

Executive Doctorate of Business Administration

Program Description

The DBA research and thesis portion of the program consists primarily of individual research, under the supervision of qualified professors who provide a broad range of expertise as well as an international reputation. Every selected student will receive a rigorous and tailor-made coaching by our doctoral faculty.

The program can cover traditional research topics in fields such as management, finance, marketing, organizational behavior, as well as non-traditional topics depending on students' needs. Virtually all topics are accepted as long as the research is connected to management.

A DBA candidate is required to show his or her ability to:

- 1) conduct original investigations; test, apply and examine his or her own ideas as well as others;
- 2) understand the relationship between his or her theme and a wider field of knowledge.

Candidates are required to identify current issues and apply relevant theories for problem-solving.

The degree will be granted based entirely on a personal thesis of approx. 50,000 words in length (and of no less than 35,000 words). Quality of research, however, is the single most important factor for awarding the DBA degree, not length.

Stage 1

Courses + topic selection (jointly defined by the student and the faculty) + detailed research proposal 6 months maximum.

There are 4 compulsory DBA courses. Each course is conducted over an intensive 4 days period (2 seminars in year 1, 2 in year 2).

1. Thesis Management
2. General Research Methodology
3. Quantitative Research Methods
4. Qualitative Research Methods
5. Defense preparation

Stage 2

Literature review writing + specific hypotheses design: 6 months max – approx. 15,000 words and no less than 10,000 words.

Stage 3

Hypothesis testing (empirical data collection) + thesis writing end: 10 months max – approx. 35,000 words and no less than 25,000 words.

The actual completion and duration of the program will depend on the student's availability, research capacity, and written work. While 100% success cannot be guaranteed, students that are able to persist in their work and write in an effective manner will surely reach the end of the process.

Executive DBA courses

General Research Methodology

This course is an introduction to research and is also a broad overview of what is to come in the next courses and during the two years of the DBA program.

The course is thus about research – what it is, how to do it, how to evaluate it, how to tell people about it, and how to use it. It is about asking questions and trying to find answers in the context of the Doctorate of Business Administration. This introductory course in research design and methods is oriented to prepare students for performing effective and responsible graduate level research in any discipline related to business and management. No one can ask all the questions, and no one can find all the answers, so we need to find some way to limit what we attempt to do. The main goals of research – exploration, description, prediction, explanation, evaluation, and action – provide us with a strategy for figuring out which questions to ask and which answers to seek in the context of the DBA.

Thesis Management : Writing for success

The DBA dissertation project represents a process of reducing uncertainty. The life cycle of a dissertation can thus be thought of as going from the general to the specific. The student begins with the notion of doing research in a broad area of investigation in which there might be thousands of dissertation possibilities. The student must reduce the uncertainty by reducing the number of possibilities he or she is going to consider. This is done by 1) selecting a topic, 2) defining a dissertation proposal, 3) working with a supervisor, and 4) writing the dissertation.

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Quantitative Research Methods

This class is mostly an introduction to the correlational method and to survey and database design. The purpose of correlational research is to determine the relations among two or more variables. Data are gathered from multiple variables and correlational statistical techniques are then applied so that the relations among those variables can be investigated. Correlational research investigates a range of factors, including the nature of the relationship between two or more variables and the theoretical model that might be developed and tested to explain these correlations. Survey research includes methods in which participants are asked questions directly. A representative sample of the target population is typically obtained before data can be collected. The data obtained are either facts, opinions, behaviors (past and present) or intentions. Finally, the data must be properly organized and mined. A special emphasis will be given on the use of computer packages such as Excel or SPSS.

Qualitative and mixed research methods

Qualitative data is information about qualities; information that can't actually be measured. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. An increasingly popular approach to designing a dissertation is to use a combination of quantitative and qualitative methodologies. This approach combines the rigor and precision of experimental or correlational designs and quantitative data with the depth understanding of qualitative methods and data. Thus, the methods can help inform one another or deal with different levels of analysis and there are many ways of mixing models.

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Practical information

- **Program duration:** 3 years
- **Language:** 100% in English
- **Tuition fees:** 25.000 CHF
- **Entry requirements:**
 - ✓ Applicants seeking admission to the DBA program must normally hold an MBA degree, or equivalent, from an approved University or equivalent and significant professional experience. Bachelor's degree (or equivalent) with professional experience validation for credits program can apply (PEV process 2.500 CHF)
 - ✓ English proficiency test: either IELTS (min score 6.5) or Cambridge Certificate in Advanced English (CAE).
- **Program structured for full-time professionals:** Yes
- **Degree level:** Doctorate of Business Administration (DBA)

ADMISSIONS OFFICE

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