

# Doctorate in Business Administration (DBA)

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## What is a DBA?

- The Doctorate in Business Administration (DBA) is a doctoral degree.
- The DBA was originally developed by Harvard University to recognize the research and knowledge needs of business management practitioners.
- The DBA program corresponds to a conventional PhD program; however it focuses on the application of business theory in practice, policy or strategy within the context of the individual's workplace or another professional practice. The DBA is strongly anchored in the world of business.
- The US Department of Education recognizes the DBA as "equivalent" to the PhD, and the British Economic and Social Research Council recognizes PhD and DBA programs equally at approved institutions.
- The DBA offered through Kalaidos University provides seasoned practitioners and working professionals the opportunity to go to the next level in their academic and career progression. Designed to be both time and cost efficient, this DBA offers a high quality, rigorous program for entrepreneurs, consultants, and business people.
- Academic title: The title Doctor in Business Administration is a regular officially recognized title and should be used as Dr. in front of the name.

## DBA structure

The DBA offers a structured route to doctoral level achievement:

The initial modular element (18 months)

- emphasizes management philosophy and critique, methodology and methods, action and participation issues in research; at its conclusion, you present your research plan, supported by a literature review.
- is supported by staff working with you directly on the modules, and also by a research support panel (three or four members of staff and a small number of fellow participants, to help you develop your research ideas and assist in the creation of your research plan)

The research phase (18 month minimum period)

- once your research plan is approved, you begin the research phase
- this requires you to complete an extended research program
- your research focuses on a topic of importance to both you and your organization
- during this period you may work with two supervisors or continue to be supervised by your research support panel
- at the conclusion you submit your thesis and present and defend it in a viva voce



#### The modules (doctoral seminars)

- Research Methodology and Methods
- Action and Case Research
- Systematic Literature Review
- Reflective Professional Development

#### Research Methodology and Methods

This module examines the role of methodology in a professional doctorate, and reviews the approaches, tools and techniques by which researchers can generate and apply knowledge. The module commences with a consideration of ontology, epistemology and methodology, which provides its focus. The particular methodological schools that characterize management research are reviewed and critiqued to establish the applicability of each. The module then considers a variety of methods for collecting, analyzing and using data in developing a systematic understanding of a field of study in management. Students are required to demonstrate a mastery of elements of research method germane to their intended study. Students begin the process of conceiving and designing a substantial research project with scholarly integrity.

#### Action and Case Research

This module introduces participants to the theoretical frameworks and the many approaches to undertaking action research. It is also designed to provide the students with opportunities to practice and reflect on the tensions that are likely to occur in adopting an action and/or case research role in their organization. Over the period of the program the participants will also have the opportunity to develop and reflect on their own skills in managing, leading and participating in this type of research project. The program will also address issues of organizational analysis and change in order to set action case research into an organizational context. The module will also introduce the participants to the dimensions of case research and related methodologies. It assists students to work both within their particular discipline and in a broader research context. The module provides a platform for consideration of students' individual values and the ethics of co-operative enquiry based research.

#### Systematic Literature Review

This module introduces participants to the theoretical frameworks and the many approaches to literature review. Through encouraging a systematic engagement with a substantive body of relevant literature, this module aims to critically analyze and evaluate the previous research work. This leads to the development of further research problem(s) with reference to relevant ideas in the discipline. It also enables participants to synthesize ideas at a high level of understanding and begin to create new knowledge through the development of a conceptual framework relevant to the problem under consideration. The module will require the development of a systematic understanding of substantial bodies of relevant literature, which are at the forefront of an academic discipline or area of professional practice. It also necessitates the analysis, synthesis and interpretation of complex information and the development of novel approaches, models and/or applications. This module therefore seeks to increase critical review and will continue to develop academic writing skills.

#### Reflective Professional Development

This module will be a continuous stream throughout the life of the participant's research program. Initially participants will be given guidance on personal skills development in a research context. Guidance will also be given on the role of a learning and research skills journal in reflecting upon the self in the context of a change process. Participants will work in action learning sets. These sets will provide the main platform for support between modules and throughout the life of the projects. These sets can be organized on an electronic, virtual basis with the agreement of the set. For the development of the final thesis the option of a 'buddy system' will be discussed with the group as an alternative or additional system of support. Assignments undertaken in the other modules will also support this part of the program with opportunities for reflection on personal and research skills changes. Initial learning set meetings will be scheduled into the other taught module programs. Further sets will meet as arranged by the set members.



## DBA aims

DBA students achieve the standards demanded for all doctoral-level work.

- Enhancing the participant's ability to create, interpret and apply knowledge through original research or other advanced scholarships within the field of management of a quality to satisfy peer review, extend the forefront of the discipline and merit publication;
- Enhance the participant's ability to acquire and demonstrate understanding of a substantial body of knowledge at the forefront of current management theory and practice;
- Develop the participant's ability to conceptualize, design and implement substantial research project to generate new knowledge, application or understanding at the forefront of management and to adjust the research design in the light of unforeseen problems;
- Develop the participant's understanding of, and insight into, suitable techniques for research inside organizations and of advanced academic enquiry.

## Awarding Institution

University of Gloucestershire Business School (UGBS)  
The Park, Cheltenham, GL50 2RH, UK



The business school is a member of the Association of Business Schools (ABS), the authoritative voice for all the leading business schools of UK universities, and of the European Foundation for Management Development. It started workplace education in 1834 and post-graduate awards in 1947.

The Business School occupies a 25-acre (10-hectare) campus - one of the most beautiful college sites in the country - on the edge of Cheltenham's centre.

Further information on lecturers, campus, ect.: <http://www.glos.ac.uk/business>

Cheltenham is situated about 95 miles (150km) northwest of London and 50 miles (80km) south of Birmingham. It is a short walk to shops, clubs, restaurants and other facilities, a town of 100,000 inhabitants. It is a thriving commercial hub and major cultural centre. Called the 'world capital of festivals' by The Times newspaper, it is a lively, active place as well as the gateway to the Cotswolds. <http://www.visitcheltenham.com>

## Entry requirements

- Bachelor degree from an accredited university or university of applied sciences
- Plus an Executive Master of Business Administration (EMBA) or Consecutive Master degree in Business Administration (MBA) from an accredited university or university of applied sciences  
Alternatively: EMBA, MA or MSc in an allied business subject area (Economics, Accounting, etc.)
- At least 3-4 years professional practice on middle management level, or ability to demonstrate professional competence of a high standard in the relevant research area.
- English Certificate (if English is not first language)  
*On CEFR level C1 which is equivalent to IELTS 6.5, TOEFL (paper based test 600, computer based test 250, internet based test 100), Cambridge CAE Certificate in Advanced English or the Cambridge BEC Higher Business English Certificate + adequate working experience in English*
- Interview with a representative from the International Management Institute / Kalaidos University of Applied Sciences
- Quality / level of Master Thesis and of Research Proposal



### Duration / price / intake / location

Duration:	3 years part-time
Fees:	CHF 6'500 p. semester (excl. travel expenses) + CHF 100.00 registration fee
Intakes:	Spring and fall (for dates ask for data plan)
Location of taught modules:	Cheltenham, UK and Zurich, CH (depends on cohort)
Language:	100% in English
Cohort size & benefit:	DBA classes are limited to between 10-20; a collaborative learning ensures participants to benefit from the skills and knowledge of the cohort – and to share their own

### Application process:

- Contact us for the DBA Application Package (incl. registration forms, dates, logistics)
- You will be asked to submit the Application Package incl. your CV, relevant degrees and certificates, work references, letter of motivation, an official recognized English Certificate (minimum level of C1), a copy of your Master Thesis and your research proposal
- Admission approval through KUAS and UGBS
- Invitation to interview with one representative of KUAS
- If your application is successful, you will receive a confirmation letter

### Points of contact

Kalaidos University of Applied Sciences (KUAS)  
International Management Institute (IMI)  
Hohlstrasse 535  
CH - 8048 Zurich

#### For admission and organizational questions:

Jasmin De Clercq  
Program Coordinator EMBA FH / DBA  
Tel.: 0041 (0)44 200 1962  
E-Mail: [jasmin.declercq@kalaidos-fh.ch](mailto:jasmin.declercq@kalaidos-fh.ch)

#### For academic questions:

Christine Beck, M.Sc.  
Program Director IMI  
Tel.: 0041 (0)44 200 1963

Dr. Kevin D. Stringer  
DBA Advisor  
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E-Mail: [christine.beck@kalaidos-fh.ch](mailto:christine.beck@kalaidos-fh.ch)

E-Mail: [kevin.stringer@credit-suisse.com](mailto:kevin.stringer@credit-suisse.com)

#### Further information:

- Please contact us to send you the DBA handbook, assessment regulations
- Please register for one of our regular Information Events. Find further information on our website:  
<http://www.kalaidos-fh.ch>