



DOCTORATE IN BUSINESS ADMINISTRATION (DBA)

INTERNAL INFORMATION SESSION MARCH 2018

What?

Why?

For whom?

Our DBA?

Recruitment?

Next steps?



KU LEUVEN



WHAT IS A DBA?

WHAT'S IN A NAME?

Executive Doctorate
in Business
Administration
(EDBA)

Doctorate in
Business
Administration
(DBA)

Executive PhD

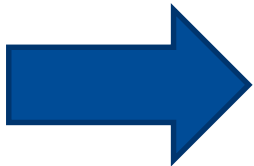
Executive Doctorate
in Business (EDB)

Doctor of
Management (DM)

Doctor of
Professional Studies
(DPS)

Professional
Doctorate in
Business
Administration

Doctor of
Organizational
Change



**They all refer to executive doctoral degrees
designed for working professionals**

DEFINITION (FROM AMBA ACCREDITATION)

- The DBA is a **doctoral-level, research-based qualification**, designed to make a contribution to the enhancement of transdisciplinary professional practice in management disciplines, in addition to a contribution to knowledge via the development and application of theoretical frameworks, methods, and techniques.
- A DBA places emphasis on the **novel application of theory**, as well as the **potential creation or testing of theory** within the context of practice.

DIFFERENCE WITH OTHER (VLERICK) PROGRAMMES

| | DBA | PHD | MBA |
|---------------------|--|---|---|
| DEGREE | Doctoral degree | Doctoral degree | General management degree |
| FOCUS | Research skills and personal growth Action into knowledge | Research skills and personal growth Advanced academic management studies | Management and professional skills Knowledge into action |
| TYPE | Part-time and blended | Full-time | Full-time MBA Executive MBA Online MBA |
| TARGET GROUP | Senior professionals with managerial experience | Young graduates | Junior to senior professionals with managerial experience |
| AIM | To develop "practitioner researchers" | To develop "academic researchers" | To develop successful managers |

TYPICAL CHARACTERISTICS OF DBA PROGRAMMES

Part-time

4 to 6 years

Blended

Coursework
phase +
Research phase

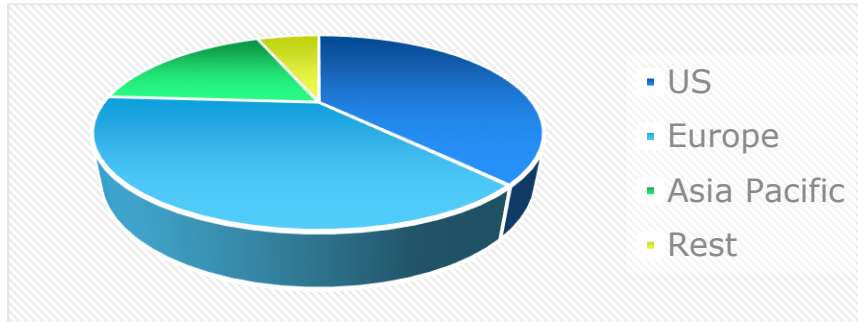
Small groups

Mainly self-study
+ Individual and
guided thesis
work

Focus on
research skills
and personal
growth

Rigor and
relevance

- 237 DBA programmes worldwide



- No internationally accepted DBA rankings
- Only 9 accredited DBA programmes thus far (AMBA)
- Fairly recent phenomenon
- Rapidly changing market

MAIN COMPETITORS

| COUNTRY | SCHOOL | FT BS 2016 | PRICE (4 y) | DURATION |
|-----------------|------------------------------------|---------------|----------------|-----------|
| Spain | IE Business School | 4 | 60.000 | 4 years |
| Italy | SDA Bocconi | 6 | 60.000 | 3 years |
| The Netherlands | Rotterdam School of Management | 10 | 38.000 | 4-5 years |
| France | Grenoble Ecole de Management | 17 | 56.000 | 4 years |
| The Netherlands | Tias School for Business & Society | 23 | 30.000 | 4 years |
| UK | Cranfield School of Management | 30 | 65.520 | 4-6 years |
| UK | Manchester Business School | 39 | 68.445 | 5 years |
| Belgium | Antwerp Management School | 44 | 60.000 | 4 years |
| The Netherlands | Maastricht School of Management | | 36.600 | 4 years |

FYI: AMBA ACCREDITED DBA PROGRAMMES (9)

- Aston Business School, Aston University (UK)
- CENTRUM Business School, Pontificia Universidad Catolica Del Peru (Peru)
- Cranfield School of Management, Cranfield University (UK)
- Gordon Institute of Business Science (South Africa)
- Grenoble Ecole de Management (France)
- GSCM - Graduate School of Corporate Management (Russia)
- Henley Business School, University of Reading (UK)
- Kingston Business School, Kingston University (UK)
- Maastricht School of Management (The Netherlands)



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WHY?

WHY DO WE LAUNCH THIS PROGRAMME?

Growing market

Action into
knowledge

PhDs

Publications

Relationship with
parent universities

Rankings



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FOR WHOM?

TARGET PROFILES

- Senior executives with at least 10 year's experience with some at managerial level
- Masters degree or equivalent
- Who are strongly motivated to embark on a 4 year part-time doctoral journey
- Who want to combine their business expertise with academic research

WHY DOING A DBA?

Personal
choice

Intellectual stimulation

Switch to academic career

Further develop your professional
career

Other

OUR DBA?



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PROGRAMME SET-UP

QUICK FACTS



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Joint programme Vlerick Business School, Ghent University and KU Leuven

Hosted and organised by Vlerick Business School and embedded in and aligned with doctoral regulations of Ghent University and KU Leuven

Joint PhD degree granted by Faculty of Economics and Business Administration, Ghent University and Faculty of Economics and Business, KU Leuven

ENG: Doctor of Business Administration

NL: Doctor in het Management

DOCTORATE IN BUSINESS ADMINISTRATION

LEARNING STAGE

RESEARCH STAGE

BUILDING UP RESEARCH CAPABILITY

Introduction to academic research

Quantitative Research I & II

Qualitative Research

Studying organisations & individuals

Individual and guided thesis work

ENGAGEMENT IN THE ACADEMIC COMMUNITY

DBA conference presentation

Conference presentation

DOCTORAL ASSIGNMENTS

Literature review

Pilot study

Field specific written exam

Research proposal & Impact plan

Doctoral seminar I

Doctoral seminar II

PhD pre-defence

PhD defence

PERSONAL GROWTH PACKAGE

Teaching track, research track and business track electives

SET UP YOUR OWN SCHEDULE



Jan > Feb > Mar > Apr > May > Jun > Jul > Aug > Sept > Oct > Nov > Dec

2018

Intro AR (pink), Doct Sem I (green), Quant I (blue)

2019

Quant II (teal)

Intro AR (pink), Qual (blue), DBA conf (green)

Doct Sem I (green)

Mgt Theory (green)

Intro AR (pink)

Doct Sem I (green)

Quant I (blue)

2020

Quant II (teal)

Intro AR (pink), Qual (blue), DBA conf (green)

Doct Sem I (green)

Mgt Theory (green)

Intro AR (pink)

Doct Sem I (green)

Quant I (blue)

2021

Quant II (teal)

Intro AR (pink), Qual (blue), DBA conf (green)

Doct Sem I (green)

Mgt Theory (green)

Intro AR (pink)

Doct Sem I (green)

Quant I (blue)

2022

Quant II (teal)

Intro AR (pink), Qual (blue), DBA conf (green)

Doct Sem I (green)

Mgt Theory (green)

Intro AR (pink)

Doct Sem I (green)

Quant I (blue)

DATES

ACADEMIC YEAR 2018-2019 & 2019-2020



| | | |
|--------------------------|------------------|--------------------------|
| Introduction Module | | 15 to 18 October 2018 |
| Doctoral seminar 1 | 26 November 2018 | |
| Quantitative Research I | | 10 to 14 December 2018 |
| Quantitative Research II | | 11 to 14 February 2019 |
| Introduction Module | | 1 to 4 April 2019 |
| Qualitative Research | | 1 to 4 April 2019 |
| DBA conference | | 5 April 2019 |
| Doctoral seminar 1 | 15 May 2019 | |
| Management Theory | | 3 to 7 June 2019 |
| Introduction Module | | 21 to 24 October 2019 |
| Doctoral seminar 1 | 20 November 2019 | |
| Quantitative Research I | | 9 to 13 December 2019 |
| Quantitative Research II | | 10 to 13 February 2020 |
| Introduction Module | | 30 March to 2 April 2020 |
| Qualitative Research | | 30 March to 2 April 2020 |
| DBA conference | | 3 April 2020 |
| Doctoral seminar 1 | May 2020 | |
| Management Theory | | 8 to 12 June 2020 |

Introduction to academic research

- Course holders: Brecht Cardoen & Eva Cools
- Other teachers: Katleen De Stobbeleir, Veroniek Collewaert, Carine Peeters

Quantitative research I and II

- Course holder: Barbara Briers
- Other teachers: David Veredas, Philippe Baecke

Qualitative research

- Course holder: Katrien Verleye
- Other teachers:

Management theory

- Course holder: Yuliya Shymko
- Other teachers: Carine Peeters

DBA “help, I’m stuck coaching pool”

- Pool members: Brecht Cardoen, Katleen De Stobbeleir, Veroniek Collewaert, Carine Peeters, Barbara Briers, David Veredas, Philippe Baecke

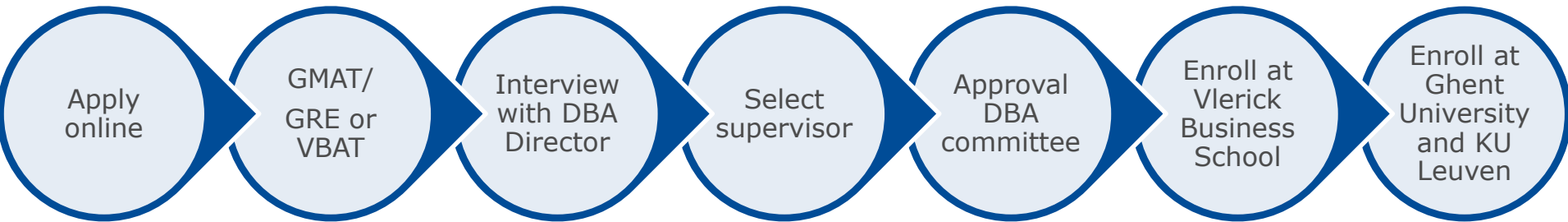
DBA GRADUATION REQUIREMENTS

- Pass five specialised courses (research methodology and transferable skills)
- Pass four assignments:
 - Written exam
 - Pilot study
 - Literature review
 - Research proposal and impact plan
- Pass two doctoral seminars
- Present at two conferences
- Attend two electives (teaching skills sessions, business events, academic conferences)
- Complete your annual progress reports

Conform doctoral regulations Ghent University and KU Leuven

DBA ADMISSION PROCESS

Via
apply.vlerick.com



(Including motivational essay and initial research idea)

DBA FEES



60.000 EURO, VAT exempt:

- Year 1 and 2: 20,000 EURO per year
- Year 3 and 4: 10,000 EURO per year
- Extra year: 6,500 EURO
- Annual instalments possible (natural person)



- Four-year tuition fee for Vlerick, Ghent University and KU Leuven
- Course materials and use of online platform
- 8000 EURO voucher for personal learning and research journey
- Use of campus facilities and catering during on campus course weeks and activities
- Online Financial Times subscription (during the programme)
- Membership of the Vlerick alumni network (during the programme)



- Travel
- Accommodation

CORE DBA TEAM



Prof. Dr. Brecht Cardoen
DBA Academic Director



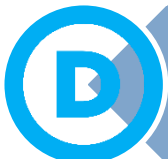
Dr. Eva Cools
DBA Manager



Bieke Dewulf
DBA Customer Relations



Thomas Maes
DBA Programme Assistant



DBA Doctoral Committee

Brecht Cardoen (chair) – Eva Cools – Marleen Willekens – Kristien Smedts – Maggie Geuens – Sophie Manigart – Barbara Briers



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RECRUITMENT ?

DOCTORAL PROGRAMMES

In-depth, scientific research is a fundamental part of what we do here at Vlerick - and our doctoral programmes are essential to furthering academic research. We give people the opportunity to pursue advanced PhD research with the support of our renowned faculty.

Below you can find out more about our part-time and full-time PhD programmes.

DOCTORATE IN BUSINESS ADMINISTRATION (DBA)



This part-time, flexible PhD programme is for senior executives who are ready to rigorously explore and develop their specialist area of interest (Doctorate in Business Administration >)

PHD PROGRAMME



This full-time, post-graduate PhD programme is for students who wish to dive deep into advanced academic management studies (PhD Programme >)

QUESTIONS? WE'RE HAPPY TO HELP



Website



Flyer



Autosignature



Social media



Personal contacts



Marketing by
Ghent and Leuven

DBA INFORMATION SESSIONS SPRING 2018

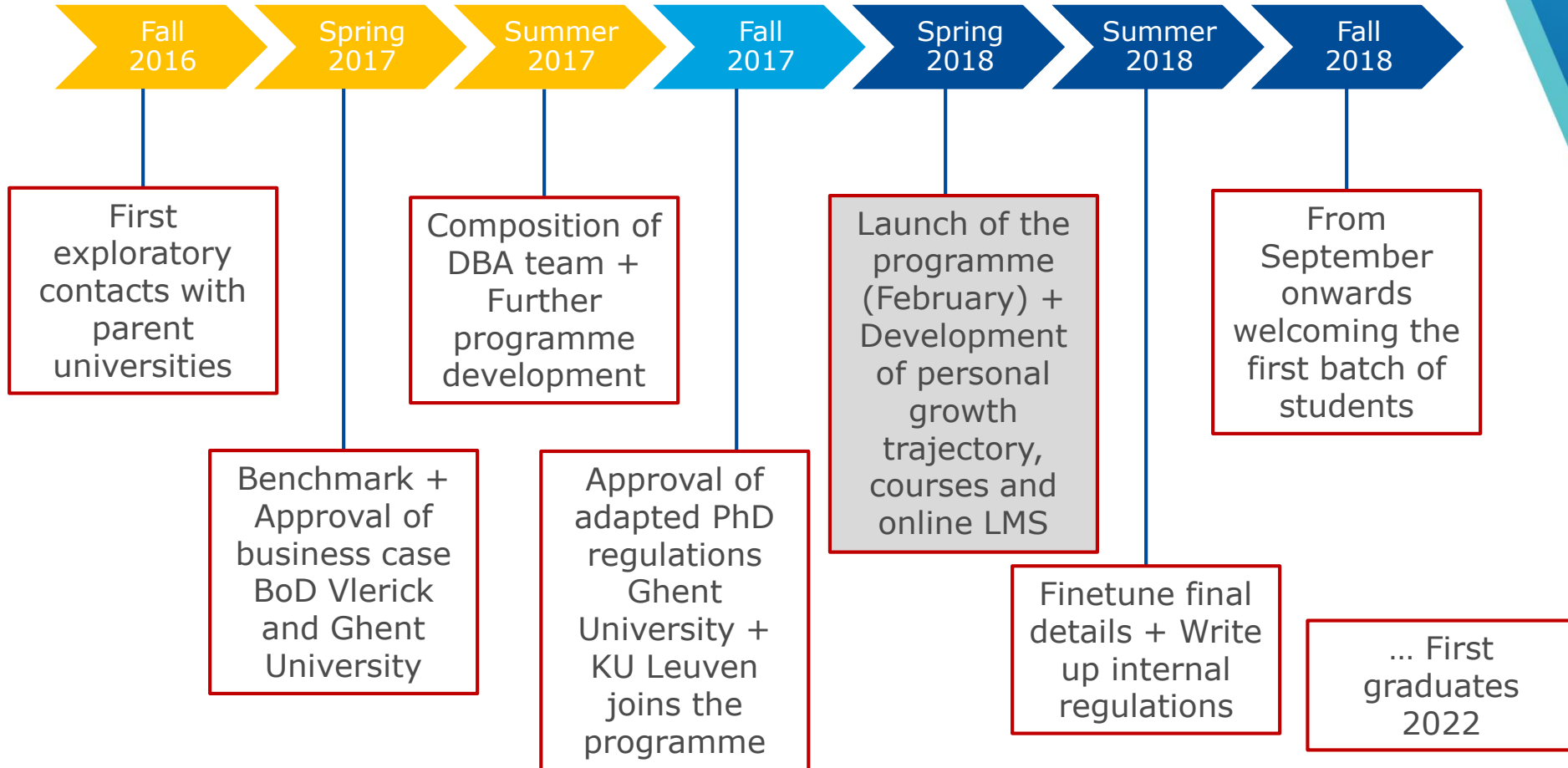
| Date | Location | Type |
|----------------------|-----------------|------------------------|
| 29 January 2018 | Brussels | DBA info session |
| 19 February 2018 | | Webinar |
| <i>3 March 2018</i> | <i>Ghent</i> | <i>Experience days</i> |
| 7 March 2018 | Leuven | DBA info session |
| <i>15 March 2018</i> | <i>Brussels</i> | <i>Experience days</i> |
| 9 April 2018 | Ghent | DBA info session |
| 7 May 2018 | | Webinar |
| 28 May 2018 | Brussels | DBA info session |
| 19 June 2018 | | Webinar |

WHAT'S NEXT?



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STEPS (TO BE) TAKEN



HOW CAN YOU HELP? RECRUITMENT

Spread the
word

Refer
interested
persons to us

Like and share
the social
media posts

Use the
autosignature

HOW CAN YOU HELP? PROGRAMME

Teacher/Coach

Supervisor

Research
community
builder



THANK YOU!

THE DBA TEAM

**www.vlerick.com/dba
dba@vlerick.com**