



Doctorate of Business Administration

Grenoble Ecole de Management and Webster University's School of Business and Technology, two established international business schools, have combined forces to offer a unique Doctorate of Business Administration (DBA) in English to senior managers and executives.

Degree from a top international business school

The DBA degree is awarded by **Grenoble Ecole de Management**, one of the few leading business schools worldwide to have achieved the "Triple Crown" of business accreditations – **AACSB**, **EQUIS**, and **AMBA**. The December 2005 issue of *Financial Times* ranked Grenoble 15 out of 50 best business schools in Europe.

Webster University, whose faculty serve as doctoral co-supervisors, is an American university. Its home campus is located in St Louis, Missouri. Webster is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, one of the six regional accreditation agencies in the U.S. since 1925. It has seven international campuses and 20,000 students worldwide. Webster University's Geneva Campus was established in 1978.

The DBA – Prestigious and practical

A growing number of business and management schools are looking to hire faculty with senior management experience as well as doctoral degrees. To meet this demand, Grenoble Ecole de Management (GEM) and Webster University Geneva (Webster) are offering a part-time DBA program for a select group of 12-15 senior managers who seek to pursue applied research at the highest level and the academic qualifications necessary to teach at a business school. The DBA is equivalent to the conventional Ph.D., but emphasizes applied rather than theoretical research motivated by ongoing careers.

DBA candidates produce high quality research on current business and management issues that arise from real management challenges. They draw on their own experience and knowledge, along with data from other sources, to carry out applied research, to develop best practices and contribute to relevant theoretical frameworks.

In today's world, technology pervades all aspects of our lives, and a company's ability to stay ahead of the competition often hinges on its ability to develop or apply new technologies. The DBA offered by GEM and jointly administered by Webster focuses on the management of new and existing technologies of business innovation, and of technology-related organizational change. These areas include the development of new products or business processes, the application of new technologies to business strategy, planning or processes, and the use of old technologies in new ways.

Arranged for work-study convenience

The GEM DBA program is structured to facilitate part-time study so that students can combine careers with their doctoral research. During the first two years of the program four weeklong workshops are held in Grenoble or Geneva to accommodate working managers.

Companies gain from applied research

Companies that choose to sponsor candidates in the DBA program benefit directly from their research and study. Each candidate conducts a doctoral thesis on actual business and management issues, often based on their own company's current and anticipated needs. Additionally, the company need not lose valuable managers while they pursue this part-time program.

Program Content

Phase I (18-24 months)

Theory and research techniques

Each DBA candidate is assigned a "supervisory team" of two professors, a primary supervisor from GEM and a secondary supervisor from Webster.

In the first phase of the program, students complete 4 compulsory research training workshops held at Webster University, Geneva and at Grenoble Ecole de Management. Each workshop lasts 4 days. At these workshops, candidates learn research design, data collection methods, and data analysis techniques to conduct, write up and publish research to doctoral standards.

Under the direction of their supervisory team, the candidate prepares a detailed research proposal that includes a literature review and a conceptual framework for his or her thesis. The student also conducts a pilot study before embarking on the main fieldwork for the DBA dissertation.

Phase 2 (24-36 months)

DBA Research and Thesis

In Phase 2, the candidate continues with research for the dissertation, building on the research proposal and pilot work conducted in the first part of the program. Short workshops, conferences and doctoral symposium are organized at which students may present their work and get support from faculty and fellow doctoral students.

Work in Phase 2 results in the production of a doctoral thesis. Those who successfully complete the program are accepted to the degree of doctor of business administration offered by the Grenoble Ecole de Management.

The Faculty

Grenoble Ecole de Management and Webster University bring together faculties with a broad range of expertise and an international reputation in research on business innovation, technology management and the organizational dimensions of technological change. Professors from both institutions supervise DBA dissertations and lead research workshops.

Participant Profile and Admissions Requirements

Academic qualifications

Candidates should normally have a Master's degree in business or management (MBA, MA or MSc) from an accredited institution.

Professional experience

Candidates should also have at least five years of relevant management experience. Applicants from all industries and functional areas are welcome, particularly those who have experience managing product development, research and development, information technology, operations, or logistics.

In their application for admission, candidates must show evidence of using technology to improve the performance of their company, such as

- Applying a new technology to their business or production processes
- Bringing to market a product that uses a new technology
- Using an existing technology in new ways

English language requirements

The DBA program and the final thesis are conducted in English. Students whose first language is not English or who have not already studied successfully in an English-speaking environment will be required to provide evidence of advanced proficiency in English (TOEFL or GMAT score).

Application deadline and starting date

The program starts in October 2006. Applications must be submitted by August 15. Late applications may be considered if there is still space available in the program.

Tuition Fees and Other Additional Costs

Tuition fees for the part-time program starting in October 2006 are set as follows:

Year 1	€12,000
Year 2	€12,000
Year 3	€10,000
Year 4	€ 3,000
Year 5+	€ 3,000
Total	€40,000

A deposit of one-third of the yearly tuition must be paid upon registration each year. In addition to these fees, students are responsible for the costs of travel, accommodation and subsistence incurred in attending the workshops at GEM or Webster.

Mission Statements

Grenoble Ecole de Management

The mission of our institution is to be among the leading European schools management, serving the corporate world through excellence in pedagogical innovation and applied research.

Through continuous improvement of intellectual contributions within its academic and professional programs, our institution seeks to promote business practices through expertise in management of technology and intercultural management.

Through international development, our institution aims to provide our students with a multicultural educational experience, to offer our faculty opportunities for professional exchange and to fulfill our corporate partners' recruitment needs, locally and international

Webster University

The mission of Webster University's School of Business and Technology is to prepare men and women for real-world success through world-class, application-based education in the areas of business, management and technology.