Doctor of Business Administration

Program Overview

Welcome to the European City University Online Doctor of Business Administration (DBA) program. This curriculum is designed to provide experienced professionals with the advanced skills and knowledge necessary to lead and innovate in today's dynamic global business environment. Our program combines rigorous academic research with practical applications, ensuring graduates are well-prepared for senior leadership roles.

The Online DBA at the European City University is an advanced research-based degree tailored for professionals seeking to deepen their expertise and leadership capabilities. The program focuses on applied research, integrating theoretical frameworks with practical real-world applications. Designed to accommodate busy schedules, it offers flexible learning options and personalized mentorship.

Program Duration and Structure

- **Duration:** 2-4 years
- **Credits:** 60 Credits
- **Delivery Mode:** Online with periodic in-person residencies
- **Language:** English

The program is structured to provide flexibility for working professionals, enabling them to balance their studies with their careers.

Key Features

- **Flexible Online Learning**: Study at your own pace with 24/7 access to course materials.

- **Applied Research Focus**: Emphasis on solving real-world problems through applied research projects.

- **Expert Faculty**: Learn from industry leaders and renowned academics.

- **Interdisciplinary Approach**: Engage with diverse disciplines to broaden your perspective and skill set.

- **Professional Networking**: Opportunities to connect with peers, mentors, and industry professionals.

Core Courses

1. **Current Issues in Business Management:** Analyze contemporary challenges and trends in business management. Topics include globalization, technological advancements, sustainability, and emerging business models.

2. **Strategic Management:** Explore the strategic planning process and its role in achieving organizational goals. This module focuses on the formulation, implementation, and evaluation of strategies for business success.

3. **Management for Worldwide Organizations:** Study the complexities of managing organizations in a global context. Emphasis is placed on cross-cultural management, global leadership, and international business strategies.

4. **Financial Resources Management:** Develop skills in managing financial resources to enhance organizational effectiveness. Topics include budgeting, financial analysis, and strategic financial planning.

Research Courses

1. **Research Methodology & Design I:** Gain foundational knowledge in research design and methodology. This module covers qualitative and quantitative research techniques, ethical considerations, and literature review strategies.

2. **Research Methodology & Design II:** Build advanced skills in research methodology with a focus on data collection, statistical analysis, and research synthesis. Students will develop a research proposal relevant to business practice.

3. **Applied Scholarly Project:** Undertake a comprehensive research project addressing real-world business issues. This module culminates in a scholarly work that integrates theoretical insights with practical application.

Learning Outcomes

Upon completion of the program, graduates will be able to:

- **Conduct Advanced Research**: Design and execute rigorous research projects that contribute to professional knowledge and practice.

- **Lead and Manage Change**: Implement effective leadership and change management strategies in diverse organizational settings.

- **Develop Strategic Initiatives**: Formulate and execute strategies that drive organizational success.

- **Innovate and Drive Growth**: Apply innovative thinking and entrepreneurial skills to create new business opportunities.

- **Navigate the Global Landscape**: Understand and respond to the complexities of the global business environment.

- **Apply Ethical and Legal Principles**: Integrate ethical and legal considerations into business decision-making.

- **Utilize Business Intelligence**: Leverage data and technology for strategic decision-making and competitive advantage.

Admission Requirements

- **Master's degree** from an accredited institution.

- **Professional Experience:** Minimum of five years of relevant professional experience.

- **Application:** Including personal, educational, and professional information.

- **Official Transcripts:** From all previous academic institutions.

- **Statement of Purpose:** Outlining career goals and research interests.

- **Letters of Recommendation:** From professional or academic references.

- **Resume or CV:** Detailing professional experience and achievements.

Application Process

Interested candidates can apply online through the European City University website. The application process includes submitting academic transcripts, a statement of purpose, letters of recommendation, and a resume or CV.

Contact Information

For more information about the Online DBA program, please contact:

- **Email**: enquiry@cityu.edu.eu

- **WhatsApp**: +33 7 44 91 86 01

- **Website**: cityu.edu.eu