



**Swiss School of Business and Management Geneva  
(SSBM Geneva)**

## **SSBM Geneva Program Outline**

### **Doctor of Business Administration (DBA) Programs**

**Method:** Online or Campus

**Duration of Program:** 24 months/4 semesters

**Total number of ECTS:** min. 120

Avenue des Morgines 12, 1213 Genève  
Switzerland

[www.ssbm.ch](http://www.ssbm.ch)

SSBM Geneva delivers DBA Dissertation, DBA Executive and DBA Global programs.

### **1. Enrollment criteria**

Admission to MBA studies is granted to people who fulfil the following requirements:

- Hold MBA (or equivalent qualification) from a recognized higher education institution;

or

- Hold Master's degree in management (or associated discipline);

or

- Hold a Master's degree in a field other than management (or related discipline) but with a minimum of 5 years professional work experience.

- English requirements:

- TOEFL, IELTS or Cambridge
- Intensive English Program certificate
- Previous education in English speaking or Bilingual school with an official certificate
- Test/Interview with SSBM member staff (75 EUR cost which will be deducted from tuition fees upon enrolment).
- If a candidate is not from a majority English-speaking country, then an evidence of English language competency is required.

- For Executive DBA a minimum of five years postgraduate work experience prior to DBA study, some of this at a senior level

### **2. Credit Transfer and Recognition of Prior Learning**

Credit Transfer and Recognition of Prior Learning are described in the "Recognition of Prior Learning (RPL) Policy" of SSBM Geneva.

### **3. Graduation Requirements**

To successfully complete the DBA program, students must:

- Complete all program courses with a passing grade
- Complete and defend the final dissertation with a passing grade
- Have no outstanding financial obligations towards SSBM

### **Summa Cum Laude**

"Summa cum laude" is an honorary title to signify a DBA that was earned "with the highest distinction". It is awarded to students for exceptional DBA Dissertation which was awarded the highest grade of 100 with innovative and original contribution to the field of research.

#### **4. Teaching Method and Learning Materials**

DBA Dissertation program is delivered on campus or online through the SSBM Online Learning Portal used by Harvard and MIT and by remote online mentor supervision. DBA Executive and DBA Global programs are delivered entirely online.

All learning materials for this program are made accessible through the SSBM Online Learning Portal.

Access to SSBM Connect is provided to all SSBM students. SSBM Connect is an online platform to socialize / exchange / engage and communicate with current students, alumni, professors and industry partners.

Access to SSBM e-Library and ESBCO (largest provider of research databases, e-journals, magazine subscriptions, e-books and discovery service) is provided to all students. SSBM Librarian is available to all students to further advance their access to literature.

#### **5. Program Outcomes**

Master's core Learning Outcomes applicable to all Masters:

- DBA students will demonstrate fundamental knowledge of the functional areas of research
- DBA students will demonstrate effective research skills including formulation of research problem, building of an appropriate literature review, using and designing a research study, ability to conduct data analysis and summarize and present the results
- DBA students will understand the importance of ethical obligations and responsibilities
- DBA students will be able to apply different frameworks into business context
- DBA students will acquire academic mindset and be able to scientifically analyze, approach and implement solutions to business problems

## 6. Core Program Curriculum

Course ID	Course	Lecturer	ECTS
26649	Research Methodology I (RM01)	SSBM Supervisor	5
26650	Research Methodology II (RM02)	SSBM Supervisor	5
26654	Research Proposal (RP01)	SSBM Supervisor	20
26655	DBA Dissertation (DBAD01)	SSBM Supervisor	90
<b>TOTAL:</b>			<b>120</b>

## 7. Executive DBA Program Curriculum

In addition to the core curriculum, students on Executive DBA and Global DBA programs choose additional courses from the list of mandatory courses. Students have to attend all lectures from each course but have the opportunity to choose whether to complete final course assignments or not. If assignments are completed and graded, student will be awarded with additional ECTS points from these courses.

Executive DBA students choose 4 additional courses and Global DBA students choose 2 additional courses.

Course ID	Course	Lecturer	ECTS
	Sustainability	Marc Buckley	6
	AI for Managers	Aco Momcilovic	2
	Strategic Corporate Culture	Minja Bolesnikov	7
	Digital Business Acceleration	Damir Gavran	5
	Corporate Security and Business Intelligence	Luka Lesko	8
	Innovation and Change Management	Velimir Srica	7
	Financial Management	Dario Silic	8
	Business English	Ana Gudelj	5
	Business IT	Minja Bolesnikov	6
	Data Visualisation and Storytelling with Data	Andrea Back	5

# **Course Descriptors**

# RESEARCH METHODOLOGY I

## Course Description

The focus of this DBA level course is on social science research, in particular, research methods. We address different methodological perspectives including experimental type research as well as research in the applied context. Students will get a full understanding of basic statistical concepts and qualitative/quantitative analysis techniques. At the end of course, students would have developed the capacity to frame research questions, derive appropriate experimental research designs, and analyze the data collected from these designs. They would also acquire proficiency in the use of software for analyzing experimental data

## Course objectives

The course is designed to acquaint researchers with the principles of experimental design, basic research designs used in social science research including qualitative and quantitative research design methods.

## Course Learning Outcomes

After this course, students will be able to:

- Develop the capacity to frame research questions and identify suitable experimental research designs.
- Demonstrate an understanding of basic statistical concepts and qualitative/quantitative analysis techniques.
- Analyze different methodological perspectives, including experimental and applied research contexts.
- Acquire proficiency in the use of software for analyzing experimental data.
- Understand and comply with ethical considerations in research, including academic integrity and avoiding plagiarism.
- Prepare a research concept paper following academic standards and guidelines provided by the course

## Grading system

We strongly advise the students to finish all the course, lecture after lecture as stated in syllabus, as there is a logical classification of topics as each new topic is based on the previous one.

Grade elements:

- Research

Your task is the following one:

- You have to submit to your mentor 4-5 pages document (including citations and the first page) where you will write about the topic you would like to study. You have to strictly follow the CONCEPT PAPER template that you can find on the DBA platform !
- You should structure your short research talk in the following way:
  - 1) Introduction
  - 2) Literature review
  - 3) Discussion

#### 4) Conclusion

- For the Introduction part you should briefly introduce the topic of your study (e.g., why your topic is important? why you would like to study it? why is it novel? what is so new with your topic? what you will bring to the management/business world by studying that particular topic? etc...)
- For the Literature review: at this stage you can use Google Scholar as the main database and you should query it with some keywords related to your topic (e.g., if your topic is "Business challenges related to Bitcoin introduction")
- Then you should enter some keywords in google scholar such as "business challenge bitcoin" or "organization challenge bitcoin". etc. Once done, you need to briefly review what for example top 20 papers said about that topic (you need at least to read the abstract of those papers).
- Finally, once you analyze the first 20 or 30 papers, you should do the critical review of that literature and say what will be your work contribution and how you will fill the gap with your work. You do not need to go too much in details but just to indicate and cite past papers in this literature review section.
- For example: According to Pelletier (2017), business challenge related to bitcoin is largely underestimated and further research is needed to deep dive in this topic. Indeed, Mancure et al. (2013) argue that bitcoin is still in the nascent stages and....
- Citation style: Harvard style
- For the discussion part: you need to briefly discuss what you have found and how the findings from other studies will related to your research.
- Finally, in the conclusion, you should briefly say what your paper on this literature review dealt with and what you have found.

6 = very good

5 = good

4 = sufficient

3 = insufficient (fail)

2 = weak (fail)

1 = very weak (fail)

A grade of 4.0 is equivalent to 60% of the minimum possible performance:

<b>Percent Grade</b>	<b>6.0 Scale</b>
95-100	6.0
90-94	5.5
85-89	5.0
80-84	4.5
60-79	4.0
50-59	3.5
40-49	3.0
30-39	2.5

Additional conversion table for 4.0 and letter grade scales (for international students):

Letter Grade	Percent Grade	4.0 Scale
A	90-100	4.0
B	80-89	3.0
C	70-79	2.0
D	60-69	1.0
F	< 60	0.0

The exam is passed if the total number of points equals to or is above 60.

### Regular exam deadlines

If the student fails the 1st exam deadlines, he/she can attend regular examinations.

- Students who do not pass the exam in the 1st deadline take the next regular exam.
- Number of times the student can take the exam is 3+1, where the last one is considered as a commission exam. If the student fails, the commission exam he/she has to enroll in the course one more time.
- Commissions exam is held through the commission.
- Commission exam cannot be cancelled.
- Grade achieved on the exam is considered to be the final grade of the student.

If the student decides to refuse the grade achieved on the exam, he/she is obligated to communicate his/her decision to the head of the course and take another exam.

### Overview of student workload

Learning activities	Number of Hours	ECTS Allocation
Researching subject and reading literature	110	4.4
Supervision meetings	2	0.1
Writing Concept Paper	12.5	0.5

### Course materials and textbooks

Saunders, Lewis and Thornhill, *Research Methods for Business Students*, 5<sup>th</sup> Edition, © Mark Saunders, Philip Lewis and Adrian Thornhill 2009

#### RECOMMENDED REFERENCES:

Keppel, G., & Wickens, T. D. (2004) *Design and analysis: A researcher's handbook* (4th ed.). Pearson, Prentice Hall.

Kirk, R. E. (1995). *Experimental design: Procedures for the behavioral sciences*. Brooks/Cole Publishing Company.



Shadish, W. R., Cook, T. D., & Campbell, D. T. (2001). Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin Company.

Tabachnick, B. G., & Fidell, L. S. (2007). Experimental designs using ANOVA. Duxbury.

Alan Agresti (2007) An Introduction to Categorical Data Analysis (Wiley Series in Probability and Statistics), Publisher: Wiley-Interscience; 2 edition

On SPSS: George, D. & Mallery, P. (2005). SPSS for windows step-by-step: A simple guide and reference, update (6th Ed.). Allyn & Bacon.

SSBM web platform

Presentations, seminars and additional materials for class participation

Web

Different web sites will be mentioned during the lectures. The students are fully advised to consult such web pages in advance of lectures so that they can be prepared to better understand different chapters.

## **RESEARCH METHODOLOGY II**

### **Course Description**

The focus of this DBA level course Research Methodology II is on providing high level overview of the research process that includes data collection, literature review, ethical guidelines, research proposal, research design and several other research related tips.

### **Course objectives**

The course is designed to acquaint researchers with the principles of the research process that includes literature review, research design and research methodology.

### **Course Learning Outcomes**

- Develop proficiency in conducting literature reviews, including identifying relevant sources, critically evaluating existing research, and synthesizing findings.
- Gain an understanding of ethical guidelines and considerations in research, including issues related to data collection, participant consent, and research integrity.
- Acquire skills in formulating research proposals, including defining research questions, selecting appropriate methodologies, and outlining research objectives.
- Demonstrate competence in research design, encompassing the selection of appropriate methods, procedures, and analytical techniques for investigating research questions.
- Enhance knowledge of different research methodologies, including qualitative, quantitative, and mixed-method approaches, and their applications in various research contexts.

- Develop the ability to apply research methods learned in the course to address practical research challenges and contribute to the advancement of knowledge in the field.
- Practice academic writing skills, including adhering to citation conventions, structuring literature reviews, and presenting research findings effectively.
- Foster critical thinking and analytical skills necessary for evaluating research literature, identifying research gaps, and formulating research questions.
- Understand the importance of academic integrity and ethical conduct in research, including avoiding plagiarism and adhering to ethical guidelines throughout the research process.
- Prepare a comprehensive literature review following academic standards and guidelines provided by the course.

### **Grading system**

We strongly advise the students to finish all the course, lecture after lecture as stated in syllabus, as there is a logical classification of topics as each new topic is based on the previous one.

Grade elements:

- Literature Review: 100% (100 points)

Your task is the following one:

- You have to submit to your mentor a literature review (including citations and the first page) where you will review the topic you would like to study
- You should structure your literature review as per instructions provided on the learning portal.

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