

**HKMA Join Hands with Swiss Business School
Launching Its First Doctor of Business Administration (DBA) in Hong Kong**



In this very rapid business environment, excellent leaders must be able to make use of their knowledge, and to lead the changes in the practice and policies within their organizations. It requires sophisticated investigation techniques and the capability of conducting work related research, in order to obtain feasible solutions to business problems. In all industries, only those who are lifelong learners and actively answer the call for excellence, can be an excellent and professional leader.

Obtaining a DBA in 2.5 Years

The Swiss Business School (SBS) together with The Hong Kong Management Association (HKMA) are launching the Doctor of Business Administration (DBA) programme, in an effort to equip students with world-class research and consultancy skills, especially for careers in International Management, Finance and Marketing. Located in Zurich, SBS is double accredited by the US wide accreditation bodies – the International Assembly for Collegiate Business Education (IACBE) and the Accreditation Council for Business Schools and Programs (ACBSP), the school is also certified by EDUQUA, the Swiss Quality Assurance Certification for Higher Education.

In recent years, many executives are longing for further education after the achieving Masters qualifications, this DBA programme is offering a precious opportunity for those who want to walk up the education path. In contrast to a Doctor of Philosophy, this DBA programme involves the development of substantial original work, which makes significant contribution to practice, policy and strategy within the context of a workplace.

Management and Research with Global Vision

This DBA programme is an integrated coursework and research programme. The programme design allows flexibility for in-service executives, making use of weekends for classes, and offering coursework and resources at online platform. In the first year, students will acquire advanced knowledge on management and research; the research project will be conducted in the following one and a half year, including literature review, dissertation and oral defence. Students having completed the programme will be awarded the Doctor of Business Administration.

Start of Programme: 16 May 2015
Application Deadline: 21 March 2015
Enquiry: 2774 8501 (Ms Chung) / 2774 8596 (Ms Chan)
Website: www.hkma.org.hk/sbs/dba