



SBS
Swiss Business School



Advancing Management Excellence

DBA

DOCTOR OF
BUSINESS ADMINISTRATION



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Welcome from the Honorary President



The mission of the institution is to educate individuals who will contribute to the management and leadership of global organisations.

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 Swiss Business School 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. I wish you every success in your studies at the School and for your future.

Dr Craig Shoemaker
Honorary President

About SBS Swiss Business School

SBS Swiss Business School is a pioneering management institution dedicated to preparing students for the careers of the global economy in International Management, Finance, Marketing and other fields. SBS is a quality-driven niche player.

SBS teaches state of the art theory, immerse students in international experiences, and connect them to best practice in business. Participants in SBS programs learn much more than management theory and practice; they acquire new ways of thinking that can profoundly change their lives and the success of their organization.

SBS is a unique institution for several reasons:

- International to the core
- An internationally double accredited institution you can trust
- Corporate connections

SBS is truly focused on the world. From a unique introductory course in the undergraduate program to an advanced course in the Doctor of Business Administration program, the SBS experience is thoroughly international. More than half of SBS students come from Europe, Asia and Latin America. SBS offers its participants an experience that prepares them to operate with ease across borders and cultures - in an environment that prizes diversity and the ability to bring a worldwide perspective to the study of business.



A Double Accredited Institution You Can Trust

Accreditations and Certifications

SBS Swiss Business School is double accredited by the International Assembly for Collegiate Business Education (IACBE), and the Accreditation Council for Business Schools and Programs (ACBSP), both US wide accreditation bodies recognized by the Council for Higher Education Accreditation (CHEA). National accreditation is the highest form of accreditation that an institution can receive. The IACBE has praised SBS as an innovator in business education.

SBS is also certified by EDUQUA, the Swiss Quality Assurance Certification for Higher Education.

SBS has been ranked as Tier One Status in the International Graduate Forum and Winner of 2 award categories by European CEO Global Business Education Awards as the Most Innovative Business School in Switzerland, and the Best Remote Learning Programme in Europe.



ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence.



IACBE is a Specialized Accrediting Body for Business & Business-Related Degree Programs at the Baccalaureate and Graduate Degree Levels in Colleges and Universities.



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



EDUQUA is a Swiss Quality Assurance Certificate for providers in the field of adult learning.

SBS is a Member of the Following Associations



The mission of AACSB International is to advance quality management education worldwide through accreditation and thought leadership.



An international management development association established in 1993 with the aim of accelerating and improving management development in Central and Eastern Europe.



Konferenz der Höheren Fachschulen HF der Schweiz (Swiss Conference of Higher Education).



Switzerland Tourism.



The Hong Kong Management Association

Established in 1960, The Hong Kong Management Association is a non-profit-making organization which aims at advancing management excellence in Hong Kong and the Region.

Since its establishment, HKMA has played a major role in contributing to the economic success of Hong Kong by providing a wide variety of high quality management training and various services.

As a membership organization, HKMA currently has a collective membership of over 13,000 from different business sectors. Members of the Council and Committees comprise eminent persons in industry, commerce and education who constantly advise on the directions and activities of the Association.

As part of HKMA's commitment to providing opportunities of continuing development for local executives, a full-spectrum of management education programmes are offered, ranging from short courses and workshops through to Certificate, Diplomas, Bachelor, Master and Doctoral Degree programmes. Annually, over 2,000 integrated and well-balanced courses are offered to some 40,000 participants from different business sectors.



Doctor of Business Administration (DBA)

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



The DBA graduate will have developed critical knowledge for success in teaching, business consulting and management.

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



SBS has a reputation for excellence in management and business education.

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 Swiss Business School 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.

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.

Flexibility

The program can take a minimum of 2.5 years to complete but normally a maximum duration of up to five 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, so you can schedule them into your calendar. Time flexibility – a vital feature that busy professionals truly appreciate.

Course Information

Program Structure

First Year

Course

1. Management Research Perspectives
2. Information Technologies for Business Research
3. Global Environments and Management Trends
4. Critique Analysis of Research
5. Contemporary Management
6. Research Methods in Business & Management
7. Management Research Design & Methodologies
8. Preparation and Presentation of a Research Proposal



Second Year

1. Doctoral Research Project
2. Literature Review
3. Dissertation



Third Year (Half Year Only)

1. Submission of Dissertation
2. Oral Defense

Course Information

Program Structure

- The Doctor of Business Administration is an integrated coursework and research program. The completion time is **2.5 years**. Extension may be applied for subject to approval by the Doctoral Panel but extension fees apply. The maximum completion time is up to 5 years. Extension beyond 5 years will only be granted in special circumstances and by written application to the Doctoral Panel.
- The coursework component consists of 8 courses for the first year. Courses are conducted in the classroom in an intensive workshop model with face-to-face contact.
- Continuing enrolment in the program is subject to satisfactory progress which is reviewed each six months by supervisors and the Doctoral Panel.
 1. Candidates must satisfactorily complete each phase before proceeding to the next phase.
 2. Candidates who satisfactorily complete the coursework phase only may exit the program with a **Master of Applied Business Research**.
- The transition between the coursework phase and the research phase is by the candidate satisfactorily completing the assessed Research Proposal.
- 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 project for the dissertation which consists of approximately **40,000 to 50,000 words**. The output of research project is a research paper of publishable style and quality. The research paper is submitted for external examination.
- Dissertation Research Proposal is subject to the approval of the Program Director.
- Candidates are encouraged to choose a topic from their area of responsibility in an organization (or an area they wish to focus upon in their career path) for the DBA thesis (dissertation). The dissertation, comprising **40,000 to 50,000 words** and embodying the result of an original investigation, must be submitted and orally defended in front of a panel of experts.

Course Units

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 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 (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)



DBA Admission Requirements



Applicants seeking admission to the DBA program shall normally hold:

- An MBA degree, or equivalent, from an approved university or equivalent;
- or
- A master degree in other disciplines, or equivalent, from an approved university or equivalent;

and

- Substantial 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 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 an IELTS score of 7 or higher.

The final decision concerning the eligibility, acceptability of qualifications and research areas for the DBA Program rests with SBS Swiss Business School.

Program Fee and Application

Program Fee

The total tuition fee is HK\$240,000 by 10 instalments.

Year one:	HK\$150,000, by 4 instalments (HK\$37,500 each)
Year two:	HK\$60,000, by 4 instalments (HK\$15,000 each)
Year three (Half year only):	HK\$30,000, by 2 instalments (HK\$15,000 each)

(A Continuation Fee of HK\$7,500 per 3 months will be charged if students cannot complete the dissertation in the required time period.)

How to Apply

To apply for a place in the program, candidates should send the following:

- 1 Completed Application Forms (1 Original and 1 Photocopy)
- 2 Certificates and Transcripts of Completed Qualifications (2 Sets of Photocopies)
- 3 2 Passport Sized Photos (1 Affixed and 1 Spare)
- 4 Area of Research Interest Outline (Around 1,000 Words)
- 5 A Detailed Curriculum Vitae (CV)
- 6 Documents Relating to English Proficiency (If Applicable)
- 7 Non-Refundable Application Fee HK\$250 (Cheque Payable to The Hong Kong Management Association)

By Post

Attn: The local SBS DBA Secretariat
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang
HONG KONG

In Person

Central Head Office	T: 2526 6516
Pico Tower Centre	T: 2866 4551
First Commercial Building Centre	T: 2574 2238
Olympia Plaza Centre	T: 2574 9346
Wong Chuk Hang Centre	T: 2766 3303

on or before the Deadline

Further Information

For further details about the program and enquiries on application procedures, please contact:

Customer Service Department
T: 2774 8501 / 2774 8596
F: 2365 1000
E: degree.sbs@hkma.org.hk
W: www.hkma.org.hk/sbs/dba

The Local SBS Secretariat



The Local SBS DBA Secretariat
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang HONG KONG

T 2774 8501 / 2774 8596

F 2365 1000

E degree.sbs@hkma.org.hk

W www.hkma.org.hk/sbs/dba

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It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

