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.

A DBA allows a student to a more in-depth investigation into a single topic than an MBA. 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. There 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 program**. "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."

Commenced in 2006, the DBA program has been constantly evolving to accommodate the rapid changes in the business field. "The program focuses on solving important business problems, our research changes as business problems change. These include most updated topics such as big data, data security, one-belt-one-road, FinTech, etc., which were not known back in 2006," says Prof. Ozer.

To cater to the needs of students from various business sectors, the program has an emphasis on the core values and qualities that are common to all businesses on a deeper level, such as leadership and human resources. An added benefit of this program is that students have the opportunity to network with people from other industries and learn how they approach to solving business problems.

To ensure that a DBA candidate can progress smoothly during the course of the four- to six-year part-time 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.

Prof. Ozer adds, "We speak a lot about impact, and if the candidates' research has an effect, it will be a great contribution and that is precisely what we want to acheieve."

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