



# UBIS Doctorate Programs

2022-2023





**About UBIS**

# **A Dynamic Institution**

UBIS is a dynamic institution in the fields of Business, Information Technology, and International Relations. The UBIS DNA is composed of three main factors: Real World Experience, Individual Attention, and International Perspective.

UBIS keeps a close eye on the evolving needs of the marketplace and is constantly adapting its course content and methodologies to ensure that our graduates are equipped with the necessary knowledge and transferable skills to succeed in the rapidly evolving world of work.



# Quick Facts

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The infographic features a central globe with a keyboard background. The text 'Reasons to love UBIS' is centered over the globe. Surrounding this central text are eight circular callouts, each connected to the center by a dashed line. The callouts are arranged in a roughly circular pattern around the globe. The colors of the callouts are: dark green, teal, light green, olive green, tan, dark blue, medium blue, and dark blue.

## Reasons to love UBIS

Outstanding selection of Professors

Close links with the corporate world

Emphasis on practical experience

+2000 students/alumni from over 30 nationalities

Multicultural Environment

Geneva, Switzerland is a premier hub for business & international relations.

Network with the United Nations

Boutique-sized classes (max 20 per classroom)



# A World Leading School



## Rankings & Accreditations

- #11 & #7 on CEO Magazine Global MBA Rankings 2020/2021
- Tier One European Business School on CEO Magazine Rankings 2020/2021

UBIS has received specialized accreditation for its business programs through the international Accreditation Council for Business Education (IACBE) from the USA.



2020/2021



2020/2021



EFMD  
GLOBAL





# Words from the DBA Program Director

Dear Students,

UBIS is one of a handful of schools, accredited to high international academic standards. UBIS offers the possibility for students from all over the world to study abroad in Switzerland or anywhere in the world with our Global Campus, with specializations in international business and management, information technology, and international relations.

Located in Switzerland, one of the most advanced nations in the world, and a global leader in R & D, our wide range of courses are taught entirely in English; from undergraduate through post-graduate degrees and Executive Education programs. Geneva is internationally recognized as a key center for global business, being within walking distance of world policy-making centers for international economics, international business diplomacy, international lobbying, international financial hubs, etc.

In today's world having a degree just for the sake of having it no longer makes sense. UBIS sees education as an investment that must produce a return. We work to shape our degree (and non-degree) programs to predict the trends of the job market, with our electives and/or tracks tailored to these emerging realities.

Our specialized faculty is constituted of professors coming not only from the academic milieu but also from corporate structures and varied professions. Enrolling in the UBIS DBA is one of the best decisions you will ever make. In our program, you will develop outstanding quality research with strong business impact that will set you apart from the competition.

The DBA program at UBIS will give you the necessary tools to contribute to production and dissemination of applied science in the areas of management and business administration.

The DBA program is a full-fledged doctoral degree with a firm entrance requirement of professional experience. The UBIS DBA will definitely help you make a huge leap forward in your career.

Thank you for choosing the UBIS DBA.



**Dr. Antonina Santalova**  
BA(Hons), MA(Hons), MPhil-DPhil (Oxon)

# DBA

## Doctorate of Business Administration

The program will give you the necessary tools to contribute to the production and dissemination of applied science in the areas of management and business administration through rigorous and tailor-made coaching by our doctoral faculty.





# Four Pillars of the UBIS DBA Program

## Customizable Dissertation Topics and Personalized Advising

UBIS doctoral students are driven to create an impact in their community. A passion to lead as agents of positive change. We understand that these challenges are diverse, complex, and important. UBIS works with each doctoral candidate to refine, focus, and craft a unique dissertation. One that is academically and professionally sound while equally illustrating the unique focus and passion of the doctoral candidate.

## Hybrid Education – Online and Abroad

UBIS understands that a balanced educational approach is critical to doctoral student success. One that provides the flexibility of highly engaging online learning opportunities, with customizable pacing. Whether you're a career-focused professional seeking a path to enhance your professional brand or focused on immersing yourself in the academic experience to obtain industry-leading expertise in a field, UBIS has a path for you. For those seeking to expand their worldview with enhanced global knowledge and experience, UBIS offers doctoral candidates the opportunity to attend two immersive study abroad excursions each year.

## Publication-Focused Research

UBIS is focused on helping doctoral candidates build their personal and professional brands. We provide opportunities to expand your knowledge and your influence. Our DBA program includes Faculty Symposiums where doctoral students have the opportunity to present their research in progress and shared publication channels. DBA candidates may also participate in Colloquium Webinars with Keynote Speakers. Select DBA candidates and graduates may be asked to present as a Keynote speaker at a UBIS event.

## Make an Impact – Share Your Knowledge

Being an agent for positive change requires a doctoral graduate to understand the best way to communicate, educate, and engage others. UBIS offers doctoral students a seminar series on Pedagogy and Teaching Techniques. These seminars help candidates hone their professional speaking and traditional academic communication skills. Candidates with a desire to engage in a more formal faculty track with UBIS may be awarded the opportunity.



# Your Degree at a Glance

This is a 60 credit program in which 15 credits are based on relevant business topics, 25 credits are based on learning how to research, and 20 credits are based on executing your dissertation. Each module will contribute to the research for your Dissertation. Moreover, our very practical DBA is based on skills rather than merely research like other Doctorate programs. We will also help you perfect your public speaking abilities which we know is very important for any professional career.

During the program you will be guided by a professor with a deep understanding of the field you will be studying but at the end of the day the expert on the particular topic will be you. We have a state-of-the-art learning management system, and we have a faculty body that has become extremely fluent in interfacing and working with students in a remote fashion during the pandemic.



# Your Degree at a Glance

Our programs are offered via distance education.

## Program Description

The mission of the Doctorate of Business Administration (DBA) degree is to prepare scholars and professionals to meet the needs of the fast changing business world, develop critical thinking skills necessary to design and implement advanced business practices aimed at tackling the challenges of a complex and global economy, to further applied research with strong business impact, to devise new business practices and models.

## Program Objectives

Upon completion of the program, graduates will be able to identify problems related to U.S. and foreign businesses and to respond artfully to these challenges. In addition, graduates will be empowered with the knowledge and skills required to work as leaders in U.S. business organizations, nongovernmental organizations, and international entities.

## Program Outline

To receive a Doctorate of Business Administration, students must earn 60 US semester credit hours that are equal to 14 courses, and successful defense of a dissertation.

# Program Benefits

**Graduates of the Doctorate of Business Administration are able to:**



Demonstrate fluency within the chosen discipline



Demonstrate support of current and emerging business theory, practice, and influences that support business administration strategy and organizational missions in changing environments



Integrate appropriate principles and research methodologies frequently used in business research to solve current business administration problems



Formulate effective solutions to real-world problems in business administration that improve the effectiveness of organizations in support of organizational missions

# Course Details

	Course Name	ECTS Credits	US Credits
	Business Management & Research at the Doctoral Level	10	5
	Literature Review & Methods and legitimate resources	10	5
	Trends in Strategic Management	10	5
	Trends in Leadership	10	5
	Trends in Sustainability and Responsibility	10	5
	Case Study Research	10	5
	Advanced Qualitative Techniques	10	5
	Advanced Quantitative Techniques	10	5

	Course Name	ECTS Credits	US Credits
	Doctoral Candidacy Seminar & Professional Branding Experiences	4	2
	Doctoral Research I: Proposal Development	6	3
	Doctoral Research II: Introduction & Literature Review	6	3
	Doctoral Research III: Methodology	6	3
	Doctoral Research IV: Results and Findings	6	3
	Doctoral Research V: Discussion and Conclusion	6	3
	Dissertation Defense & Publication	6	3

# Student Experiences



"The main thing that stood out to me was the efficiency in how the classes were scheduled. I wanted to make the most of my time. I also enjoy the location, Geneva which would form as our central hub and at the same time being exposed to an international setting."

"What amazed me the most was the recruitment style of UBIS. They were transparent about the program, the dissertation and all the options that were available for me."



"I talked to 25 different universities from all over the world, and I must say, UBIS had two things that won me over. (A) a very strong academic program that was very impressive to me and that sparked my attention, and (B), the attention and the effort UBIS put to look after me from day one"

"It's been life changing for me, UBIS has been great from the beginning, from recruitment to the students and my classmates. It is very interactive,. This school wants to see you win, they want to make sure you win."





# Meet Our Faculty



## **Dr. Bernard Tamer**

Dr. Bernard Tamer is a multi-lingual, senior-level professional, with over 19 years experience in marketing research, brand marketing, digital media, advertising, branding and corporate communications. He holds a BBA and MBA from the University of Beirut and a DBA in Brand Marketing Transparency from Grenoble Ecole de Management. He's professional background working for multinational firms like Samsung Electronics and P&G as well in Marketing and Advertising firms like FutureBrand, AGA ADK and IMPACT BBDO.



## **Dr. Stuart Kewley**

Stuart Kewley is an academic-practitioner. A graduate of the University of Cambridge (MPhil and Ph.D.) Dr. Kewley's first academic role was a Director of Studies at the University of Oxford where he ran executive-education programs for C-suite learners from around the globe. After leaving Oxford Dr. Kewley took up the post of lecturer in international business and strategy at the University of Kent and then he became a Senior lecturer in international business and strategy at the University of the West of England. In 2006 Dr Kewley founded and became the CEO of the strategy consulting company The Eurasia Consortium. The Consortium's companies' core competencies lie in the area of strategic innovation, market access strategies and international business development.



## **Dr. Doug Gilbert**

Dr. Doug Gilbert is a highly experienced international entrepreneur, academic, and business professional. He holds a Doctor of Business Administration from the University of Phoenix, a Juris Doctorate from the University of Iowa, and an M.B.A. from the Université de Genève (IMD) in Switzerland. His current focus includes serving as the CEO of Lone Tree Academics LLC, an academic services provider serving higher education, and a recent startup of EduPartner Solutions, a Data Analytics as a Service (DAaaS) venture assisting higher education institutions with student success strategies. Doug's past experiences include serving in senior management roles at several academic institutions, delivering strategy and transformation consulting to biotech companies in a Big 4 consultancy—Capgemini, leading international transformation projects for Novartis—a Swiss multinational, and co-founding Colorado's newest city—the City of Castle Pines.



## **Dr. Antonina Santalova**

Dr. Antonina Santalova has over 20 years of experience in governmental and non-governmental agencies, along with a firm grounding in research and teaching. She has been teaching Social Policy course at Oxford University for over ten years, was an instructor for a number of courses at the American University in Central Asia (Kyrgyzstan) and led numerous seminars and workshops in institutions of China and Russia. She launched a start-up in education consultancy endorsed by the University of Oxford in 2015. Dr. Santalova holds a Ph.D. in Social Policy from the University of Oxford, UK, a MPhil in Comparative Social Policy from the same university, and a MA in Marketing from the National State University, Kyrgyzstan as well as BA in Linguistics from the same university.

# UBIS Facilities

## UBIS COMMUNITY & FORUM

- UBIS Ambassadors & Alumni
- UBIS Student Forums

We believe that exchange of information and ideas can only be positive and enriching. Please visit our forums whether you want to learn more from students currently studying at UBIS, or you need advice about your studies and subsequent career.

## ACTIVITIES

### Educational Events

Events such as conferences, debates and workshops: thanks to our network of highly experienced international experts and consultants, coming from the private and the public sectors, UBIS is a trusted partner of prominent corporations, and international organizations.

UBIS is also actively promoting leisure activities for students and faculty, such as the Welcome dinner, Christmas Party, Get togethers etc. as well as the organization of the Annual Graduation Ceremony.

# Learning Resources

## MOODLE 3.9



The world's most trusted and popular learning management system. With hundreds of millions of users worldwide, more organizations choose us to support their education and training needs than any other platform around the world. Moodle LMS is used by over 60% of all higher education in the world.

## CENGAGE



Digital platforms, courseware and content provide anytime, anywhere learning. Print options support teaching and learning preferences. Span of resources provide consistent and inclusive teaching and learning experiences. Learning standards address the complete student lifecycle and support student persistence and completion.

## LIBRARY RESOURCES



UN library, Eaux Vives Library, Jonction Library, Minoteries Library & Servette Library...

Students have access 24/7 to the Library and Resource Network with our Global Campus (LIRN). LIRN is a leading provider of research databases, e-journals, magazine subscriptions, eBooks and much more. LIRN library service and content provider works to strengthen libraries for successful learning — so students can thrive in their academic careers and beyond.



# Meet Our Alumni

## UBIS Online Community

“ We believe our growing multi-cultural student and alumni base share a common passion – the desire and determination to become excellent in their pursuit of their global career dreams. Hear them talk about how UBIS helped shape that goal for them.

As a UBIS graduate you are now part of the UBIS Alumni Online 7 Community which exists to keep you connected to each other and with UBIS. Search for other classmates and friends, make new connections or simply have access to the functions made available on the UBIS Alumni Community platform.

The UBIS Alumni Online Community is a place for UBIS Alumni to connect and socialize. Community is exclusive to UBIS alumni only.



# Network with Classmates & Alumni Serving The Global Market



[International Student Network](#)



# Campus Partners



Baku State University



Geneva School of Diplomacy



Western Caspian University



Myanmar Metropolitan College

Where learning comes alive.

Myanmar Metropolitan College



Kazguu University



Baku Higher Oil School



Maldives Business School



AMSMET



College de Paris



International Business Management Institute



IEG Campus



UNIVERSITY OF THE POTOMAC

University of The Potomac



AEDP



FOR COLLABORATION AND INNOVATION

AfriHub



IGEMA



Euro Management

"Gateway to a study in Europe"

Euromanagement





# Admissions Process

# Application Procedure

Submit the application form with the following documents:

## TRANSCRIPTS

Must hold a Masters degree, or equivalent, from an approved University and have significant professional experience.

## LETTER OF RECOMMENDATION

Letter from candidate's previous educational institution or employer

## LETTER OF INTENT

250-word letter indicating interest and intentions;



## PROOF OF IDENTIFICATION

Online: Scanned version either a passport or official government ID

On-ground: Scanned version of a passport



## ENGLISH PROFICIENCY

English proficiency test: IELTS (min score 5.5) or equivalent



## RESUME

Description of professional and academic experiences



# Fees

Flexible & customizable  
enrollment formats

100  
CHF

## Application fee

non-refundable  
one time fee

 Format  
**Online**



Tuition  
**\$38,250**



Flexible payment  
options & Partial  
merit scholarships  
available

Each module in the DBA program will contribute to  
your **Dissertation.**





You belong here.



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