



Doctor of Business Administration

Charles Sturt University
Australia



Management Center Bern



Information



- **1. About CSU**

- **2. About the DBA program**

- **3. UASB and CSU partnership**



Charles Sturt University



○ Background:

- 40,000 students enrolled
- Largest distance learning provider in Australia
- Australian University of the Year - 1997
- Over 2,000 Internet supported subjects
- Students all over the world





Faculty of Commerce



- **The Faculty has 7 Schools on 3 Campuses**
 - Asia Pacific Graduate School of Management
 - International School of Business
 - School of Accounting
 - School of Business
 - School of Financial Studies
 - School of Management and Financial Studies
 - School of Marketing and Management



Registration – Accreditation



- **University Registration**

- Charles Sturt University is registered, and may lawfully operate as a University in Australia and deliver courses of study inside and outside Australia, in accordance with section 16-15 of the Higher Education Support Act 2003 of the Commonwealth of Australia.
- The Bachelor of Business and the Master of Accountancy have been reaccredited by the Institute of Chartered Accountants of Australia.

- **Accreditation:**

- AMBA Association of MBAs



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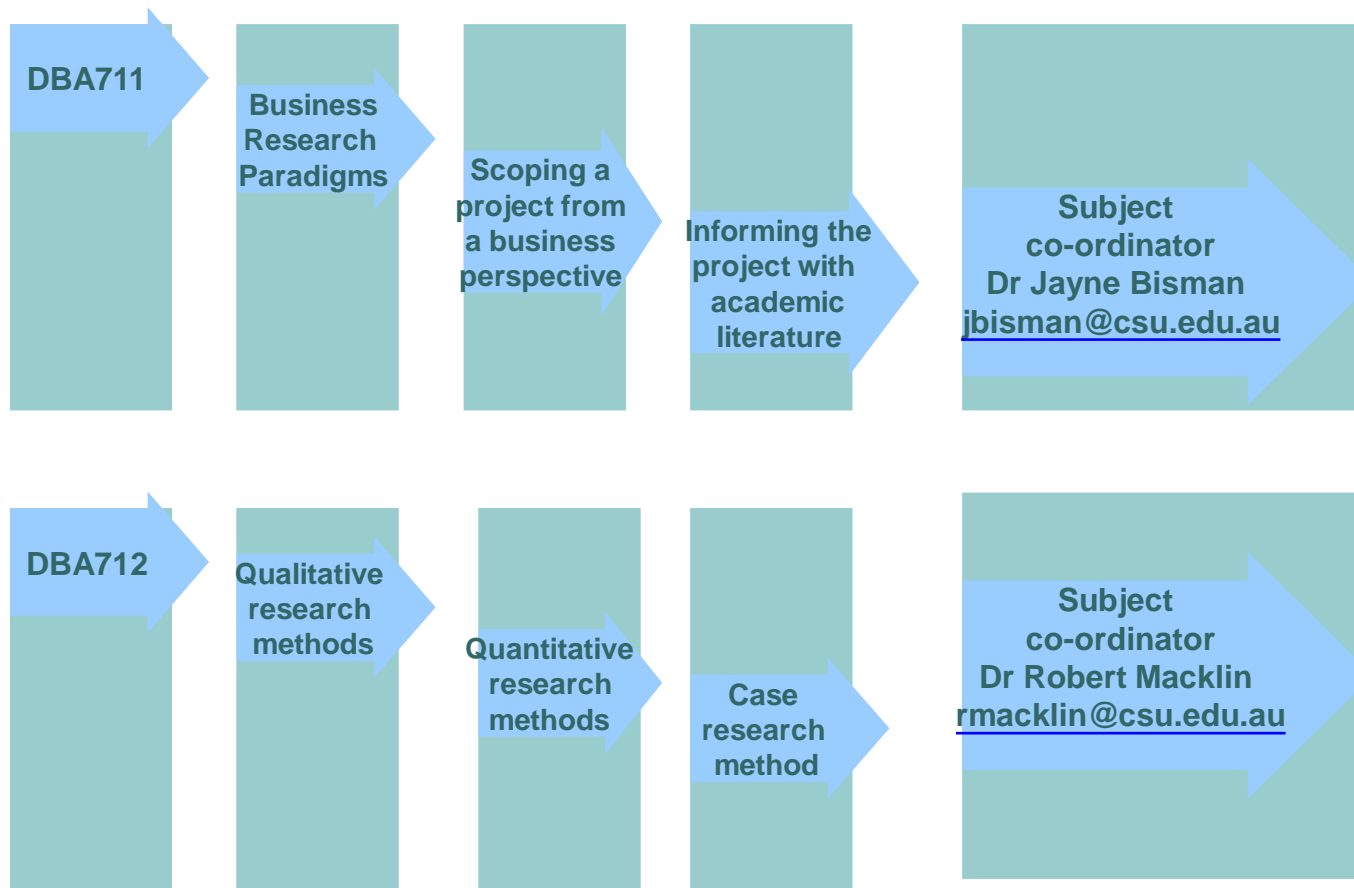
DBA Admissions Requirements



- A minimum of five years business experience at middle to senior management level.
- A CREDIT average in an MBA or equivalent qualification
- Students for whom English is not a first language will need to demonstrate a minimum
 - a TOEFL test result with a minimum overall score of 577 (Computerised 233) with a score of at least 5.0 in the Test for Written English.
 - an Academic IELTS test with a minimum overall score of 6.5 and with no score below 6.0 in each of the individual skill areas;
 - or other comparable evidence of English language ability, which is acceptable to the University.

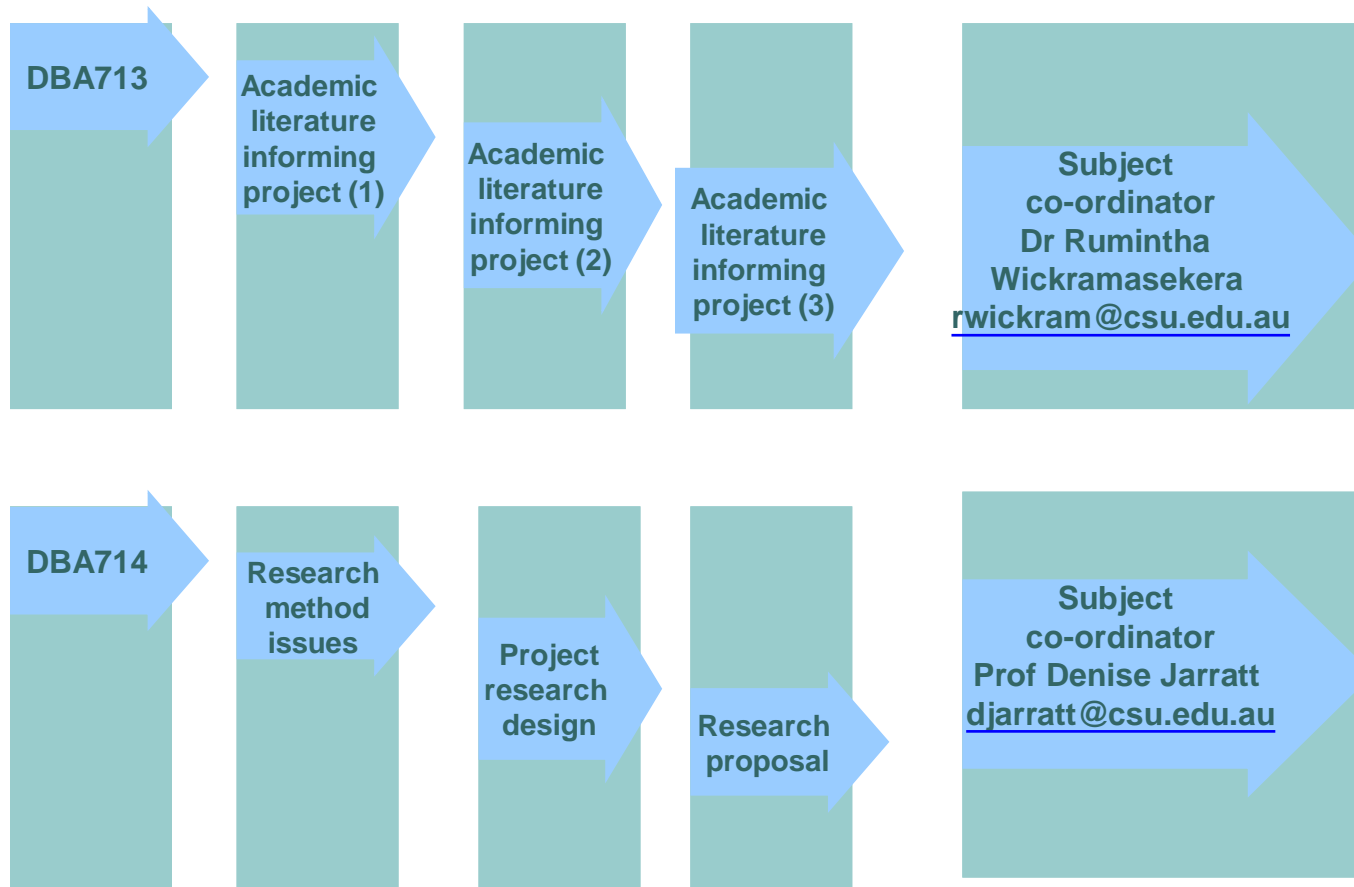


DBA – subject profiles





DBA – subject profiles



DBA Pricing Structure through UASB



From 2011

International student subject fees (16 credits):

DBA711 to DBA714: each AUD 3900.- = CHF 3900.-

Dissertation: fee per semester enrolled: AUD 3900.- = CHF 3900.-
(minimum time for dissertation: eight semesters)

UASB administration/ local supervision:

Total fee per thesis CHF 4'500.-

Total fees when completed within 6 years part-time study:

\$AUS 46'800.- + CHF 4'500.- = 51'300.- CHF



Distinctive Features of the DBA



1. Length of Candidature
2. Milestones
3. Contribution of the thesis
4. Sources of evidence
5. Thesis content and length
6. Examination



1. Length of Candidature



- **Coursework:** **two years part time**
- **Thesis :** **four years part time**

(minimum time for completion)



2. Milestones



- **Built into the DBA coursework**

- **On completion of DBA714 each student will have:**
 - **Prepared a 20 page research proposal**
 - **Presented the research proposal in an academic forum**
 - **Gained ethics approval to conduct the research**
 - **Gained approval from the Board of Graduate Studies to undertake the proposed research through submission of an HD3 form and a 4 page summary of the proposal**



3. Comparison – PhD vs DBA



PhD

- new or improved evidence to disprove or support a concept
- new or improved methodology
- new or improved analysis
- new or improved concepts or theories

DBA

- contribution to professional practice or policy



An example of an appropriate DBA research problem:



How and why should relationships in marketing channels be managed?

The 'Thesis of this thesis' is:

Essentially, I argue that different relationship management strategies will generate different forms of value, and that value anticipated from the relationship will change as the client organisation 'experiences' the relationship.



4. Sources of Evidence



- **Relevant academic literature**

In addition.....

- Justification for the research from an industry/organisational perspective
 - what are the issues with the currently adopted approach
 - why is it not working
 - i.e. industry evidence
- DBA research will be contextually grounded
 - Industry information as a source of evidence
 - Organisational information as a source of evidence
 - Industry service providers as a source of evidence
 - Personal experience as a source of evidence
- Triangulating sources of evidence



5. Thesis content and length



- Contains the relevant academic literature
- Grounded in the broader theoretical framework literature
- Contains industry context literature
- Specifies clear contributions
- Shows evidence of research training - methodology (justified, described, referenced)
- Clarifies what was done by any co-researchers
- Is well-written (five chapter paper, *Style Manual*?)
- A DBA should be no longer than 60,000 words



6. Examination



- Three examiners, at least two of whom shall be external to the University.
- One may be an industry examiner



Possible Outcomes



- a) be awarded the degree without change; or
- b) be awarded the degree subject to minor corrections ; or
- c) be awarded the degree subject to major changes; or
- d) be awarded the degree subject to further assessment; or
- e) be permitted to resubmit the thesis in a revised form after
a further period of study; or
- f) not be awarded the degree



7. Dr. Title in Switzerland



- In Switzerland, in the absence of national legislation, it has become customary to use foreign academic titles which have been awarded by state-recognized universities in the course of a bona fide study programme in their original form, if possible with an additional reference to the degree-awarding institution.

- Konferenz der Rektoren der Schweizer Universitäten: www.crus.ch – Titelschutz
- Eidgenössisches Departement des Innern EDI, Staatssekretariat für Bildung und Forschung SBF, **Titelschutz**, Grundlagenpapier, 30. Januar 2006, Konrad Sahlfeld



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UASB and CSU partnership



- UASB and CSU are working closely together for the DBA program and signed an agreement in 2003
- Title will be given by CSU
- UASB gives local support with dedicated professors for supervision
- UASB delivers local IT infrastructure and library access



The University of Applied Sciences Berne UASB has a long term commitment for education quality and industry relevance

The University of Applied Sciences Berne, Switzerland, Europe (UASB) has

- Over 5000 students per year
- Languages supported: german, french, english
- 116 Mio US\$ operating budget (2001, government funds)
- 10 Mio US\$ per year income from industry sponsored projects
- 13 Institutes/ faculties
- 6 campuses

The Postgraduate Education is part of the Department TI and has

- 50 professors/ 200 associate professors/lecturers
- 5700 graduate students since 1963
- 3300 postgraduate students/ diploma since 1980
- 700 of them in Bus. Admin. at MBA Level
- We grant 130 Postgraduate diploma in Business Administration per year at MBA Level now
- Research projects industry sponsored volume of USD 3 Mio/ 70 projects per year





Contact for further information:

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