

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:** 180 Credits
- **Delivery Mode:** Online
- **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.

Taught Modules

- 1. Entrepreneurship, Ethics & Global Society (6 credits)**
Analyze contemporary challenges and trends in business management. Topics include globalization, technological advancements, sustainability, and emerging business models.
- 2. Strategic Planning for Organizational Effectiveness (6 credits)**
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. Business Consulting (6 credits)**
Study the complexities of managing organizations in a global context. Emphasis is placed on cross-cultural management, global leadership, and international business strategies.
- 4. Doctoral Seminar in Business (12 credits)**
Develop advanced skills in scholarly discussion, research presentation, and critical reflection. This helps research problem refinement, peer review, academic argumentation, and preparation for the DBA research project.
- 5. Research Methodology (30 credits)**
Develops advanced understanding of qualitative, quantitative, and mixed-method research designs for doctoral-level inquiry. Students learn to formulate research problems, select appropriate methods, and apply ethical standards in scholarly and professional research.

Research Modules

- 1. Independent Study and Proposal (30 credits)**
Develop advanced skills in independent scholarly inquiry, research planning, and proposal development. This includes identifying a research problem, reviewing relevant literature, designing a research framework, and preparing a doctoral-level research proposal.
 - 2. Dissertation (90 credits)**
Undertake a comprehensive research project addressing real-world business issues. This module culminates in a scholarly work that integrates theoretical insights with practical application.
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DBA Program Learning Outcomes

1. Develop Evidence-Based Strategic Solutions

Graduates will be able to develop innovative strategic solutions to organizational challenges using advanced research, critical analysis, and professional judgment. They will integrate theory, evidence, and practice to support sustainable organizational improvement.

2. Construct New Models for Professional Practice

Graduates will be able to construct new or improved models, frameworks, and approaches for business and management practice. These outputs should demonstrate originality, relevance, and practical value within professional or organizational settings.

3. Produce Doctoral-Level Scholarly Work

Graduates will be able to produce a substantial doctoral dissertation or applied research project that demonstrates independence, methodological rigor, and critical engagement with existing literature. The final work should show the ability to generate defensible conclusions and recommendations.

4. Synthesize Knowledge Across Disciplines

Graduates will be able to synthesize knowledge from business, management, leadership, ethics, innovation, and global studies to address complex organizational issues. They will create integrated perspectives that go beyond single-discipline solutions.

5. Generate Impact Through Professional Research

Graduates will be able to generate measurable impact through research-informed recommendations, consulting outputs, policy proposals, or organizational change initiatives. They will demonstrate how doctoral research can be translated into meaningful professional practice.

Admission Requirements

- **Master's degree** from an accredited/recognized 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.
- **Idea Paper:** Applicants are required to submit a brief idea paper of 1500 words outlining their proposed research topic.

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