



International Business Academy  
of  
**SWITZERLAND**

# DOCTOR OF BUSINESS ADMINISTRATION (DBA Brochure)



**INTERNATIONAL BUSINESS ACADEMY OF TURKEY  
LARNING CENTER**

**INTERNATIONAL BUSINESS  
ACADEMY OF TURKEY**

**WEBSITE:**

[www.mhrsj.com](http://www.mhrsj.com)

**INTERNATIONAL BUSINESS  
ACADEMY OF SWITZERLAND**

**WEBSITE**

<https://ibas.edu.eu/>

# DOCTOR OF BUSINESS ADMINISTRATION

**The IBAS Doctor of Business Administration (DBA) program** is aimed at producing students who are confident and able to understand, comprehend and carry out relevant research related to problems faced by business organizations. The graduates are motivated, independent, knowledgeable and with the attitude that can put them ahead in the international business marketplace. They will be experts in their field of research and possess critical thinking in solving business-oriented problems.

## The Doctor of Business Administration (DBA)

<b>Description of the Program</b>	The <b>Doctor of Business Administration</b> program is aimed at producing students who are confident and able to understand, comprehend and carry out relevant research related to problems faced by business organizations. The graduates are motivated, independent, knowledgeable and with the attitude that can put them ahead in the international business marketplace. They will be experts in their field of research and possess critical thinking in solving business-oriented problems.
<b>Number of Modules</b>	12 Modules
<b>Duration</b>	2 to 3 years
<b>Study Mode</b>	Online & Blended
<b>Possibility to Registration</b>	Monthly intakes
<b>Language</b>	English
<b>Courses' Plan</b>	The program duration is 3 years but can be finalized in minimum 2 years. Students will study selected modules specialized in business administration during the first year. They will finish each module within a period of 4 to 8 weeks. They will then move to do Research and Dissertation phase which can take 1- to 2-years. Once students have completed all graduation requirements students will be awarded <b>Doctor of Business Administration</b> .
<b>Courses</b>	<ol style="list-style-type: none"> <li>1. Strategic Marketing</li> <li>2. Managerial Economics</li> <li>3. International Business</li> <li>4. Advanced Accounting and Finance</li> <li>5. Organizational Leadership</li> <li>6. Strategic Management</li> <li>7. Research Philosophy</li> <li>8. Research Methodology</li> <li>9. Advanced Statistics</li> <li>10. Multivariate Analysis</li> </ol>
<b>Graduation project</b>	Research & Dissertation
<b>Entry requirements</b>	<ul style="list-style-type: none"> <li>• Master's Degree</li> <li>• A good knowledge of the English language</li> </ul>
<b>Program Price</b>	€10000

## The Sample of DBA Diploma:



## Doctoral Program Design

The DBA program is made up of three (3) major components namely;

- a. Completion of **10 assigned courses**.
- b. **5 Seminars** to provide doctoral candidates opportunity to share their research ideas and progress in which DBA candidates can give and take feedback on each other's research in several crucial business administration topics.
- c. **A research** that will lead to a publication of a **DBA dissertation**.

## Definitions

- **Guided Learning Hours – GLH**

The term Guided Learning Hours (GLH) is an estimate of the amount of time, on average, that a lecturer, supervisor, tutor or other appropriate provider of education or training, will immediately guide or supervise the learner to complete the learning outcomes of a unit to the appropriate standard.

- **Total Learning Hours – TLH**

Total Learning Hours (TLH) is a guide to the amount of time a learner would take, on average, to complete the different activities to demonstrate achievement of the learning outcomes of a whole qualification at the standards provided. TLH includes all the activities described under guided learning hours (GLH) plus an estimate of the number of hours a learner will be likely to spend in completing other work, which is directed by the tutor.

## Qualification Structures

IBAS Doctor of Business Administration							
For an IBAS Doctor of Business Administration qualification, students must achieve 10 modules and 1 Dissertation project as below:							
European Credit Transfer System (ECTS)/UK CREDIT: <b>180 ECTS / 240 UK Credits</b>							
Guided Learning Hours (GLH): <b>1800 hours</b>				Total Learning Hours (TLH): <b>4500 hours</b>			
Month	Module code	Module Title	GLH/TLH	ECTS	UK Credits	US Credits	Assessment Method
<b>I</b>	<b>YEAR 1 – Learning PHASE (10 Courses)</b>		<b>1500</b>	<b>60</b>	<b>120</b>	<b>120</b>	
4-5 weeks	DBA7013	Strategic Marketing	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA7023	Managerial Economics	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA7033	International Business	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA7043	Advanced Accounting and Finance	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA7053	Organizational Leadership	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA7063	Strategic Management	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA8013	Research Philosophy	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA8023	Research Methodology	180/150	6	12	12	Assignment (100%)
4-5 weeks	DBA8033	Advanced Statistics	120/150	6	12	12	Assignment (100%)
4-5 weeks	DBA8043	Multivariate Analysis	180/150	6	12	12	Assignment (100%)

<b>IBAS Doctor of Business Administration</b>							
<b>Month</b>	<b>Module code</b>	<b>Module Title</b>	<b>GLH/ TLH</b>	<b>ECTS</b>	<b>UK Credits</b>	<b>US Credits</b>	<b>Assessment Method</b>
<b>II</b>	<b>YEAR 2 and 3- RESEARCH AND DISSERTATION PHASE</b>		<b>3000</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>Deliverables</b>
2 months	STAGE 1	Identifying and Defining Research Problem and Developing Conceptual Model					Research Problem and Conceptual Framework
2 months	STAGE 2	Review of Literature					Literature Review
2 months	STAGE 3	Preparing a Research Proposal					Research Proposal
3 months	STAGE 4	Research design and planning					Research Plan
3 months	STAGE 5	Pilot study and refining research design					Finalized plan
5 months	STAGE 6	Data collection and processing					Cleaned and first-cut output
4 months	STAGE 7	Data analysis, interpretations and writing draft chapters					Draft chapters
6 months	STAGE 8	Writing and completion of dissertation					Submission
<b>IBAS Award Total (10 modules) + Dissertation</b>			<b>4500</b>	<b>180</b>	<b>240</b>	<b>240</b>	

1. Students will be assigned a supervisor upon satisfying the Research Committee of his/her ability to clearly identify the intended research problem.
2. Research Proposal must be approved by the Research Committee before a student is allowed to proceed to Stage

## COMPULSORY SEMINARS

### Topics

1. Marketing Strategies: Analysis, Policies, and Management
  2. Risk, Issues and Crisis Management
  3. Competency and Performance Management System
  4. Management Control: The Concept, Process, and Methodology
  5. The Platform of Change: Leading Change, managing and Implementing Change
- Five seminars are compulsory to be attended by all DBA Candidates in one of the following cities: **Istanbul, Dubai, Muscat, Zurich, Kuala Lumpur** or online via Zoom.
  - After every seminar, doctoral candidates are obliged to write **an article** on each of these topics.
  - **The assessment** is built on **(Pass or Fail)** they are mentioned in the syllabus and they will be mentioned in the **student records** but not as a list of the core courses
  - The seminars will be delivered by **one or more professors and international experts** and it can include international guests to attend it

## RESEARCH PROJECT

The objective of this stage is to demonstrate that the doctoral candidate has synthesized the knowledge gained during the courses and seminars stages and can apply this knowledge to the resolution of a substantial problem.



## **Admission Requirements**

To be admitted a student must possess:

- Master degree
- Relevant work experience

## **Applications documents**

- Application form (follow a standard form of IBSS-IBAT)
- 1 scanned copy of your photo (jpeg, color, 150 x 150 pixels)
- Passport copy
- Scanned copies of your diplomas and academic transcripts with certified translation
- CV or Resume in English

## **Learning Outcomes**

- To equip you with advanced skills and competencies to overcome challenges and manage changes in your working environment.
- To improve your skills in understanding, evaluating and creating new knowledge within your profession and therefore encouraging contribution to the development of professional practice in Business Administration
- To enhance your ability in practicing effective leadership

## Terms of Payments:

- Tuition fee/payment terms: **€10.000**, installments from moments of enrollment (earlier enrollment for more installments), full Payment with (**a discount of 10%= €1000**) => **€9000**.
- Or tuition fee/ payment terms in 4 equal installment payments:

<b>First Installment Payment</b>	3 months	<b>Second Installment Payment</b>	3 months	<b>Third Installment Payment</b>	3 months	<b>Last Installment Payment</b>
<b>€2500</b>		<b>€2500</b>		<b>€2500</b>		<b>€2500</b>

## Other Terms and conditions:

- All fees for transfers have to be paid by the doctoral candidate.
- The fee includes teaching for 10 modules.
- Not including graduation trips and any costs related to this.



## INTERNATIONAL BUSINESS ACADEMY OF TURKEY

**DO NOT HESITATE TO CONTACT US FOR  
FURTHER INFORMATION!**

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