Many now hold to the proposition that the 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 globalisation, at once profound and subtle, affect all institutions and organisations. No longer can leaders be contented simply to apply knowledge, they must lead the generation of knowledge in their own organisations 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 Doctor of Business Administration (DBA) offers an option for organisations and individuals looking to improve their business performance through the development of a superior capacity to investigate and resolve organisationally based, 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.

We invite you to consider the many benefits the SBS DBA part-time program will provide for your career.

Bert Wolfs, Ph.D.
Academic Dean
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.

Features of our DBA

PURPOSE
The Doctor of Business Administration program attempts to bring theory and practice to bear on decision making in complex organizations in order to help these institutions adapt to change and lay the foundations for long term survival.

OVERVIEW
In the DBA program, industry and academic professionals build upon the master’s level core skills and knowledge to develop a higher level of competence in conducting applied research, in comprehension of theoretical and applied literature in a chosen business discipline, and in the attributes essential to university teaching. The DBA graduate will have developed critical knowledge and skills for success in college and university teaching, in service to the profession and the community, in future professional development, and in attaining credentials and skills essential to business consulting and management.

The DBA degree program is designed to meet the special requirements of working academic and business professionals who have the motivation to expand their knowledge and skills to meet the changing needs of modern organizations. The program is designed to serve the needs of capable students, regardless of their concentration.

Doctoral studies are designed to permit busy professionals to balance the demands of career and family. Students meet the program’s requirements by completing courses, during weekends, and online work.
key reasons why you should consider the SBS DBA

There could be many reasons why you are contemplating taking on an international DBA program. Perhaps it has always been your dream to reach the pinnacle of tertiary education. It could be the challenge of conducting indepth research in an area you are passionate about, plus the satisfaction of contributing to the world of knowledge and professional practice. Perhaps your quest is for personal development and career advancement.

Whatever your reasons, taking on the challenge of a world-class doctorate program is possibly one of the most important decisions you will ever make. Here are several key reasons why the SBS International DBA is a winning program.

SBS’s reputation
SBS has a reputation for excellence in management and business education. The DBA program at SBS is double accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and the International Assembly for Collegiate Business Education (IACBE), recognized by the US Council for Higher Education Accreditation (CHEA).

Our professors are leaders in research and practice, allowing our participants to excel in the various topic areas.

SBS has strong links with industry through its collaborative research links.

Effective Learning Resources
A key ingredient for successful learning at Doctoral level is the availability and access to information. SBS’s extensive learning package consists of textbooks, electronic readings, research papers and guidebooks. In addition, you can make full use of SBS’s vast library resources including its massive online databases for instant access to thousands of full text journals, research papers, abstracts, conference proceedings and news articles. These online resources facilities are reputed to be among the world’s best.

Impressive Learning Outcomes
The end result of going through this rigorous DBA means you develop not only cutting-edge knowledge and expertise, but you could also establish sound capabilities in management consulting, in-company action research as well as, academic research leading to publication of work in internationally acclaimed refereed journals. Candidates are assessed by 50% course work and 50% research work.

Flexibility
The program can take a minimum of 2.5 years to complete but a maximum duration of up to six years may be allowed. With coursework delivered over weekends you can continue to work in a full-time job. Course workshops are time tabled in advance every two months. So you can schedule them into your calendar. Time flexibility – a vital feature that busy professionals truly appreciate.
Course Information

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

The coursework component consists of the first year. Courses are conducted in the classroom in an intensive workshop model with face-to-face contact. All courses are assessed by written assignment.

The transition between the coursework phase and 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 units that are scheduled over the first year, 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 portfolio of research papers is submitted for external examination.

DBA Schedule

First Year | Course | Units
---|---|---
Semester 1 | Management Research Perspectives | 4.5
| Information Technologies for Business Research | 4.5
| Global Environments and Management Trends | 9.0
| Critique Analysis of Research | 9.0
Semester 2 | Contemporary Management | 9.0
| Research Methods in Business & Management | 4.5
| Management Research Design & Methodologies | 9.0
| Preparation and Presentation of a Research Proposal | 4.5

Second Year | Course | Units
---|---|---
Semester 1 | Doctoral Research Project | 9.0
| Proposal Literature Review | 9.0
Semester 2 | Doctoral Research Paper 1 | 18.0

Third Year | Course | Units
---|---|---
Semester 1 | Doctoral Research Paper 2 | 18.0

Note: Instead of papers, candidates may write a dissertation of 40,000 words.

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 refereed 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 (1.5) 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.

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

1. The program is scheduled and timetabled so that it is suitable for candidates who maintain their full-time professional work.
2. Candidates must satisfactorily complete each phase before proceeding to the next phase.
3. 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.
DBA Admissions Requirements

Applicants seeking admission to the DBA program shall normally hold:

- An MBA degree, or equivalent, from an approved university or equivalent;

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);

or

an appropriate honours degree or bachelor degree with honours of at least 2A standard from an approved university or equivalent higher education institution;

and

- Substantial (no less than five years) experience at executive/management level.

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 English language, spoken & written, as evidenced by the criteria: Having completed a Masters degree in English;

or

Submit proof of having achieved a TOEFL score of minimum 90.

The final decision concerning the eligibility, acceptability of qualifications and research areas for the DBA Program rest with SBS Swiss Business School. All applicants must have Email/Internet access throughout the program.

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. Mostefa Ider
PhD (Laval University), Canada
Management Research Perspectives

Dr. Susan Fitzpatrick
DBA (UniSA), Australia
Global Environments and Management Trends

Dr. Andrew Blatiak
PhD (University of Surrey), UK
Contemporary Management

Dr. Pierre Kohler
PhD (ETH/EPFL), Switzerland
Research Method in Business & Management

Dr. Patrick O’ Leary
PhD (University of Iowa), USA
Panel Leader

Dr. Elena Kasimovskaya
PhD (University of Moscow), Russia
Panel Leader

Dr. Carl-Gustaf Malmström
PhD (University of Helsinki), Finland
Management Research Design and Methodologies

Associate Professor Craig Shoemaker
PhD (University of Iowa), USA
Panel Leader

Associate Professor Joseph Mula
PhD (Griffith), Australia
Information & Internet Technologies for Business Research

Associate Professor Craig Shoemaker
PhD (University of Iowa), USA
Panel Leader

Associate Professor Joseph Mula
PhD (Griffith), Australia
Information & Internet Technologies for Business Research

Dr. Carl-Gustaf Malmström
PhD (University of Helsinki), Finland
Management Research Design and Methodologies

Dr. Elena Kasimovskaya
PhD (University of Moscow), Russia
Panel Leader
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: Global Environments and Management Trends (9.0 units)

In an ever globalised world, management has become more challenging. The modern manager needs to be aware of movements in the global environments not only in their industry but across industries and continents. This in turn will affect their management decision making and lead to strategies that will respond to the changing business environment. In order for managers to be able to be effective, they need to broaden their understanding of changing global trends and management’s response. (Pre-requisite: Course 1)

Course 4: Critical Analysis of Research-based Literature (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 analyse 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: Contemporary Management (9.0 units)

All academic research is a discourse with the literature, that is, the current understanding of management change and cross-culture impacts. The course extends candidates understanding of the literature and furthers that understanding by reference to the literature and contemporary research within the primary discipline of the candidate’s interest. (Pre-requisite: Course 3)

Course 6: Research Method 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 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)
How to find us?

Zurich has been consistently ranked as one of the top cities for quality of life and voted 7th best student city worldwide.

By Public Transportation
The train station Kloten Balsberg can be reached from Zurich Main Station with Zurich's rapid transit system line S7 direction Winterthur. Kloten Balsberg is a three-minute walk from SBS.

There are bus connections (the bus stop is located in front of the SBS building) to Zurich Airport. Glattbrugg, Kloten, Oerlikon, and other places in the Zurich North area, the best connected region by public transportation nationwide.

Walking
You can walk to or from Zurich Airport or Kloten’s city center to SBS Swiss Business School in 15 minutes.

By Car
SBS is located near the highway between Zurich and the airport. Coming from all directions, take the highway to Zurich Airport, take the exit Glattbrugg. Turn right at the first traffic signal and take a left turn at the following traffic signal. SBS will be on the right after approximately 600 meters. We are located in building C on the 2nd floor.

Parking
You can use the visitor paying parking space, in front of building A. For visitors and students an alternative parking facility can be found at P60.

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Fax: +41 44 274 27 65
E-mail: info@sbs.edu

Office Hours
Mon - Fr: 08:30 AM - 06:00 PM
Saturday 08:30 AM - 12:30 PM

Follow SBS on Social Media
Facebook: www.facebook.com/SwissBusinessSchool
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LinkedIn: www.linkedin.com/company/sbs-swiss-business-school
Youtube: www.youtube.com/
Google+: https://plus.google.com

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