

**Geneva**  
DBA  
Program





## TOP REASONS TO STUDY A DBA AT EU

**Premier DBA provider:** The quality of faculty, our location and our international standing have been recognized by CEO Magazine, which rated EU as a Premier DBA Provider.

**Applied research:** Student research includes multiple subject areas including management and entrepreneurship to foster a global business vision.

**Experienced faculty:** DBA faculty comprises expert practitioners, scholars and leaders in their respective fields of business.

**Cutting-edge research initiatives:** Faculty and students work together to develop new areas of business research. Work is published in a peer-reviewed journal alongside that of the international business community.

**Seminar-style structure:** Interactive seminars ensure that DBA students benefit from expert faculty and collaboration with peers. Participants also benefit from forums, research conferences and other events.

**Diverse and international:** DBA students come from diverse backgrounds and cultures, speak multiple languages and are emerging leaders in their respective fields.

**Flexibility:** The DBA program is organized into weekend seminars, allowing students to combine their busy professional and family lives. Preparation is carried out at home.

**Global city:** An international center of diplomacy and finance with more than 140 multinational business headquarters, Geneva is a truly global community offering an enriching worldwide network.

**“The DBA program at EU Business School has been an excellent opportunity for my academic and professional growth.**

**The top-notch faculty and school offer the tools to allow students to succeed in their lives and to generate impact in society, corporations and academia.”**

Dr. Bruno Gama  
Class of 2018

# About Us

Since 1973, EU Business School (EU) has been educating future entrepreneurs and business leaders.

We are a high-ranking, international business school that offers foundation, bachelor's, master's, MBA and DBA programs taught exclusively in English across our campuses in Geneva, Montreux, Barcelona, Munich and online.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our pragmatic and experiential learning approach, which includes case studies, business simulations, company visits, guest speaker sessions and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 27,000+ alumni provide networking opportunities around the globe. Intercampus and global exchange programs further enhance our students' international experience.

## EU BUSINESS SCHOOL GROUP

### PROFESSIONAL ACCREDITATIONS



### VALIDATING & ACCREDITING PARTNERS



### RANKINGS

#1



EU's Online MBA ranked #1 worldwide by CEO magazine

#1



EU's MBA program ranks #1 globally for class and faculty diversity by QS

#3



EU's MBA ranks #3 in Spain by Forbes

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4



Awarded four stars for overall excellence in business education by QS Stars

#20



EU's Online MBA ranked Top 20 in the world by QS Top MBA

#23



Ranked #23 worldwide by América Economía in its global MBA rankings

#42

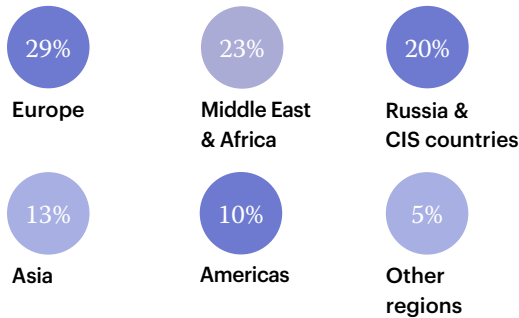


Ranked #42 in the QS European MBA Rankings

# Our Numbers Talk

The most direct way to gain insight into an institution is through percentages, statistics and facts.

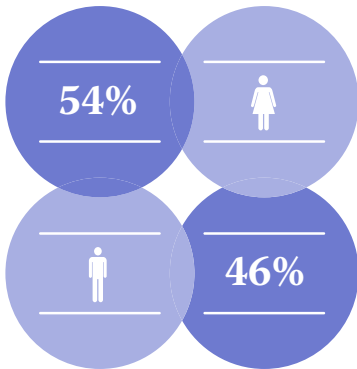
## STUDENTS BY REGION



**+25** ARTICLES PUBLISHED IN THE EU-PEER REVIEWED JOURNAL ANNUALLY

**65%** OF DBA CANDIDATES HOLD SENIOR MANAGEMENT POSITIONS

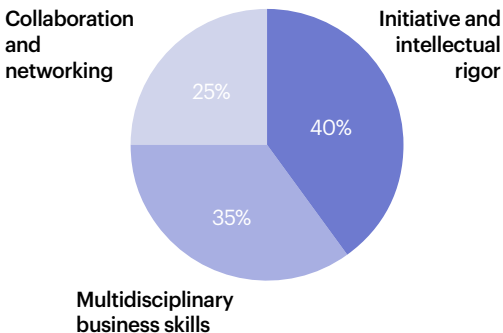
## FEMALE TO MALE RATIO



**28-46** IS THE AVERAGE DBA STUDENT AGE RANGE

**95%** OF PARTICIPANTS ARE INTERNATIONAL STUDENTS

## SKILL DEVELOPMENT THROUGH DBA



**3.5** AVERAGE LANGUAGES SPOKEN BY STUDENTS AND FACULTY

**27,000+** MEMBERS FORM PART OF THE EU ALUMNI NETWORK

## WORK PLACEMENT BY REGION

Europe 32%	Asia 15%
Americas 18%	Middle East & Africa 14%
Russia & CIS countries 17%	Other regions 4%

# DBA Program

## OVERVIEW

EU's highly competitive DBA program is designed to be challenging, rigorous and stimulating and to increase managerial, leadership and academic competencies. The program develops your independent and critical thinking skills, enabling you to master a specific field within business. You will hone your research and analytical skills by completing an original, expert-level research project.

You may enroll throughout the academic year. Upon successful completion, you will earn a DBA degree from EU Business School Switzerland.

**This program educates managers, business leaders, executives and scholar-practitioners so that they may:**

Apply new theoretical knowledge to contemporary business problems in an increasingly complex world through applied research, teaching and analysis.

Explore a range of quantitative and qualitative methods frequently used in research to solve current business or management problems.

Identify and evaluate internal and external influences on organizations to develop strategic plans for change via transition management.

Demonstrate expertise in ethical standards and practices as well as responsibility and cultural/global diversity, to work collaboratively as a contributing leader within both business and society.

Comprehend the nature and scope of behavior within small and large organizations in the global business environment and analyze the activities of leaders who have successfully managed change.



**Markus Hongler,**  
**CEO of La Mobilière,**  
gives an in-depth presentation  
to students.

**la Mobilière**

## PROGRAM STRUCTURE

The DBA program at EU Business School is a flexible program that combines both coursework and research components. It comprises an effective blend of mandatory curricular studies, professional residencies, trainings and seminars, research papers and a final dissertation. The DBA program is divided into three stages:

# 1.

### Coursework Stage

The coursework stage takes a minimum of one year. It provides you with the theoretical and practical foundations of the primary and supporting fields of study. The study plan will define how your interests and objectives will be pursued during the DBA program, bridging your educational activities with your personal, long-term career goals.

Each DBA course is delivered in seminar form. The DBA seminars listed below are the core portion of the curriculum.

- \_\_\_\_\_ Business & Ethics: Driving the Change
- \_\_\_\_\_ Data Analysis
- \_\_\_\_\_ Econometrics
- \_\_\_\_\_ Entrepreneurship & Innovation
- \_\_\_\_\_ Global Finance & Managerial Accounting
- \_\_\_\_\_ Leading Digital Transformation
- \_\_\_\_\_ Value Based Strategy
- \_\_\_\_\_ Research Methodology

During the coursework stage, you must successfully complete the following independent and stand-alone assignments to be eligible for the next stage:

- \_\_\_\_\_ Literature review paper
- \_\_\_\_\_ A business project (case study)
- \_\_\_\_\_ A research paper

# 2.

### Candidacy Stage

During the candidacy stage, you will apply the knowledge and skills acquired in the previous stage to finalize your research interests, start developing your research idea(s) and develop a research proposal on the planned academic investigation.

Once the research proposal has been submitted, a formal DBA colloquium evaluates the academic feasibility of the research proposal, and whether the research conducted will add value to the overall body of academic literature. The acceptance of the research proposal marks the completion of the candidacy stage, and you will embark on the third and final stage, i.e., the dissertation stage.

# 3.

### Dissertation Stage

In this stage, you will mostly work independently under the promoter's guidance to execute the research which will culminate in the doctoral dissertation.

### WHO IS THE DBA FOR?

Master's or MBA degree holders with 5+ years of postgraduate work experience

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Entrepreneurs and senior managers with a wide range of qualifications and successful careers

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# Admissions Process

## Step 1

Admission documents should be submitted in original, hard-copy form to:

### EU Business School Geneva

Admissions Office  
Rue Kléberg 6  
1201 Geneva, Switzerland

Application documents may also be emailed to [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu), but please note that original documents must also be received before the program start for final acceptance.

## Step 2

On receipt of all admission documents, your application will be evaluated by EU Business School and you will receive a prompt response.

For questions or more information, please email [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu)

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# Admission Requirements

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1 certified copy of master's degree and transcripts or equivalent

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Proof of English level: TOEFL score 110 (internet-based), 253 (computer-based), IELTS 7.0; CAE C1 with a minimum score of 185; PTE 68; or equivalent; or English native

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1 copy of your CV/résumé

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2 letters of recommendation

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1 research proposal stating your reasons for pursuing a DBA and your research interests; this should be 3-5 pages long

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### Applicants must also meet one of the following:

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A GPA of 3.0 on a 4.0 scale

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A satisfactory score on the GMAT or GRE

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5+ years of professional work experience

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Visit [euruni.edu](http://euruni.edu) for a list of additional supporting documents or contact our admissions department at [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu)

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# Tuition Fees

The DBA program tuition fee is CHF 42,000 and is divided as follows:

- An advanced tuition payment of CHF 4,000
- Eight quarterly tuition payments of CHF 4,750, starting from the first seminar and payable throughout the first two years of the program.

**Geneva**

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**Ganduxer Campus:**

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