

Supporting business leaders in their pursuit of applied knowledge

Designed to reinforce the practical skills of senior executives and experienced entrepreneurs, City University of Hong Kong's (CityU) Doctor of Business Administration (DBA) programme offers a combination of advanced taught subjects and rigorous 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.

A DBA degree satisfies this demand through research-based offerings that are different from a PhD. Despite its functionality to allow students to focus on one specialized topic, a PhD is considered too academic in nature. A DBA on the other hand provides PhD-level education through practical and applicable

coursework and research.

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, thesis supervisors are normally 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."

Anna, who has been studying at CityU since September of last year, explains that she has learned much from the college's teachers and fellow classmates. Referred to as learning partners, DBA students all share their professional experiences and expertise with one another.

"We all come from different companies, disciplines, and industries, yet we are similar because most of us have several decades of experience," says Anna. "In terms of our careers, we have all reached a level where we know exactly what we want for our next stage. Whether that means a change in job or industry, we all want to enrich ourselves and gain the ability to



City U DBA Programme Director, Prof. Muammer Ozer

apply our current expertise, in a real business environment, with academic knowledge and research."

On the research-focused aspect of the DBA programme, Anna says that it provides alternative angles to familiar business topics. "While many may have a grounded belief about a certain issue due to their experience, the programme offers us with different analytical approaches that broaden our perspectives."

One point of emphasis that Prof. Ozer wants each student to remember throughout their studies is the question of "what is the business problem that you want to solve and who will be interested?"

"We hope that on graduation, our students will be able to immediately 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 your research has an effect, it will be a great contribution. That precisely is what we want to achieve."

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Current CityU DBA student, Anna