

## 2 Doctorates with 2 Majors

### DOCTORAL PROGRAM Dual Doctorate – DBA & Ph. D

• **DBA – DOCTORATE OF BUSINESS ADMINISTRATION PROGRAMME**

- Your selection, Major in : **Leadership and Innovation**

• **PH.D. – DOCTROATE OF PHILOSOPY PROGRAM**

- Your selection, Major in : **International Business & Global Management (IBGM)**



### Dual Doctorate DBA & Ph.D. Degrees Awards of Qualification



### Why your Dual DBA and Ph.D. degree program at the Swiss SGSB Business School?

A Postgraduate Dual DBA & Ph.D. at the Swiss SGSB Business School in Switzerland comprises of the following benefits:

- **Exclusivity** – one-to-one access to our world-class faculty
- **Cutting edge knowledge** – access to the latest relevant theories and research
- **Tailor-made study** – helping you solve an issue in your organization
- **Future-proofing** – preparation for the future in an uncertain world

New academic theories and practices can take decades to reach the ‘factory floor’, but as a Dual doctorate (DBA and Ph.D.) participant you will have direct access to the latest ground- breaking ideas in academia and learn how to apply them to the activities of your organization with the support of an experienced and well-matched supervisor, and a board of practitioners that can provide high-level input.

You will join like-minded senior executives to study at the Swiss SGSB Business School in Switzerland, our new state-of-the-art teaching facilities bringing our experienced academic and teaching prowess to the heart of Lemman lake, along the Swiss Riviera.

### **Dual Doctorate DBA and Ph.D. Program**

We offer nine semesters, but within three-years to earn separately dual doctoral DBA, and Ph.D. program with specialization in six majors. You should enroll for efficiently dual doctoral studies if you want to pursue research or an academic career in the future. Alternatively, you may aim at future career in strategic management and consultancy at your higher position, where strong analytic skills are required. You will need to have an area of interest that you will devote yourself to. You will need a strong desire for gaining knowledge and learning new skills.

The Dual DBA and PhD Combined program merges both theoretical aspects of the PhD along with the practical orientation of the DBA program to produce a more holistic approach to management scholarship.

As such the program is the flagship program at the Swiss Graduate School of Business (The Swiss SGSB Business School). The program requires in-depth research on the scholarship within the chosen domain along with an exploration of actionable items addressing a real world managerial problem.

The skill of the Candidate is brought to the fore by thoroughly exploring both these aspects and creating a fluid and seamless integration between the two.

Graduates of the program are comfortable both within the academic and professional domains and can easily move between them demonstrating their skill with regards to theory and implementation.

This creates higher personal and professional ability and worth which translates to greater opportunity within professional and academic careers.

### **Key Benefits**

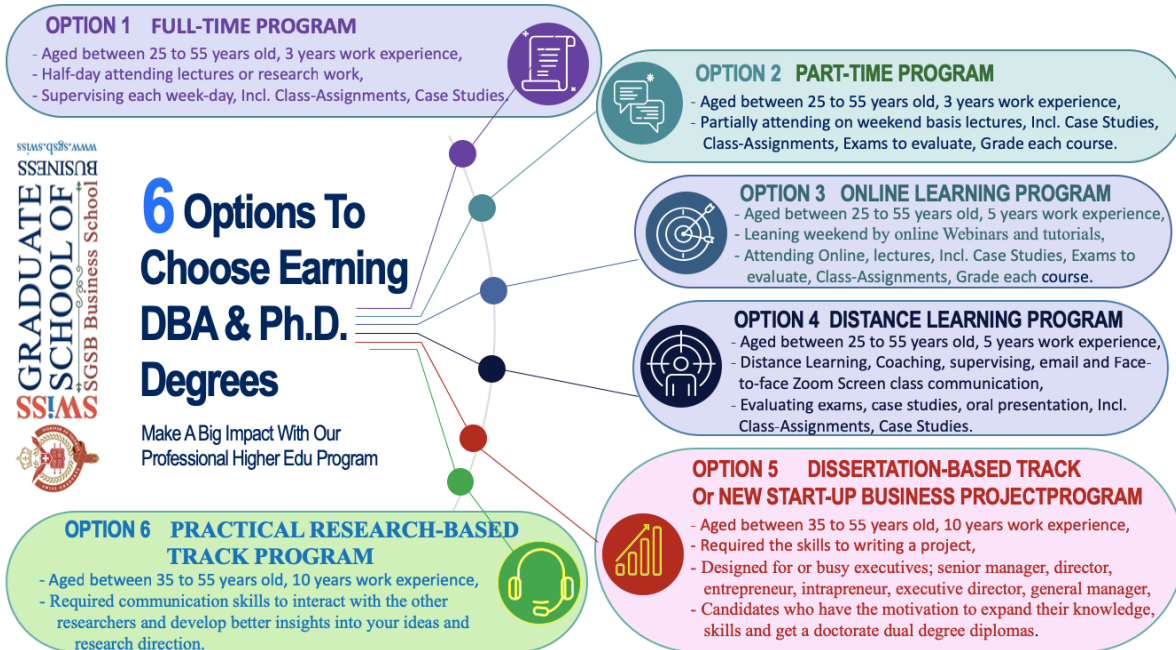
- Flexible course length, it can be completed in shortest 1.5 years (learning module #5 to #6) and all others 2 to 3 years, however, you may extend maximum 4 to 5 years at your convenience.
- The program is studied part-time and designed for working professionals who have the motivation to expand their knowledge/skills and get a degree without interrupting their work
- Benefit from direct involvement by the **Swiss SGSB Business School** research community
- While the degree is awarded by the Swiss Graduate School of Business, the workshops are conducted at the Swiss campus which provides access to the region with major private and public organizations such as Nestle, Procter and Gamble, United Nations, WIPO, ILO, World Trade Organization, WHO, Red Cross, ABB, and others)
- Flexible participation to the taught phase workshops, online or in person

### **Self-Research Doctorate for Option #1 to #4**

A research doctorate is what most of us think of when we hear the term “doctoral degree.” These are classic Doctorate programs which focus heavily on generating original research for publication in a peer-reviewed journal and prepare students for a future of research or instruction as a tenure-track university professor. Most people who pursue a research doctorate progress straight from their master’s degree into a Doctorate program. Research doctorate programs require students to create and defend a dissertation as part of their studies and tend to take about 1-2 years longer to earn than an equivalent professional doctorate, although this varies greatly by subject and program. Examples of this type of doctorate include:

Doctorates fall broadly into two types: Research Doctorates and Professional Doctorates. Both are terminal degrees, and both allow the earner to use the term “doctor” in reference to themselves. The difference between the two lies in the process required to earn them and their career applications.

## 6 Options To Choose Earning DBA & Ph.D. Degrees



## Professional Dual Doctorate for Option #5 and #6

These career-oriented terminal degrees only for work experience minimum of 10 years, over than 35 years old. Professional doctorate focuses less on research and more on the application of existing knowledge within one's field of expertise.

Most people who enter a professional doctorate program have practical experience in their field and opt to earn a professional doctorate in order to move into a top-tier leadership role. In a professional doctorate program, you'll be training to solve real-world problems and become a high-level agent of change. As such, you won't be expected to generate original research (i.e. a dissertation), but to find new applications for existing knowledge, often referred to as applied research.

## Doctorate Timetable Module Schedule



## Doctorate Timetable Module Schedule

<b>01</b>	<b>QUALITATIVE RESEARCH METHODS</b> Advanced Qualitative Research Methods for Doctoral Study	
<b>02</b>	<b>PROPOSAL</b> Doctoral Research Proposal	
<b>03</b>	<b>QUANTITATIVE RESEARCH METHODS</b> Advanced Quantitative Research Methods for Doctoral Study	
<b>04</b>	<b>RESEARCH OR PROJECT CONFIRMATION</b> Doctorate Research Confirmation	
<b>05</b>	<b>APPLYING THEORY</b> Applying Theory to Professional Practice	



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### Quick Facts

<b>Degree Program</b>	<b>Dual Doctorate DBA and Ph.D. Degree Diploma Program</b>
<b>Institution</b>	Swiss Graduate School of Business (The Swiss SGSB Business School)
<b>Course duration</b>	The doctoral agreement specifies the duration of the DBA and PhD. <ul style="list-style-type: none"> <li>➤ DBA: 24 months, Plus continuously</li> <li>➤ Ph.D.: 12 months</li> </ul>
<b>Tuition fee</b>	CHF 40,000 to CHF 90,000 (*Fees are depending on your learning Option)
<b>Application and Enrollment fee</b>	<ul style="list-style-type: none"> <li>➤ CHF 3,000* (See detailed breakdown)</li> </ul>
<b>Start of program</b>	<ul style="list-style-type: none"> <li>➤ For Option #1 to #4: October, February, May each year</li> <li>➤ For option #5 to #6: every bi-monthly, September~October, Nov.~Dec. January~February, March~April, May~June. July~August each year</li> </ul>
<b>Funding and Scholarships</b>	Admission to the DBA+PhD program does not include a position as a research assistant or a bursary. Dual degree students have to organize their funding on their own or with the support of their supervisors.
<b>Awards degree</b>	Two separated doctorate degree diplomas and two separated specialization (majors) will obtain after having successfully accomplished.
<b>Application deadline</b>	<ul style="list-style-type: none"> <li>➤ Contact : <a href="mailto:postgraduate@swiss-sgsb.ch">postgraduate@swiss-sgsb.ch</a></li> </ul>
<b>General admission rules and inscription</b>	Discuss and get Guidelines to the Dual Doctorates (explanation of DBA and PhD regulations) and Promotions (DBA and PhD regulations) of the Faculty for Postgraduate Degree Department
<b>Who can supervise a PhD?</b>	If you are interested in a Dual DBA and PhD, you have to contact your supervisor first and agree with him or her on the topic of the Dual doctorate. You can start your doctorate only after having confirmation.
<b>Admission guidelines</b>	The admission guidelines are regulated by the DBA, PhD regulations of the Faculty for Postgraduate Department. A Master's degree or equivalent in a subject relevant to the PhD is required. A Master's degree in Business and Management is particularly relevant, furthermore relevant are interdisciplinary or disciplinary degrees in economics, political science, sociology, communication and media studies, social and cultural anthropology or ethnology, history, philosophy or other degrees with a specialization on business administration and management with at least 10 years of work experiences as an executive.
<b>Contact</b>	For questions regarding the enrollment, acceptance, regulations, admission and For questions regarding the courses of program for the DBA and PhD. <ul style="list-style-type: none"> <li>➤ Student Administration Office : <a href="mailto:postgraduate@swiss-sgsb.ch">postgraduate@swiss-sgsb.ch</a></li> </ul>

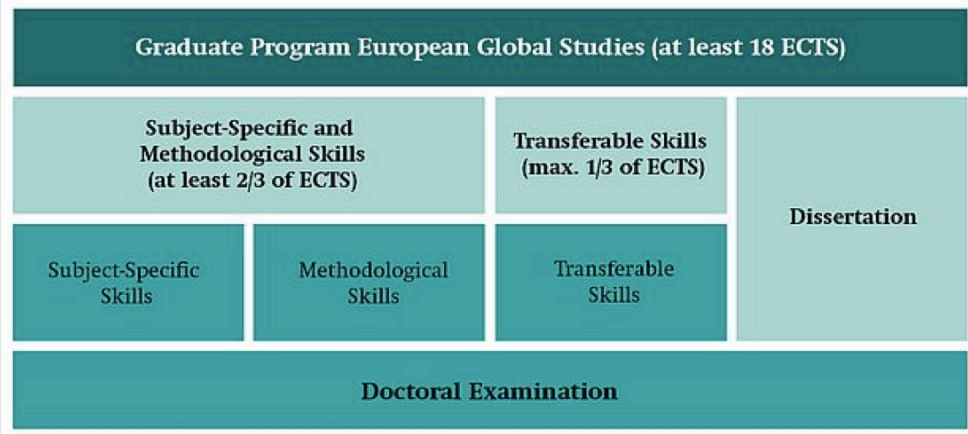




## Structure of Doctoral Studies

The aim of these courses is to grasp the current state of research in the respective subject area, to become acquainted with current and relevant research methods, to deepen theoretical skills and to network in the scientific community.

### Structure of Doctoral Studies



participation and presentation in a second international/national meeting / conference / workshop or

by organizing a conference, lecture, workshops or comparable academic events

## Course Structure

Year 1 - Semester 1

- Foundations of Doctoral Studies

Year 1 - Semester 2

- Introduction to Doctoral Studies

in Management

Year 1 - Semester 3

- Dissertation Methodology and

Literature Review

- Data Analysis
- Quantitative Research Methods

Year 2 - Semester 4

- Research in Social Sciences

Year 2 - Semester 5

- Multivariate Data Analysis
- Qualitative Research Methods

Year 2 - Semester 6

- Probability and Statistics
- Critical Thinking and Decision

Making

Year 3 - Semester 7

- Doctoral Proposal and

confirmation

Year 3 - Semester 8

- Research Design and Planning
- International Business

Year 3 - Semester 9

- Doctoral Seminar



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## Doctorate Program Details

### Doctorate Program Details

Dual Doctorate DBA & Ph.D. degrees lead to two separate diplomas with different two majors.

2 Doctorates with 2 Majors  
Dual Doctorate – DBA & Ph. D

#### Year 1 - Taught phase

01

- 1- Advanced Qualitative Research Methods for Doctoral Study
- 2- Advanced Quantitative Research Methods for Doctoral Study
- 3- Applying Theory to Professional Practice

#### Year 2 - Research proposal preparation and validation phase

02

There will be workshops and seminars to help you to develop a Research Proposal under the supervision of a research advisor.

#### Year 3 - Research Phase (can be extended to 4-5)

03

Upon the successful completion of your Research Proposal, or project, you will be promoted to candidacy status and continue with your research (or any project topic to your work), finally producing a thesis. This will be done wherever you are based through e-m@il/skype/zoom under the guidance of assigned supervisors till your oral defence.

## Program Structure

### Program Structure

Your research training will include workshops, seminars, and roundtable discussions delivered by leading faculty. Workshops integrate content, theory, design and research methods, through a review of relevant literature.

Program for motivated, high achievers who want to develop their research, analytical and critical thinking skills to the highest level.

01

**Duration :** Intensively 2 years, Maximum within 5 years.

- **Year 1:** Attending courses, workshops and supervision
- **Year 2:** workshops and supervision
- **Year 3:** Writing and supervision

02

#### Modules

Semester 1, 2 and 3 : comprise five taught modules delivered at the School.

Semester 4, 5 and 6 : comprise individual supervised research and study.

Semester 7, 8 and 9 : Collect, share research info. Writing

03

#### Outcomes and Execution

Throughout your studies you'll develop your research, analytical, conceptual and critical thinking skills to the highest level. You'll also gain a strategic focus that will enable you to contribute to your own professional practice and the wider subject area.

Structured around a research project driven by the individual, with a focus on practical application in the business environment.

04

#### Start Dates

- For Option #1 to #4: October, February, May each year
- For option #5 to #6: every bi-monthly, September~October, Nov~Dec. January~February, March~April, May~June. July~August each year

## Program Description

The program is designed for only managers with a minimum experience of 5 years (in exceptional cases of 3 years) for learning program option #1 to #4, and minimum experience of 10 years of executives for learning program option #5 to #6, of which at least a partial experience has been in a managerial position, and professionals who need to use the principles of applied management research to solve practical problems. The program is carried out in English and is completed by obtaining the title "DBA" and "Ph.D." two separated degree diploma with two separated specialized majors from the Swiss Graduate School of Business. Prerequisite for entry into the program is also a Master's degree or an MBA degree.

The main characteristic of the Dual DBA and Ph.D. Program is the joint and acquisition of deep knowledge and the use of the principles in scientific work, especially scientific research methodology, to solve a complex problem of a company or economic practice.

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Teaching takes place in class for attending students, online or in a hybrid form, through modules of direct teaching. Another learning modules consists of individual consultations with the supervisor or other designated mentors and Self-study with an independent creative work. The Dual doctorate program is concluded by fulfilling all study obligations and upon a successful defense of a written Doctorate dissertation in front of a committee.

## Program Details and Facts



**Program type:**  
Postgraduate

**Duration:**  
9 semesters (3 Years)

**Study mode:**  
In class, Hybrid-Online, Full Time, Individual

**Credits:** Totally Value of 210 ECTS Credits  
DBA : 90 ECTS  
Ph.D.: 120 ECTS

**Start dates:**  
September and February

**Language:**  
English

**Dual Degree Diplomas Awarded:**  
DBA, Doctorate of Business Administration and Ph.D. with a Major (your specialized major)

Provided by the SGSB, Private Business and Management Institute of Education, with our 15 partner Universities, Business Schools, this program is also available by distance learning, allowing you to study flexibly while balancing professional work and personal life.

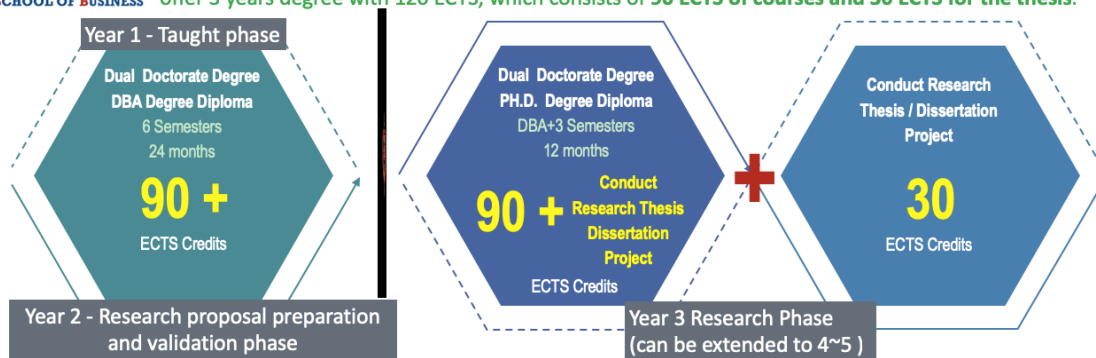
## SGSB – Switzerland ECTS Credits



### European Credit Transfer and Accumulation System SGSB – Switzerland ECTS Credits

Volume Of Learning Based On The Defined Learning Outcomes And Their Associated Workload For Higher Education Across The European Union And Other Collaborating European Countries.

offer 3 years degree with 120 ECTS, which consists of 90 ECTS of courses and 30 ECTS for the thesis.



List Of Credits Given In One Year In European Countries

Country	Credit Points Per Year	Hours Per Credit Point	Study Work
European Union (EU)	60	25-30 Hours	1,500 - 1,800 Hours

## Learning Outcomes

### Subject-specific knowledge

- Have an advanced knowledge and understanding of the context and nature of the world of organizations in contemporary societies, an understanding of organizational dynamics in general, and the models and methods appropriate to study them
- Have an understanding of the problems and issues in researching the ecology of organizations
- Have an understanding of typical biases and argumentational fallacies, and knowledge of how to avoid these mistakes
- Have an understanding of the relationships between theory fragments of organizational ecology and other competing theories, such as institutional theory or the theory of industrial organizations.

### Subject-specific skills

- Ability to critically evaluate theories of organizations
- Ability to critically evaluate different research practices
- Ability to develop appropriate research strategies to address theoretical and practical challenges, in particular:
  - the use of archival data
  - developing time series; dealing with missing data point issues, and censoring
  - the ability to use event history analysis to estimate transitions rates, vital rates
  - theory development, non-monotonic reasoning techniques, theory unification.

### Key skills

- Ability to make an initial formulation and articulation of a potential scheme of research
- Ability to understand and resolve the problems and issues in undertaking doctoral research
- Ability to formulate, articulate and complete a scheme of research at doctoral level
- Enhanced personal effectiveness



- Effective written communication
- Advanced skills of self-awareness and time management

### Modes of Teaching, Learning and Assessment and how these contribute to the learning outcomes of the module

- The module will be delivered in a workshop format over an intensive three-day teaching block. Workshops will comprise a balanced mix of lecture- and seminar-type delivery combined with small group discussions and other activities as appropriate to the nature of the material.
- Learning will also occur through tutor-supported, as well as self-support learning groups. There will also be on-line teaching support through a module blog. Finally, guided reading will address key topics. This range of methods will ensure that students will acquire the advanced skills and knowledge to enable them to develop a thorough understanding of this specialist field of study.
- The summative assessment will comprise a 30-minute oral examination and accompanying written assignment, to prepare students for subsequent stages of the programme – ultimately the doctoral thesis/viva.

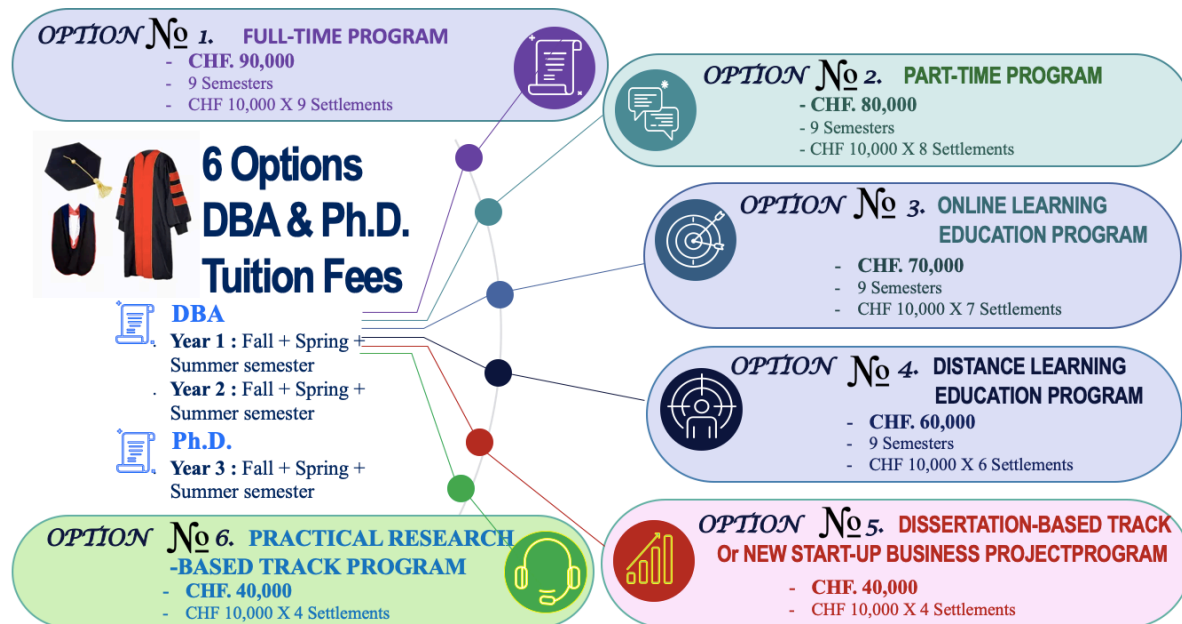
### Summative assessment

Written assignment designed to test students’ knowledge and understanding of the subject matter and their ability to articulate a researchable issue, 5,000 words.

### Formative assessment

Individual-based presentations and tutor feedback within workshops; individual 3500-word assignment.

## 6 Options DBA & Ph.D. Tuition Fees



## 6 Specialized Majors

- Business Administration (BA)
- Leadership & Innovation (LI)
- International Business & Global Management (IBGM)
- International Tourism Management (ITM)
- International Relations & Diplomacy (IRD)
- International Marketing (IM)