

Doctorate of Business Administration



■ PROGRAMME OBJECTIVES

DBA is a doctoral and practical education which must have an operational application within a company. DBA's lines of research revolve mainly around management sciences (strategy, marketing, management, sustainable development, corporate social responsibility, communication, governance...)

■ PARTICIPANTS

Ambitious and experienced professionals, managers who are in the second part of their career and consultants who are looking for an academic guarantee to consolidate their activity or their skill.

■ ADMISSION

Applicants must be a graduate from higher education (minimum a Master or an equivalent diploma). The decision is based on an application examination & an individual interview with a board composed of teacher-researchers and professionals. The followings skills will be especially appreciated: writing skills, interest for managerial topics, significant work experience.

■ DIPLOMA

The DBA is delivered by IMSG. IMSG is a member of EFMD, is holding EFQM quality certification and is recorded in the Register of Private Schools of Switzerland. A DBA awards 480 ECTS.

■ VALIDATION

The DBA is delivered to students who have satisfied the validation steps (continuous assessment, articles, writing) and have defended their thesis in front of an academic & professional jury.

■ PACE

> 1 doctoral seminar every two month (on Saturday) - Estimated workload:

- *An half a day per week (not including seminar) in the 1st and the 2nd year*
- *A day per week in 3rd year (thesis writing)*
- *15 hours of coaching with a referent (online)*



PROGRAMME

CONTENT

YEAR 1

RESEARCH WORKSHOP

DBA's presentation, work on the theme of research, presentation of the methodology, documentation research

RESEARCH AND METHODOLOGY DESIGN

Subject, corpus, fieldwork, hypothesis, problematic: research words, the different methods of research, structure of a research project, theoretical readings, oral presentation

EPISTEMOLOGY & METHODS

Governance and organizations theory, link between management sciences and organization, thematic seminar about human resources management

RESEARCH WORKSHOP AND WRITING MONITORING

Writing workshop, writing training for specific articles, presentation of the works

CONTENT

YEAR 2

MARKETING THEMATIC WORKSHOP AND PRESENTATION OF THE WORK TO A TEACHER-RESEARCHER

Persuasive advertising/advertising effectiveness, neurosciences/cognitive sciences applied to marketing, purchaser behaviours, children marketing/city branding/ territorial marketing

METHODS OF DATA COLLECTION AND ANALYSIS OF QUANTITATIVE DATA

Data collection method, aims and technics for quantitative vs. qualitative approach, content analysis, speech analysis, semi-structured interview, case studies

KNOWLEDGE TRANSFER THEMATIC WORKSHOP AND PRESENTATION OF THE WORKS TO A TEACHER-RESEARCHER

Intergenerational links and knowledge transfer process in organisations, intercultural management, representation of sacred in organisations

CONTENT

YEAR 3

PRESENTATION OF THE WORK AND MONITORING OF THE THESIS PROGRESS

Work presentations, defence training, coaching online

ACADEMIC THESIS VALIDATION

Thesis defence organisation, thesis defence

Accreditations:



Memberships:

