



# CIML BUSINESS SCHOOL

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## Doctor of Business Administration (DBA) – Full Syllabus

### Core Doctoral Modules (Mandatory for All Candidates)

#### 1. Advanced Research Methods & Design

- Topics: Qualitative & quantitative research, mixed methods, doctoral-level research design.
- Learning Outcomes:
  - Design rigorous doctoral research studies.
  - Apply advanced methodologies to organizational problem-solving.
- Recommended Texts:
- *Research Methods for Business Students* by Saunders, Lewis & Thornhill

#### 2. Applied Business Analytics & Data Interpretation

- Topics: Big data, predictive analytics, decision modeling, AI in business.
- Learning Outcomes:
  - Use advanced analytics to support executive decision-making.
  - Interpret data for strategic and operational insights.
- Recommended Texts:
- *Business Analytics* by James R. Evans

#### 3. Global Strategic Management & Policy

- Topics: Global competitiveness, corporate strategy, policy frameworks.
- Learning Outcomes:
  - Formulate strategies for multinational corporations.
  - Evaluate policy impacts on global business operations.
- Recommended Texts:
- *Global Strategic Management* by Philippe Lasserre

#### 4. **Corporate Governance & Boardroom Leadership**

- Topics: Governance frameworks, board effectiveness, ethical leadership.
- Learning Outcomes:
  - Assess governance structures for accountability.
  - Lead at boardroom level with ethical responsibility.
- Recommended Texts:
- *Corporate Governance* by Kenneth A. Kim

#### 5. **Innovation, Technology & Change Management**

- Topics: Disruptive innovation, digital transformation, organizational change.
- Learning Outcomes:
  - Lead innovation initiatives in complex environments.
  - Manage organizational change effectively.
- Recommended Texts:
- *Managing Innovation* by Joe Tidd & John Bessant

#### 6. **Doctoral Dissertation Seminar**

- Topics: Proposal development, literature review, methodology refinement.
- Learning Outcomes:
  - Produce a doctoral dissertation addressing a real-world business problem.
  - Defend research findings with academic rigor and practical relevance.
- Recommended Texts:

- *Writing Your Doctoral Dissertation* by Rita S. Brause

## Specialization Pathways

### Business & Corporate

- **Business Management** – Advanced organizational theory, managerial decision-making.
- **Strategic Management & Leadership** – Competitive strategy, leadership in crisis, organizational transformation.
- **Strategic & Corporate Management** – Corporate-level strategy, mergers & acquisitions, portfolio management.
- **International Business & Global Leadership** – Global trade, cross-cultural leadership, multinational competitiveness.
- **Project & Innovation Management** – Advanced project governance, innovation ecosystems.
- **Technology & Innovation Leadership** – Digital transformation, IT governance, disruptive innovation.
- **Boardroom & Governance Leadership** – Corporate boards, governance frameworks, ethical leadership.
- **Public Administration & Policy Leadership** – Policy analysis, governance in public institutions.

### Finance & Accounting

- **Accounting** – International accounting standards, advanced financial reporting.
- **Financial Management** – Capital budgeting, corporate finance strategy.
- **Finance, Accounting & Risk Management** – Enterprise risk frameworks, financial risk analysis.
- **Banking & Financial Services Management** – Global banking systems, fintech innovation.
- **Insurance & Risk Management** – Insurance regulation, actuarial risk management.

### Human Resource & People

- **Human Resource & Organizational Leadership** – Strategic HRM, organizational culture transformation.

- **Talent & Succession Planning** – Executive succession, leadership pipelines.
- **Community & Social Impact Leadership** – Social entrepreneurship, CSR frameworks.
- **Women in Leadership & Gender Equity** – Gender equity, inclusive leadership models.

#### **Marketing & Customer**

- **Marketing, Sales & Consumer Strategy** – Global marketing, advanced branding.
- **Customer Relationship Management (CRM)** – CRM systems, customer analytics.
- **Media, Entertainment & Communication Leadership** – Media economics, entertainment industry leadership.
- **Fashion & Luxury Brand Management** – Global luxury markets, brand equity strategies.

#### **Healthcare & Hospitality**

- **Healthcare Management & Hospital Administration** – Hospital governance, healthcare policy.
- **Hospitality, Tourism & Event Leadership** – Global tourism economics, event leadership.

#### **Industry-Specific**

- **Oil & Gas Management** – Energy economics, sustainability in oil & gas.
- **Energy & Sustainability Management** – Renewable energy, sustainable development.
- **Mining & Natural Resource Management** – Resource economics, global mining strategy.
- **Construction & Infrastructure Management** – Infrastructure governance, project finance.
- **Real Estate & Property Development** – Global property markets, investment strategies.
- **Maritime & Port Management** – Port governance, international shipping.
- **Aviation & Transport Management** – Airline economics, transport policy.
- **Pharmaceutical & Biotechnology Management** – Pharma innovation, biotech regulation.
- **Agribusiness & Food Industry Management** – Global food systems, agribusiness strategy.

#### **Emerging & Specialized Leadership**

- **Cybersecurity & Digital Business Leadership** – Cyber risk governance, digital transformation.
- **Security Management** – Corporate security strategy, risk assessment, asset protection.
- **Ethical & Sustainable Leadership** – Sustainability frameworks, ethical leadership models.
- **Crisis & Emergency Management** – Crisis response, resilience planning.
- **Environmental & Sustainability Management** – Environmental policy, sustainable business models.
- **Sports Management & Recreation Leadership** – Global sports governance, event management.