

Dual Program

Doctor of Business
Administration (DBA)
and
Master of Business
Administration (MBA)

Dual Doctor of Business Administration (DBA) and Master of Business Administration (MBA)

An overview

The European Business University of Luxembourg's Dual Doctor of Business Administration (DBA) and Master of Business Administration is an award of two professional degrees, the MBA and Doctoral degree. The Dual program is designed to enhance executive and professional practice through the application of theory and research into complex issues in business and management. By pursuing the combined program, candidates have a distinct advantage of completing a lower course load and the Dissertation as a substitute for the MBA final case studies and Capstone Project.

The online DBA/MBA allows working professionals the possibility of obtaining an MBA and a terminal degree while working full time regardless of geographic location. The infrastructure provides an interactive and intercultural global learning environment with distinct advantages. Earn your MBA/DBA completely online and take advantage of the opportunity to specialize in one of four concentrations: Management, International Management, Finance, or Entrepreneurship.

The programme will be of particular benefit to experienced senior executives, consultants, management educators and business school academics. It will enhance one's professional capability and credibility, develop networks, and provide a firm foundation for further career development or a major career move. Employers benefit from supporting candidates for the MBA/DBA by attracting, developing and retaining key talent and building knowledge for competitive advantage.

Scheduled completion time is 36 months (Full -Time) plus the Dissertation



STUDENTS COMPLETING THIS MBA/DOCTORATE PURSUE CAREERS IN:

- ✓ Management Analyst
- ✓ C-Level Executive
- ✓ Market Research Analyst
- ✓ Professor
- ✓ Economist
- ✓ Consultant
- ✓ Finance Manager
- ✓ Marketing Manager
- ✓ Operations Manager
- ✓ Financial Analyst

Dual DBA/MBA Program Learning Outcomes

The European Business University of Luxembourg's DBA/MBA Dual Program will enable you to:

- Develop a sound understanding of the relevant conceptual and theoretical underpinnings of your chosen area of research into business and management
- Have a detailed understanding of applicable techniques for research and advanced academic and management enquiry
- Create and interpret knowledge through original research. Enhance both your performance as a reflective practitioner and your professional practice
- Develop personal, consultancy and research competences to undertake rigorous research at an advanced level that contributes to theory and practice in business and management
- Demonstrate professionalism and leadership
- Apply knowledge and skills to solve multiple and varied business problems
- Demonstrate a global perspective
- Possess the skills to integrate business concepts from various disciplines
- Have an appreciation for ethical decision-making.

Program Structure Year 1

TERM I (OCTOBER - DECEMBER)	TERM II (JANUARY - MARCH)	TERM III (APRIL - JUNE)
<p>MBA100 MARKETING MANAGEMENT (4 ECTS)</p> <ul style="list-style-type: none"> - Marketing Analysis & Research - Internet Marketing and ICT - Customer Relations Management <p>MBA101 HUMAN. RESOURCE MANAGEMENT (4 ECTS)</p> <ul style="list-style-type: none"> - Recruitment & Selection - Performance and Management - Employee Relations and Labour laws <p>MBA102 FINANCIAL ACCOUNTING AND REPORTING. (4 ECTS)</p> <ul style="list-style-type: none"> - Recording of Financial Transactions - Bookkeeping, T-Accounting and Journal entries - Profits, Cash Flow, Assets and Liabilities <p>MBA103 CORPORATE POLICY AND ETHICS (4 ECTS)</p> <ul style="list-style-type: none"> - Business Problems and Issues - Corporate Strategy and Objectives CSR, CER, and Public stakeholders <p>MBA105 BUSINESS LAW SEMINAR (2 ECTS) - SEMINAR</p> <ul style="list-style-type: none"> - Elements of Contract law Disputes, Arbitration and Settlement 	<p>MBA200 INTERNATIONAL MARKETING (4 ECTS)</p> <ul style="list-style-type: none"> - Competitive Advantage - Global Advertising/Promotion - Brand and Product Decisions <p>MBA201 ENTREPRENEURSHIP (4 ECTS)</p> <ul style="list-style-type: none"> - Foundations of Entrepreneurship - Creativity & Risk - Human Capital Management <p>MBA202 ADVANCED MANAGERIAL ACCOUNTING. (4 ECTS)</p> <ul style="list-style-type: none"> - Job Order Costing - Activity Based Costing - Segment Reporting <p>MBA203 THE GLOBAL ECONOMY (4 ECTS)</p> <ul style="list-style-type: none"> - International Trade - Exchange Rates, Interest Rates - Balance of Trade <p>MBA204 GLOBAL STRATEGIC MANAGEMENT (4 ECTS)</p> <ul style="list-style-type: none"> - Forces of Globalisation - Personal Values and Ethics - Multiple Stakeholders <p>MBA205 COMMUNICATION SKILLS (1 ECTS) - SEMINAR</p> <ul style="list-style-type: none"> - Communication Theories - Effective Presentations - Developing Listening Skills 	<p>MBA300 OPERATIONS MANAGEMENT (4 ECTS)</p> <ul style="list-style-type: none"> - Supply Chain Management - Logistics Management - Product Design and Development <p>MBA302 CORPORATE FINANCE (4 ECTS)</p> <ul style="list-style-type: none"> - Capital Asset Pricing Model - Stock and Bond Valuations - Debt Management <p>MBA303 INFORMATION TECHNOLOGY AND STRATEGY (4 ECTS)</p> <ul style="list-style-type: none"> - Technology Management - Diffusion and Absorption - Innovation and Management <p>MBA304 Negotiation (1 ECTS) - SEMINAR</p> <ul style="list-style-type: none"> - Effective Negotiation - Appropriate Tactics - Confidence in Negotiation
<p>MANDATORY CAMPUS WEEK ONE</p>		

Program Structure Year 2

TERM I (OCTOBER - DECEMBER)	TERM II (JANUARY - MARCH)	TERM III (APRIL - JUNE)
<p>DBA101 Organizational Leadership: Doctoral Theory and Practice (10 ECTS)</p> <ul style="list-style-type: none"> - Organizational culture - Leadership styles - Leadership strategies - Ethical dilemmas <p>DBA102 Business Literature Review (10 ECTS)</p> <ul style="list-style-type: none"> - Business literature review - Research design - Library tools <p>DBA103 Research Methods I (10 ECTS)</p> <ul style="list-style-type: none"> - Research Philosophies Assumptions - Personal and Organizational Ethical Considerations - Research Criteria and Quality 	<p>DBA200 Qualitative and Quantitative Methodology (10 ECTS)</p> <ul style="list-style-type: none"> - Frameworks for inquiry - Correlation - Survey - Grounded theory <p>DBA201 Dissertation Design (10 ECTS)</p> <ul style="list-style-type: none"> - Dissertation research topic. - Research questions, - Written and oral reports <p>DBA202 Dissertation Research I (10 ECTS)</p> <ul style="list-style-type: none"> - Applied dissertation proposal project - Data collection and analysis <p>DBA203 Research Methods II (10 ECTS)</p> <ul style="list-style-type: none"> - Business Research Design methods/tools - Multivariate analysis - Nvivo & SPSS 	<p>DBA 300 Dissertation Research Proposal (10 ECTS)</p> <ul style="list-style-type: none"> - Empirical support - Analysis discussion - Presentation of proposal to faculty <p>DBA301 Dissertation Research II (10 ECTS)</p> <ul style="list-style-type: none"> - Applied dissertation research - Project planning <p>DBA302 Research Methods III (10 ECTS)</p> <ul style="list-style-type: none"> - Interdependence techniques - Structural equation modelling
<p>DISSERTATION (90 ECTS) Mandatory Defense on-Campus</p>		

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