 8679	Directed Readings in Marketing	3
<b>Total Units</b>		<b>24</b>

### Elective Courses (minimum 24 credits)

Students may take other graduate-level (5000 and above) courses as electives with the approval of the faculty and the instructors of the specific courses.

Code	Title	Units
ECON 8110	Applied Econometrics	3
ECON 8140	Advanced Quantitative Methods in Economics	3
MATH 5110	Experimental Design	3
MEC 8625	Industrial Organizations I	1.5
MEC 8626	Industrial Organization II	1.5
MEC 8670	Seminar in Econometrics	3
MKT 8601	Consumer Behavior I	3
MKT 8602	Consumer Behavior II	3
MKT 8673	Analytical Modeling in Marketing	1.5
MKT 8674	Judgement and Decision Making	1.5
MKT 8675	Empirical Methods in Structural Modeling	1.5
MKT 8679	Directed Readings in Marketing	3
POLSCI 5063	Causal Inference	3

### Consumer Behavior Track

#### Required Courses (21 credits)

Depending on their knowledge of quantitative methods in marketing, students may request to replace the above required courses with more advanced graduate-level courses. Faculty approval is required.

Code	Title	Units
MGT 8660	Seminar in Presentation Skills	1.5
MKT 5710	Marketing Reserach	1.5
MKT 5711	Advanced Marketing Research	1.5
MKT 5760	Understanding and Influencing Consumer Behavior	1.5
MKT 8601	Consumer Behavior I	1.5
MKT 8602	Consumer Behavior II	1.5
MKT 8679	Directed Readings in Marketing	6
PSYCH 8066	Quantitative Methods I	3
PSYCH 8067	Quantitative Methods II	3
<b>Total Units</b>		<b>21</b>

### Elective Courses (minimum 27 credits)

Students may take other graduate-level (5000 and above) courses as electives with the approval of the faculty and the instructors of the specific courses.

Code	Title	Units
MGT 2010	Management Communication	3
MGT 5330	Effective Managerial Communication	1.5
MKT 5003	Digital Marketing and Customer Analytics	1.5
MKT 5200	Creating and Building Brand Equity	1.5
MKT 5580	Pricing Strategies	1.5
MKT 5590	Creating and Marketing Innovative Products and Services	1.5
MKT 5770	Marketing Strategy	3
MKT 8674	Judgement and Decision Making	1.5
PSYCH 5030	Experimental Social Psychology	3
PSYCH 5453	Introduction to Affective Science	3
PSYCH 5958	Emotion Regulation	3
PSYCH 8011	Reserach Designs and Methods	3
PSYCH 8012	Selected Topics in Design and Statistics	3
PSYCH 8160	Applied Multivariate Analysis	3

### DBA in Supply Chain, Operations, and Technology

#### Required Courses (48 credits)

Students may take other graduate-level (5000 and above) courses as electives with the approval of the faculty and the instructors of the specific courses.

Code	Title	Units
MGT 8201	Empirical Methods in Business-Part A	3
MGT 8621	Empirical Methods in Business-Part B	3
SCOT 5310	Supply Chain Finance	1.5
SCOT 5500	Project Management	3
SCOT 5501	Supply Chain Risk Management	1.5
SCOT 5580	Advanced Operations Strategy	3
SCOT 5704	Operations Management	3
SCOT 5721	Operations Analytics	3
SCOT 5760	Foundations of SC Management	1.5
SCOT 5770	IT and Supply Chain Management	1.5
SCOT 7480	Data-Driven Decision-Making: Analysis to Action	1.5
SCOT 8652	Theory and Research Methods in Inventory	3
SCOT 8653	Stochastic Models for Production and Service Systems	3
SCOT 8654	Inventory and Supply Chain Managment: Theory and Research	3
SCOT 8656	Optimization Theory and Applications	3
SCOT 8657	Research Topics and Engineering Themes in Supply Chain and Revenue Management	3

## Research Courses (24 credits)

Code	Title	Units
MGT 6010	Research Practicum	3
MGT 6898	Dissertation	12
SCOT 8999	Independent Study	9
<b>Total Units</b>		<b>24</b>