



**Geneva  
Business School**®  
*Real Business. Responsible Leaders.*

# DOCTORATE

OF BUSINESS ADMINISTRATION

Apply Now



SWISS QUALITY EDUCATION  
INTERNATIONAL NETWORK  
PERSONALIZED MENTORING

## Our Campuses

► Online



# *Real Business. Responsible Leaders.*

**The Doctor of Business Administration (DBA)** at Geneva Business School will help you solve a current business issue and make a tangible contribution to the field in which you work. Aimed at individuals who are looking for an opportunity to deep dive into a problem or idea that requires research, analysis, and guidance from industry experts to develop recommendations and solutions.

By developing your quantitative and qualitative skills, you will be able to apply this deep knowledge and hands-on experience to the business industry and make an impact on business management, policy, or strategy.

If you have considerable business experience and need a flexible yet intensive program to drive your business or career to the next level, the DBA is your vehicle. Study 100% in English with access to a diverse stable of sector specialists, exclusive mentors, and a dedicated supervisor. Attend and learn from in-depth webinars and online conferences.

Work around your own schedule and benefit from our flexible tuition payment plan, which covers essential learning materials, and attendance at exclusive conferences. With limited scholarships also available, the DBA is within reach for any ambitious student.

# WHAT MAKES US UNIQUE?



Faculty are industry professionals



Diverse students, diverse perspectives



Project-based learning



Education for 21st-century business



Close-knit student community



International campus network



Industry events and networking



International programs 100% in English



L'Institut de Formation de Gestionnaire de Patrimoine (IFGP) is established

1995

The University of Finance created, providing education in international banking and finance

2001

University of Finance acquires Geneva Business Institute, forming Business & Management University

2003

Name changed to Geneva Business School to reflect our emphasis on practical business education

2009

# OUR HISTORY

2012



Barcelona campus opens

2017

Geneva moves to new campus opposite UN with student access to the library

2018



Madrid campus opens

2020

Barcelona and Madrid both move to new campuses

Geneva Business School ranked **59th Best Business School in the World** by *CEOWORLD Magazine*



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3-year program  
/ 9 terms

# CONTINUED LEARNING

## DOCTOR OF BUSINESS ADMINISTRATION (ONLINE)

Our DBA focuses on using research to explore new paths in the world of business.  
The primary goal of the DBA is to make a direct contribution to the practice of business management, policy, or strategy.

Program

Administration Fee

Tuition Per Semester/Term

Online



**Doctorate** (Online)  
3 year program / 9 terms

**EUR 1,900**

**EUR 3,900**  
Per term

# DBA PROGRAM

## SCHEDULE

### FIRST YEAR

#### Management research perspectives

Introduces students to the core concepts, skills and tools they will need as business researchers. After completing the course, students will have acquired a strategic-level perspective on the broader research process and insight into the latest cutting-edge trends in management research.

#### Developing business intelligence

Guides students through the process of finding and critically analyzing business literature. Students will be encouraged to develop creative approaches to seeking sources and by the end of the course will have completed the first draft of their literature review.

#### Problem solving using qualitative data analysis

Reviews how qualitative research methods can be used to answer business research questions. They will finish the course with both theoretical and practical understanding of qualitative methods.

### SECOND YEAR

#### Problem solving using quantitative data analysis

Offers an in depth understanding of qualitative research methodologies and the opportunity to develop advanced knowledge of program such as Excel and SPSS, and by the end of this course students will have completed the first draft of the methodology section of their thesis.

#### Contemporary business issues

Explores the challenges and opportunities faced by businesses in a rapidly changing world. By looking at issues such as sustainable development and the impact of technology, candidates will develop a sophisticated understanding of the global business environment and how their research fits into it.

#### Reflecting on business practice

Examines how key concepts in business theory can be applied to real world business situations. By the end of the course, candidates will have thoroughly analyzed their own research project and its potential for real world impact.

At the end of your first and second years, you will take part in a 'check in' activity.

These are online or campus-based assessments designed to ensure that you are making sufficient progress with your thesis and to help you apply your developing knowledge and skills to your research project.

### THIRD YEAR

#### Business Research Project

CHECK IN ACTIVITY

CHECK IN ACTIVITY

# ENTRY REQUIREMENTS:

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- Master's degree or equivalent, preferably in a related field
- IELTS (7) /TOEFL (84) /DET (115-120) / proof of studying in an English speaking environment for 3 years minimum.
- Scanned copy of all required academic diplomas, transcripts, certificates
- Extensive previous business/professional experience
- Photocopy of valid passport/national ID
- Resume/CV
- Reference letters from a former academic institution and from current employer (if applicable)
- Completion of the Thesis Proposal Form.



# TESTIMONIALS



## Serag El-Din Yassin DBA Student

Serag passed his defense for a thesis entitled Social Media Usage Impact on Word-of-Mouth and Brand Loyalty in Egypt: A Business Perspective. He is the first DBA candidate to successfully pass his thesis defense this year. He now proudly holds a Doctorate of Business Administration from Geneva Business School. Meet Serag, hear about his experience of the doctoral research process, and learn how a Geneva Business School DBA opens doors for our graduates.

# RESEARCH CENTER

## Our Research Hub

A platform for staff, faculty and research students to share ideas and collaborate. All conversations are moderated by our Research Fellows.

[Our Research Hub](#)

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## Our Publications

Here you will find all research produced by faculty, students and staff of Geneva Business School.

[Research Repository](#)

# BUSINESS EVENTS

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# BUSINESS HUNTERS

Business Hunters is an innovative end-of-semester event designed to showcase startup ideas that have been worked on throughout the semester.

Based on the model of the BBC's Dragon's Den, the event gives students experience in presenting a business idea to a panel of external judges.

# BUSINESS EVENTS



**BUSINESS HUNTERS**

**GENEVA BUSINESS SCHOOL  
KICKSTARTER FUND**

**DATE 24/01/2020**

1 2 3 4 7 8 5 9 1 2 8 6 5 4 3 1 2 0 1

**TEAM**

QUION

€600

CAMPUS DIRE

# BUSINESS EVENTS

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# INDUSTRY INSIGHTS



Interactive on-campus conferences with expert guest speakers.

# QUALITY EDUCATION

## Accreditations



## Partnerships



## Memberships



# WORLD RANKINGS

Geneva Business School is ranked 57th out of the world's top 100 business schools, according to CEOWORLD Magazine.

We were awarded 3 Palmes of Excellence from Eduniversal International Scientific Committee, upon entering their global ranking of top business schools.

The website Studying in Switzerland list us as one of the Best Business Schools in Switzerland.



eduniversal  
BUSINESS SCHOOLS  
RANKING



Study in  
Switzerland

# YOUR FUTURE STARTS TODAY

**Invest in your future.**

Geneva Business School welcomes highly motivated individuals who wish to acquire the theoretical knowledge and practical skills necessary to successfully and rapidly integrate into the international job market.

**If you aim to be a responsible leader of the future, we're looking for you.**

**Apply Now**

**25** 1995-2020  
**YEARS**

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**THANK YOU!**