

Innovative doctoral program fortifies business leaders in their quest for excellence

In support of senior executives' endeavors to maintain a competitive edge in the global market, City University of Hong Kong's (CityU) Doctor of Business Administration (DBA) program offers a combination of advanced taught subjects and rigorous applied research.

The world is currently in a state of rapid globalization and technology has become a driving force of the knowledge-intensive economy. With these changes in mind, many senior executives have become aware of the need to equip themselves better to face the new economic order.

While an MBA degree is about learning and applying pre-existing knowledge in a general business environment, a DBA allows a student to go more in-depth into a single topic. The majority of students that take an interest in a DBA don't want the broad information taught in a Master's degree as they have already attained them through work experience. On the other hand, while a PhD also allows one to specialize in a topic, it is considered too academic in nature. This is where a DBA fills the gap, and provides PhD-level education through practical and applicable coursework.

All students studying a DBA at CityU have over ten years of work experience. In order to match the high level of knowledge of each student, all faculty members are at least of Associate Professor level.

"We are very proud of our world-renowned professors with extensive global expertise and in-depth China knowledge," says **Prof. Muammer Ozer, Director of CityU's DBA programme**. "Similarly, we are very honored to work with our diverse group of students who are successful business leaders with a passion to solve complex business issues that have implications well beyond the boundaries of their organizations."



In order to graduate, students need to complete a range of coursework and a thesis. The courses will provide extensive knowledge and a solid foundation in research skills and business knowledge. In the same vein, the thesis requires substantial practice-oriented research work which is integrated with the taught methodology courses. The normal period for completion of the program is four years, with a maximum of six years.

To ensure that a DBA candidate can progress smoothly during the course of the degree, each candidate will be assigned a senior faculty member as a mentor in their first year of study. Under the guidance of the mentor, a candidate is expected to develop a structured program of study, which will lead them to identify their thesis topic and proposal.

"We hope that once our students graduate, they'll be able to apply their research into their own organization," says Prof. Ozer. "If they discover something beneficial to their industry or society, we hope they will share it. We speak a lot about impact, and if their research has an effect, it will be a great contribution and that precisely is what we want to achieve."

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