

## **Program Design** & Curriculum

The Doctorate of Business Administration is the most advanced business degree. The DBA is a practical combination of strong academic content, coupled with advanced business strategies and solutions. The DBA is ideal for individuals on a high corporate level who wish to acquire an extensive academic and industry related exposure. You will be actively involved in academic research, socio-economic ideas and business interests. Some may find it very suitable for giving their career an academic direction.

### **core stage**

Research Methodology & Design I

Research Methodology & Design II

### **specialization stage**

Corporate Finance and Governance

Managerial Economics

Strategic Leadership

Performance Management

International Marketing Management

### **dissertation stage**

Dissertation

Dissertation Defense

## Admission Criteria

SMC University welcomes qualified applicants with no discrimination towards their gender, age, cultural, ethnic, religious and racial backgrounds. Distance learning candidates are admitted on a continuous basis, admission procedures are free of charge.

Admission at Swiss Management Center sets minimum criteria which have been designed to identify applicants who have sound academic potential and who show creativity, critical thinking, social and moral values, evidence of English language proficiency and strong motivation.

Successful applicants must fulfill the following criteria:

- Master degree from an internationally recognized academic institution.
- Min. 4 years of work experience in executive or senior management positions
- Proficiency in English

## Tuition Plan

Tuition is calculated for the entire program and includes e-books and all learning materials and exam fees. Courses will be activated after receipt of the tuition. Students are responsible for obtaining additional reading materials (not compulsory), their travel and related expenses for the Dissertation Defense. For full payment details please refer to the SMC University website or contact the administration.

## Dissertation

An original, academic written product of the systematic study of a significant problem that follows a coherent methodology, independent research and comprehensive thinking. An appropriate organization and documentation is part of it. A supervisor (typically a SMC faculty member) accompanies and discusses the student's work, closely checks the progress and takes on academic responsibility.

## Dissertation Defense

Upon completion of the regular course work and dissertation, students are required to pursue the obligatory Dissertation Defense. This oral performance review is structured as a hearing vis-à-vis the Academic Defense Committee of SMC at one of our Learning Centers. The Defense has the purpose to challenge aspects of the candidate's research work, allowing the students to proof their integrity by defending the underlying argumentation.

## Contact

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