

Doctor of Business Administration - Course Descriptions

DBA100 Contemporary Challenges in Business (10 ECTS)

Students are provided with a foundation for academic and professional success specific to European Business University and to the requirements for successful participation in the Doctor of Business Administration degree program. The topics covered in this course include change management, crisis management, innovation, and disruptive technology. Students engage in discussion and analyze scholarly literature related to these topics, their personal and professional experiences, and areas of academic interest from a practitioner approach and from a social-change-agent viewpoint. The focus of the course assignments is on the practical application of writing and critical-thinking skills and the promotion of professional business practice and academic excellence. Through their assignments, students emphasize their personal and professional development, including the completion of a personal SWOT analysis and professional development plan.

DBA101 Organizational Leadership: Doctoral Theory and Practice (10 ECTS)

Successful business leaders create a positive organizational culture based on personal ethical behavior, ethical expectations, training, and transparency. Business leaders use a range of leadership styles, including transformational, transactional and servant leadership, based on the organizational situation. Regardless of leadership style, one thing that business leaders have in common is the ability to identify and develop leadership strategies that lend to the success and sustainability of their business. In this four-module course, students cover a wide range of different topics on business leadership. Students focus on the practical application of APA writing, critical thinking, and the integration of professional leadership practice at the doctoral level as they develop sustainable solutions from the perspective of a business leader. Students examine the relationship between leadership and management, evaluate the impact and utility of leadership styles assessments, and analyze different leadership styles. Additionally, students evaluate and investigate various leadership theories, sources of power, and motivation theories to gain a better understanding into the nature and practice of leadership. Students evaluate and assess ethical dilemmas, organizational stress, and craft an organizational strategy to shape a successful business culture. They assess current articles, engage in online discussions, and complete application assignments based on organizational culture, ethics, strategy, stress, and leadership theories.

DBA102 Business Literature Review (10 ECTS)

This course requires the student to perform reviews of select topics in the business literature through assigned manuscripts. The student acquires a broad understanding of the literature and identifies potential research questions. The course also requires the student to demonstrate proficiency in research design and library tools. The student will research specific topics and present key findings orally and in writing. The student is required to summarize and present research gaps from the literature (both orally and in writing).

DBA103 Research Methods I (10 ECTS)

This module will give the student an understanding of the theory and practice of quantitative and qualitative research methods in business, management, marketing and information systems. The module is convened before the dissertation to provide the essential transferable research skills required to succeed in a Doctorate level dissertation in management. The student will be equipped to undertake work with the class exercises and individual assignments as well as to complete an individual research dissertation with a strategic management focus as a major component of the DBA programme. This module includes the essential theory and methods of qualitative and quantitative approaches, descriptive statistics and statistical inference, applied to the analysis of research data. A deliberate decision has been made in the design of the programme to include the necessary statistical work in the modules where there are immediate applications, rather than cover this area of knowledge in a single module. This avoids the danger of quantitative analysis becoming detached from the rest of the programme. The Research Methods Module I, II and III operate in each term of the DBA Program.

DBA200 Qualitative and Quantitative Methodology for Applied Business Research (10 ECTS)

In this course, independent scholars are introduced to quantitative and qualitative frameworks for inquiry. Quantitative designs covered include correlation, experimental and quasi-experimental, survey, and causal-comparative designs; qualitative designs include case study, phenomenology, grounded theory, and ethnography. Independent scholars work toward acquiring substantive, foundational knowledge of the philosophy of science as they construct, use, and critique concepts and theories. They learn to produce knowledge for practice as they examine ethical, social, and political aspects of conducting research. Demonstrating knowledge and the ability to solve problems, independent scholars engage in course assignments that emphasize the practical application of writing and critical-thinking skills and the integration of professional practice at the doctoral level.

DBA201 Dissertation Design (10 ECTS)

This course requires the student to produce a comprehensive design for his/her dissertation research topic. Through an appropriate integration of a comprehensive literature review, identification of research questions, and creation of constructs/hypotheses that are supported by theory the student provides written and oral reports on his/her specific design.

The course will explore the fields of Research design development and the conduct of Research projects as applied to dissertation topics. The student takes the review of literature that must have been completed as pertains to the dissertation topic and designs a conceptual framework, Research design and data analysis plan as they pertain to the student's dissertation topic. The student will be able to critique multiple Research proposals & offer constructive advice.

DBA202 Dissertation Research I (10 ECTS)

The course guides students in defining and pursuing preliminary research in their area of dissertation topic with the goal of developing a working draft of the dissertation proposal which includes:

Chapter 1, a basic presentation of their introduction;
Chapter 2, an initial review of the literature; and
Chapter 3, a tentative research method.

Students will identify potential research questions, issues, and topics as well as relevant theories and appropriate research designs to form the basis of their dissertation proposal. In addition, students will apply their skills in: literature search, literature review and synthesis, as well as scholarly argumentation related to research need and design.

DBA203 Research Methods II (10 ECTS)

This course is a continuation DBA103 Research Methods I and of provides the student with an advanced level of knowledge in methods/tools used in business research on topics such as data preparation, multivariate analysis, and dependence techniques. Through a series of assignments, the student demonstrates mastery of this knowledge and proficiency in the use of such tools. This course continues the sequence of research courses to prepare EBU students for skills needed to undertake a dissertation. Students are expected to begin this course with a defined dissertation research topic, a draft research question, a hypothesis (for quantitative research designs), a supporting literature review, and ideas about appropriate methods. This course will explore the next steps of the research process, to further develop methods for conducting the research. This will include refining the research question, what specific methods are appropriate, how to implement the chosen method, how to manage and organize data and how to present the data results. Primary data collection methods to be covered will include questionnaires/surveys, focus groups and key informant interviews. This course will explore low-tech ways to analyze qualitative data. At the end of the course, students will have integrated research methodology into a completed draft version of their dissertation proposal.

DBA 300 Dissertation Research Proposal (10 ECTS)

This course is a continuation of Dissertation Design DBA202. The student provides additional empirical support for the literature review, constructs/hypothesis, and related theory. The student investigates and includes a comprehensive methods and analysis discussion and a project plan. The student publicly presents his/her proposal to faculty at the European Business University.

DBA301 Dissertation Research II (10 ECTS)

This course is a continuation of Dissertation Research I DBA203. The student continues to execute his/her applied dissertation research proposal project plan and provide timely updates to the Dissertation Chair and Content Expert Scholar both orally and in writing.

DBA302 Research Methods III (10 ECTS)

This course presents the student with an advanced level of knowledge in methods/tools used in business research on topics such as interdependence techniques and structural equation modeling. Through a series of assignments, the student demonstrates mastery of this knowledge and proficiency in the use of such tools.

DBA303 Ethics in Business and Management (10 ECTS)

This course will prepare students to understand and apply ethical decision-making models within an organizational management model. These models will introduce students to ethical skills, vocabulary, and other tools necessary to behave in an ethical manner, not only within organizations but in society at large.