PAMPLIN COLLEGE OF BUSINESS
EXECUTIVE PH.D. IN BUSINESS
VIRGINIA TECH

CONCENTRATION: EXECUTIVE BUSINESS RESEARCH
Plan of Study (Highlighted parts represent most likely case for Cohort 8)

Name: _____

VT ID: _____

Start of Program: *Fall _2023_____*

Courses to Fulfill Disciplinary/Content Requirement (Minimum: 12 Cr Hours)

Semester, Year	Dept	Course #	Course Title	Instructor	Grade	Cr Hours
Fall 2023	MGT	6224	Applied Measurement in…			
Spring 2024	BIT	6984	Qualitative methods and case…			
Fall 2024	MKTG	6234	Experimental Business Research			
Spring 2024	MKTG	6264	Applied Multivariate Statistics…			
	Total					

Courses to Fulfill Methods Requirement (Minimum: 12 Cr Hours)

Semester, Year	Dept	Course #	Course Title	Instructor	Grade	Cr Hours
Fall 2023	BIT	6424	Theory Building			
	Total					

Research and Dissertation Hours (Minimum: 30 Cr Hours)

Semester, Year	Dept	Course #	Course Title	Instructor	Grade	Cr Hours
	Total					

TOTAL COURSE & RESEARCH & DISSERTATION HOURS (Minimum: 60 Cr Hours):	

Transfer Credits (Maximum: 30 Cr Hours)*

University	Dept	Course #	Course Title	Grade	Cr Hours	Year taken
Total						

** Attach course justification form*

TOTAL GRADUATE HOURS (Minimum: 90 Cr Hours):	

Additional/Graduate School Requirements

Semester	Course	Completed? Y/N

Dissertation Committee Approval

Dr. _____, Chair _____

Dr. _____, Member _____

Dr. _____, Member _____

Dr. _____, Member _____

Each committee must have at least four members. A minimum of three committee members, including the committee chair, must be a tenured Pamplin College faculty member. Committees are not required to have an outside member, but one outside member is permitted.

Dr. Viswanath Venkatesh _____
(Graduate Studies Director, Executive Business Research Concentration)

Dr. Viswanath Venkatesh _____
(Program Director, Executive PhD in Business)

CURRICULUM

	Fall	Spring	Summer
Year 0			**Math & Stats Refresher; Other Requirements (e.g., IRB, DEIB)** (0 credits)
Year 1	Research Methods 1 (3 cr) Seminar 1 (3 cr)	Research Methods 2 (3 cr) Seminar 2 (3 cr)	**Possible Directed Study** **Prior Work** Research Write-Up and **Research Questions** Write-Up (Research/Dissertation: 8 cr)
Year 2	Research Methods 3 (3 cr) Seminar 3 (3 cr)	Research Methods 4 (3 cr) Seminar 4 (3 cr)	**Possible Directed Study** **Methodology** (and IRB) Write-Up (Research/Dissertation: 8 cr); **Possible Proposal Defense**
Year 3	Paper 1 (Research/Dissertation: 6 cr)	Paper 2 (Research/Dissertation: 6 cr)	Paper Revisions (Research/Dissertation: 8 cr); **Possible Final Defense**
TOTAL	**18**	**18**	**24**

METHODS & STATISTICS (COMMON TO ALL STUDENTS)	
Semester 1: MGT 6224: Applied Measurement in Business Research	
Semester 2: BIT 6984: Qualitative methods and case writing	
Semester 3: MKTG 6234: Experimental Business Research	
Semester 4: MKTG 6264: Applied Multivariate Statistics for Business Research	
THEORY (COMMON TO ALL STUDENTS)	
Semester 1: BIT 6424: Theory Building	
BIT PATHWAY (SEMESTERS 2 THRO 4)**	**MGT PATHWAY (SEMESTERS 2 THRO 4)****
BIT 6414: Seminar in Information Technology	MGT 6714: Organizational Behavior Theory Seminar
BIT 6314: Seminar in Artificial Intelligence, Machine Learning, and Deep Learning in Business Research	MGT 6704: Seminar in Strategic Management & Organizational Theory
Elective (e.g., BIT 6324: Design Science Seminar)	Elective (e.g., MGT 6984: Seminar in Entrepreneurship & Innovation; future #: MGT 6814) or other approved electives including BIT courses

**** Interdisciplinary options allow for a mix of courses across BIT and MGT offerings.**

Dissertation Structure

In addition to traditional dissertation structures (e.g., monograph, multi-paper), one structure that is suggested is a 2-paper dissertation, with one paper being submitted to a high-quality research outlet and one paper being submitted to a practitioner journal such as *California Management Review, Engaged Management Review, Harvard Business Review, MIS Quarterly Executive,* and *Sloan Management Review*. It is strongly recommended that the committee certify that the papers are ready for submission at the time of completion of the degree—and this be a condition to the award of the degree. Ultimately, as always, the dissertation, its structure and its quality are decisions left up to the committee chair and committee.

METHODS & STATISTICS (COMMON TO ALL STUDENTS)

MGT 6224: Applied Measurement in Business Research

Design and analysis of measures for use in business research. Measurement validity and reliability concepts to contexts such as personnel selection, market research, and employee/customer attitudes. Selective, intensive discussion of measurement topics in business research, including observed vs. unobserved variables in measurement; biases stemming from the use of particular methods; exploratory vs. confirmatory approaches to measurement; appropriate application of control variables.

BIT 6984: Qualitative Methods and Case Writing [new course]

This course will develop skills related to using various methods for qualitative research, including interviews, focus groups, participant and non-participant observation, case studies, and ethnography. You will learn how to collect and analyze qualitative data. The course will also teach case writing skills including writing case studies for teaching and research, and the differences therein.

MKTG 6234: Experimental Business Research

Experimental research methods for business research. Design of experimental studies, practical issues, and analysis of data. External, construct, and internal validity issues. Statistical techniques such as Analysis of Variance (ANOVA) and General Linear Model extensions. Hypothesis testing of causal mechanisms, result reporting, and replicability concerns.

MKTG 6264: Applied Multivariate Statistics for Business Research

The underlying mathematics of multivariate statistical methods and illustrative research applications in the business disciplines. Topics include multivariate distributions, analysis of multivariate hypotheses; general linear models including regression and analysis of variance; supervised and unsupervised approaches to classification; dimension reduction and exploratory data analysis and confirmatory data analysis using structural equation models.

THEORY (COMMON TO ALL STUDENTS)

BIT 6424: Theory Building

Foundation and skills of theory building, conceptual development, and theory-inspired design. Theories and readings from leading journals in different fields will be discussed. Emphasizes modeling and development of theoretical contributions. Learn to write and review high-quality journal articles for business disciplines.

BIT PATHWAY COURSES

BIT 6414: Seminar in Information Technology

Advanced study of selected current topics in information technology. Topics and readings will vary depending on the instructor and current technologies and issues facing researchers and practitioners.

BIT 6314: Seminar in Artificial Intelligence, Machine Learning, and Deep Learning in Business Research

Builds foundational knowledge of artificial intelligence, machine learning, and deep learning (AI/ML/DL). Focuses on studying the use of AI/ML/DL to solve business problems and improve organizations. Emphasizes behavioral, organizational, and ethical issues related to the use of AI/ML/DL in business research and practice. Examines how employees work and collaborate with AI/ML/DL, how people interact with AI/ML/DL, and contextual applications of AI/ML/DL such as security and privacy, healthcare, social media, and the consumer experience. Discusses the approaches for and implications of using AI/ML/DL as a method in business research. Apply AI/ML/DL knowledge and skills to develop research articles for business journals.

BIT 6324: Design Science Seminar
Conceptual framework and research guidelines for analyzing and evaluation design science research. Selective, intensive coverage of topics related to creating and testing new and innovative information technology artifacts within the broader disciplines of information systems and operations management. Specific focus on research opportunities offered by social media analytics in design science research. Practical application of methods and techniques involving social media analytics in design science studies.

MGT PATHWAY COURSES
MGT 6714: Organizational Behavior Theory Seminar
Foundational and contemporary paradigms and theories supporting organizational behavior and research are examined. How these paradigms and theories shape, constrain, and foster the development of research is explored. Foundational and contemporary paradigms and theories supporting organizational behavior and research are examined. How these paradigms and theories shape, constrain, and foster the development of research is explored. This course prepares students for advanced study in organizational behavior by providing extensive exposure to a range of higher-level epistemological approaches to the study of organizations, paradigmatic investigation of mainstream theories and areas of research (e.g., in attitudes, motivation, leadership, etc.), and how to develop higher level conceptual and research models to advance higher level study of these areas.

MGT 6704: Seminar in Strategic Management & Organizational Theory
Current and classical theories in strategic management and organization theory will be examined. Students will identify and assess basic assumptions, fundamental research questions and opportunities, and limitations of these theories. This course is designed to expose doctoral students to a broad foundation in strategic management research. The course will offer an introduction to the range of research on strategic management, from the theoretical to the empirical, and from the classic to the current. At the heart of the course will be our ability to explain performance differences (both temporary and permanent) between firms within and across industries. The course begins with an introduction to the core concepts of strategy and the various factors that may influence firm performance. Then we will cover a number of topics that are central to research in strategic management, including transaction cost economics, the resource-based view of the firm, knowledge and capabilities, evolutionary theory and learning, industry change, real options, diversification and vertical integration, alliances, and M&As.

MGT 6984: Seminar in Entrepreneurship & Innovation [future #: MGT 6814]
Entrepreneurship and innovation is increasingly important to academic discourse in the field of management. The purpose of this course is to provide a foundational overview of key topics of inquiry within the field. Course activities include weekly seminar readings, design and development of research proposals leading to the development of scholarly articles, and a final project consisting of a full-scale academic article targeted at premier outlets in the field of entrepreneurship. The central objective of this course is to prepare students to design and execute high-level scholarship in the field of entrepreneurship.

Note: Other electives, from BIT, MGT and other departments, may be offered depending on student interests, faculty availability and other factors.