

**EXECUTIVE DOCTORATE  
IN BUSINESS  
ADMINISTRATION**

iaelyon School  
of Management -  
Business Science Institute



**think  
large**



# ALL YOU HAVE TO KNOW ABOUT THE DEGREE

“ An innovative program aimed at managers who wish to create knowledge and publish it ”



**Michel  
KALIKA**  
Academic  
Director

## EXECUTIVE EDUCATION

### Executive Doctorate in Business Administration

The Executive DBA, organized by the Business Science Institute (BSI), is coordinated by **iaelyon** Executive Education Office. The University degree awarded by **iaelyon** School of Management is designed for managers, business leaders and consultants with a high-level professional experience, who wish to create knowledge and publish it. The Executive DBA differs from a traditional Ph.D. in its more pragmatic focus while maintaining a necessary conceptual requirement.

As an “executive program”, it highlights the mix between management theory and business practice. The Executive DBA is a significant source of value creation for businesses.

Throughout the three years of the program, the manager conducts Research on a topic which, in most cases, is directly related to his/her company. The company thus benefits from a genuine conceptual in-depth work developed by a manager who gets high-quality support from international faculty. Managers enrolled in the program can therefore generate innovative ideas, tools and analytical frameworks which they do not always have the opportunity to develop on their own in their working environment. It is a genuine dynamic Research similar to a consulting assignment with an added conceptual view.

## PROGRAM CONTENT

### THE HIGHLIGHTS OF THE PROGRAM

- + A fruitful cooperation between **iaelyon** School of Management and Business Science Institute
- + The creation of value for businesses
- + The diversity of the audience fosters a mix of participant experiences
- + A program fully compatible with a professional activity
- + The choice of a thesis supervisor from among one hundred internationally renowned faculty

#### 1ST YEAR

##### BASIC SEMINARS

- Module 1 - Conduct of the Executive DBA thesis: choice format, supervision of the thesis topic - Phrasing of the Research topic - Methodologies of data collection and processing
- Module 2 - Thematic paradigm 1: Research in Human Resources - Research in Marketing - Research in Information Systems...
- Module 3 - Thematic paradigm 2: Research in Strategy - Research in Control Accounting - Research in Finance...
- Module 4 - Thesis qualitative methodology
- Module 5 - Thesis quantitative methodology  
Definition of your research topic and identification of your Research supervisor.

#### 2ND YEAR

Three Executive DBA seminars and writing of the thesis

#### 3RD YEAR

- Writing of the thesis
- Preparation of the defense
- Defense of the Executive DBA thesis in front of a jury of international professors. The defense is a public event.



## Career Opportunities

The Executive DBA aims to provide the necessary skills for Research at the doctorate level and help participants in their career development in the fields of management and/or consulting and/or part-time teaching.

## Specificities

The program takes place over three years and includes five intensive three-day seminars in the first year. A monthly individualized remote supervision is provided by experienced faculty throughout the entire program.

Seminars are taught by professors from iaelyon and from the Scientific Committee of Business Science Institute (over a hundred members from renowned Universities and Business Schools).

The program is coordinated by iaelyon Executive Education Office and currently has sixty DBA students participating throughout the various cities where it is implemented (Paris, Luxemburg, Geneva, Tunis, Dakar, Casablanca...).

### RESOURCES FOR DBA STUDENTS

- An academic intranet
- Université Jean Moulin digital library from **iaelyon** School of Management: academic and professional journals, databases, e-studies and e-books
- A qualitative and quantitative data analysis software
- An anti-plagiarism software
- Books
- Online videos
- Support for documentary Research



### WHAT THEY THINK



**Frédéric FAVRE**

Director in HR Migros Valais, Suisse

The Executive DBA has the advantage of offering confirmed managers the opportunity to come to terms with the scientific world. Both worlds are often considered as poles apart : thanks to this program they complete each other in an optimal way. This program helped me structure my actions within the company thanks to scientific methods made accessible by high-quality professors. The size of classes during seminars and the remote supervision contribute to the academic high quality. It also provides an additional managerial legitimacy thanks to well-grounded tools and methods which are very much appreciated by business managers.



**Gabriel TREMBLAY**

Consultant, Montreal

The Executive DBA allows a strategic repositioning during the career of the DBA student. The student emerges more competent in Research, more experienced in his/her thesis specialty, and more structured in his/her approach to the thesis topic. The line of thought throughout the DBA enables the student to find answers to questions otherwise unanswered. The results of the DBA also have an important impact on the career development, opening new doors.



# Executive Doctorate in Business Administration

## PRACTICAL INFORMATION

- **Timetable:** the program takes place over 3 years. Five intensive three-day seminars are organized in the first year.
- **Program venue:** seminars are organized on several campuses (e.g: Paris, Geneva, Luxemburg, Casablanca, Tunis, Dakar)
- **The number of participants is restricted** however a minimum number of registered participants is necessary to open a program.

## PARTICIPANTS

The Executive DBA is designed for executives holding an MBA, MA or equivalent degree with at least 5 years of work experience, who wish to reflect on their past professional and personal experiences and enhance them through an individual thought process.

## APPLICATION INFORMATION

**Selection process:** it aims to verify that the project and experiences of the applicant fit the specificities of the program.

**Recruitment process:**

- Review of the application: each application is submitted for review and validation by the jury of the program made up of representatives of **iaelyon** School of Management and Business Science Institute and chaired by the Academic Director of the program
- An individual interview to explain the motivations and project

## + iaelyon School of Management, a major actor in Executive Education

**iaelyon School of Management offers four types of programs dedicated to practitioners covering all key business roles (management, finance, marketing and sales, human resources, purchases...):**

- Degrees: MA, MBA, Professional Bachelors, University Degrees and Executive DBA (Doctorate in Business Administration)
- A scheme for the “Validation of Professional Experience”
- Short programs
- Intra-company and tailored programs

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