

DBA

**in Strategy, Project Leadership
and PMOs**

www.sbs.edu



**The mission of SBS
is to educate
entrepreneurial
leaders who create
economic value.**

Dean's Message

Many now hold to the proposition that the Doctor of Business Administration (DBA) is to the 21st century what the MBA was to the latter half of the 20th century. Without engaging in that debate it is certainly the case that work environments face challenges without historical precedent. Business and government leaders everywhere are confronted by novel situations for which past theories, practices and strategies do not seem to provide the answers. Change continues to accelerate and the impacts of globalization, at once profound and subtle, affect all institutions and organizations. No longer can leaders be contented simply to apply knowledge, they must lead the generation of knowledge in their own organizations that informs practice and policy peculiar to their circumstances. In other words, business leaders today must be able to lead the conduct of work related research. This DBA is designed to equip candidates with this capability. The SBS International DBA offers an option for organizations and individuals looking to improve their business performance through the development of a superior capacity to investigate and resolve organizationally based issues, while designing and carrying out original research. It equips senior managers with the skills to apply current research methodology to issues of corporate concern and enhances candidates' research and consultancy skills. The DBA with specialization in Strategy, Project Leadership and PMOs is offered only in Zurich. We look forward in welcoming you to advance your professional career.

Bert Wolfs, Ph.D.
Academic Dean

Accreditation and Ranking



SBS Swiss Business School has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas



EDUQUA is a Swiss Quality Assurance Certificate for providers in the field of adult learning. SBS Swiss Business School Holds a certification by EDUQUA.



The educational programs offered by SBS Swiss Business School have received accreditation through the Accreditation Council for Business Schools and Programs, located in Overland Park, Kansas



Accredited by the British Accreditation Council as an Independent Higher Education Institution.



Accredited by a CHEA-Recognized Accrediting Organization
Recognized by the U.S Department of Education



Ranking





DBA vs PhD

The DBA differs from a Doctor of Philosophy (PhD) through its focus on practice, policy or strategy, within the context of the individual's workplace. Both doctorates involve the development of substantial original work. However, a professional doctorate such as the DBA requires a different type of research development from that of the PhD. For a PhD, research needs to make a significant contribution to an area of knowledge. For the DBA, research needs to make a significant contribution to practice, policy or strategy. The research involved in the DBA is applicable to business issue(s) and is carried out in the context of professional practice.

DBA

- **Practical** - Oriented
- Contribution to your **line of work**

PhD

- Theoretical Approach
- Contribution to Science



KEY Reasons for DBA at

SBS has a reputation for excellence in management and business education



Personal development and career advancement



World-class **doctorate program**



Time flexibility
a vital feature that busy professionals truly appreciate.



SBS AAA Standard

- Accredited
- Applicable
- Affordable



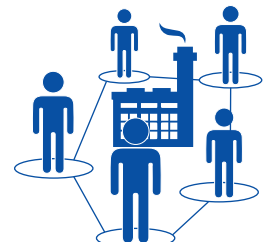
Contribute to the world of knowledge and professional practice



Reputation of excellence in management and business education



International faculty of leaders in research and practice



Strong links with diverse industries



Effective Learning Resources



Access to Online Libraries and to a wide-range of journals and books



Impressive Learning Outcomes

The end result of going through this rigorous DBA means you develop not only cutting-edge knowledge and expertise and establish sound capabilities in management consulting, in-company action research as well as, academic research leading to publication of work in internationally acclaimed peer-reviewed journals. Candidates are assessed through 50% coursework and 50% research work. With the partnership with AIPMO there is a direct path into getting your research findings into international standards and publications. Also AIPMO is partnered with <https://managemagazine.com/> which publishes original research. This provides a half way step into getting your research read and you noticed.

The DBA program allowed me to keep an active professional life while learning and delivering new business research. Competent guidance motivated me to overcome the challenges, be proud of results and its contribution to practice.

Gisleine Silveira
SBS DBA Alumna

Course Information

PROGRAM STRUCTURE

The Doctor of Business Administration is an integrated coursework and research program that may be completed in a minimum of three years.

The coursework component takes place during the first year. Courses are conducted in the classroom in an intensive workshop model with face-to-face seminars. All courses are assessed by written assignments.

The transition from the coursework phase to the research phase is by the candidate

satisfactorily completing the set of assessed Research Proposals (one for each research project).

On satisfactory completion of the coursework candidates enter the research phase where they undertake individual, supervised research projects. The output of each research project is a research paper of publishable style and quality.

The dissertation is submitted for external examination.

NOTES

A dissertation may be submitted in place of Papers 1 and 2 or alternatively other forms of scholarly writing may be accepted subject to the approval of the Program Director.

Examination process is dependent on the mode of submission of final work. Where a paper-based submission has been chosen, successful completion of the DBA is by both papers being accepted for publication by an International peer-reviewed journal that has been approved by the Doctoral Panel. These journals are found on an approved list which may be changed from time to time.

Where dissertation-based submission (or other than by publication) has been chosen, successful completion of the DBA is by external examination by two independent experts in the area of the research study. These examiners must be approved by the Doctoral Panel at least 3 months before submission.

The maximum completion time is 4 years. Extension may be applied for between the minimum time of one and a half years (1 1/2) and the maximum time of four years (4) subject to approval by the Doctoral Panel but extension fees apply. Extension beyond four years will only be granted in special circumstances and by written application to the Doctoral Panel.

The DBA is a full fee-paying program. Students must have ready access to a modern computer (with appropriate software), electronic mail, Internet and use of microphone/speakers or headset for the duration of the program.

Continuing enrolment in the program is subject to satisfactory progress which is reviewed each six months by supervisors and the Doctoral Panel.

The program is scheduled and timetabled so that it is suitable for candidates who maintain their full-time professional work.

Candidates must satisfactorily complete each phase before proceeding to the next phase.

Candidates who satisfactorily complete the coursework phase only may exit the program with a Master of Applied Business Research.

During the research phase there will be structured meetings between candidates and supervisors based on agreements between the parties.

FIRST YEAR

Semester 1

COURSE

MGT600 Management Research Perspectives
BUS600 Information Technologies for Business Research
PRM639 Eleven Schools of Project Management
CRI600 Critical Analysis of Research

Semester 2

PRM676 Mega Projects and Complexity
REM650 Research Methods in Business & Management
MGT651 Management Research Design and Methodologies
PRE650 Preparation and Presentation of a Research Proposal

Note: For successful candidates, the Master of Applied Business Research is awarded.

SECOND YEAR

Semester 1

COURSE

PRO650 Doctoral Research Project Proposal
LIT650 Proposal Literature Review

Semester 2

DOC651 Doctoral Research Paper 1

THIRD YEAR

Semester 1

COURSE

DOC700 Doctoral Research Paper 2

Note: The SBS dissertation must be at least 40'000 word.

Course Description

Course 1: Management Research Perspectives (4.5 units)

This course inducts candidates to the nature of research and commences their learning journey through the business administration and management field using the rigorous research perspectives of the scholarly tradition. As such, it explores the development of doctoral programs, their place in business-academic interface, and their position at the upper levels of university endeavour. It reinforces the notion of a history to the study of business, the development of management as a discipline of study and its interconnections with other disciplines of learning. It examines the perceived differences between practical - research for day-to-day operational business matters and scholarly research that results in original and/or added value contributions to the practice of business and management.

Course 2: Information & Internet Technologies for Business Research (4.5 units)

In today's research world, it is imperative that the research utilize information and Internet technologies effectively and efficiently. The information technology tools can provide efficiency gains in recording and tracking reference sources and completing research papers. Internet provides a wealth of research information to be tapped but can also be a trap if the researcher cannot use appropriate search engines and techniques effectively. This course will equip the researcher with tools and techniques for undertaking a research project.

Course 3: Eleven Schools of Projects Management (PM) (9.0 units)

The eleven schools of PM is an extension of the R. Turner model. It takes the nine perspectives of PM and extends it with two new aspects. You will learn how the different perspectives interact and what do in a contingency mode.



Course 4: Critical Analysis of Research (9.0 units)

A key competency in doing research is being able to accurately comprehend what others have written on the topic about to be investigated. This course focuses attention on how to analyze and critically assess the research based literature by asking candidates to review examples, preferably related to their chosen topic, and develop dependable approaches to research question formation, methodological development, and the presentation of research findings. (Pre-requisite: Course 1)

Course 5: Mega Projects and Complexity (9.0 units)

The major learning outcome of this course is to learn how to reduce the failure rate of mega projects. It helps the students to raise their awareness that megaprojects are complex and hard to meet their original objectives, especially as they are multi-year endeavors. Students learn what are the main drivers of megaprojects and complete a proper risk analysis.

Course 6: Research Methods in Business & Management (4.5 units)

It is expected that students would have had little interaction with the use of the scientific method in conducting research. This course introduces the main research methods adopted in business and management research. As background context, the general nature of evidence-based and ethical research is examined before focusing attention on the two major

paradigms of investigative knowledge: quantitative and qualitative research. (Pre-requisite: Course 1)

Course 7: Management Research Design and Methodologies (9.0 units)

The purpose of this course is to help students focus on a realistic topic and design the research study in accordance with sound principles and good practice. It extends the knowledge and skills required to research business and management issues. Specific attention is paid to individual methods, such as the population survey, focused interviews, case study and action research. As these various approaches are frequently used in management research, an understanding of their strengths and limitations is also examined. Extensive use will be made of technology tools for undertaking analyses of qualitative and quantitative data. (Pre-requisite: Course 2, Course 6)

Course 8: Preparation and Presentation of a Research Proposal (4.5 units)

The capstone course will ensure that a student can integrate the learning from this program into a well argued and documented research study that is embedded in the research literature. It will also articulate the conceptual framework/model, the research questions, and the data collection and analysis methodologies. The research proposal will be a key measure of the student's ability to undertake doctoral research. (Pre-requisites: Course 4, Course 7)

DBA Admissions Requirements

Applicants seeking admission to the DBA program shall normally hold:

- A Master in Project Management degree;

OR

- Where other masters degree level qualifications are held, applicants may be asked to complete a prescribed bridging program (normally designated courses from an MBA program);

AND

- At least 5 years' experience in management role.
- All DBA candidates must be able to demonstrate their education and/or professional performance to undertake research at a doctoral level. They should be able to show success in their career to date and document how the DBA program fits into their personal or career plans for the future.
- All DBA applicants must submit a 1,000 word outline of their proposed research topic/ idea as part of their admission application submission.
- All DBA candidates must have a sound command of the English language, spoken & written, as evidenced by the criteria: Having completed a Masters degree in English;

OR

- Submit proof of having achieved a TOEFL IBT score of minimum 90, IELTS test score of 6.5 or higher.

The final decision concerning the eligibility, acceptability of qualifications and research areas for the DBA Program rest with SBS Swiss Business School. SBS admits students of any race, color, national and ethnic origin.



"It's great working together with a diverse group of people, committed to creating something greater than the sum of its parts. Our different experiences lead to much 'learning fun'."

Stephen Gardner,
DBA Candidate

Faculty

Our lecturers know you have business commitments. Most of our lecturers are also consultants and business people, so our program isn't just academic, it is dynamic!

Dr. Robert Joslin

PhD (Skema Business School), France
Mega Projects and Complexity

Dr. Barry Vann

Ph.D. Ed.D. (University of Arkansas), USA
Critical Analysis of Research

Dr. Garry Prentice

PhD (Ulster University), Northern Ireland
Research Methods in Business
and Management

Dr. Olin O. Oedekoven

PhD (Northcentral University), USA
Management Research Perspectives



TAKE THE NEXT STEP



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* Additional terms and conditions apply to enrolled students

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