



CITYU'S DBA AMONG WORLD'S BEST

The University's College of Business continues to prove it is first-class

Described by graduates as a "life-changing experience", the City University of Hong Kong (CityU), Doctor of Business Administration (DBA) programme has developed a strong reputation for its rigorous, but practical study framework that focuses on high-quality research.

Now in its 10th year, the four-year, part-time programme, recognised as one of the most prestigious DBA programmes in the world, is designed for senior executives who are looking for a new intellectual challenge by



Professor Ozer

engaging in rigorous research that produces practical and societal impacts.

DBA Director Professor Muammer Ozer says the programme is structured in a way that makes it both challenging and intellectually stimulating. An emphasis is placed on reflective but

progressive learning, which involves regular reviews and the marking of progress underpinned by testing and exploring new knowledge and theories. The programme also embraces distinctive but collective learning, defined by the students by allowing focused, specialised areas of research, in addition to incredible networking opportunities with faculty and fellow students.

Most students are already highly successful executives in their respective industries, but are usually lacking experience in academic research. The first phase of the programme, roughly 12-18 months, concentrates on developing research skills. This is achieved through classes in research methodology, workshops on academic writing, information exchange sessions and guidance from experts in statistical and analytical research. A wide choice of electives also allows students to select specialised courses to widen their knowledge of chosen fields. Classes are usually taught over weekends to accommodate the schedules of busy executives.

As the course is largely research based, Ozer says it is crucial from the outset for students to pick an idea that will generate new and applicable knowledge in a specific area of business, typically relevant to their own profession and expertise. "Because they are business executives, the first step is usually to refine an idea from the 'big picture approach'," the

professor says. For example, if the chosen research subject is leadership, the actual research may focus on the impact of leadership on employees, different styles of leadership and their effectiveness, and the consequences poor leadership may have on the industry sector.

Ozer stresses that whether candidates are interested in

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researching and testing unanswered questions, or expanding on areas of research that have been explored already, the most important thing is that the research makes a genuine contribution to society. "There is a big difference between conducting thorough research to produce a DBA thesis, and gathering data to produce a business or company case study," stresses Ozer, adding that the emphasis on high-quality research can lead to the publication of insights and findings in respected business

and academic journals. Several of the DBA graduates taking part in this year's graduation ceremony have had their researching findings presented at conferences and published in notable academic journals.

From the time candidates are accepted into the programme, Ozer says structures and support are in place to ensure students receive adequate personalised coaching. "Research and learning are never done in isolation," he says. For example, students are helped to identify and prepare their research proposal. Under the guidance of the mentor/supervisor, a DBA candidate is expected to develop a structured programme of study, which will lead him or her to identify his or her topic for the thesis and to develop their own thesis proposal.

Throughout the research period and producing a thesis, each student works closely with a professor. "We are very proud of our world-renowned professors who have extensive global expertise and in-depth knowledge spanning different industries and business applications," says Ozer. "Similarly, we are honoured to work with our diverse group of students, who are successful business leaders with the passion to solve complex issues that have implications well beyond the boundaries of their organisations," he adds. Students of different nationalities and industry backgrounds ensures a dynamic mix of perspectives, experiences and knowledge sharing.