Alfred Nobel University
USA

Doctor of Business Administration
(DBA)
Online Programme
Alfred Nobel Open Business School Switzerland
Doctor of Business Administration (DBA)
Online Programme

Introduction

What is distinctive about the ANU DBA?

Alfred Nobel University USA (ANU) is a private higher education institution, which converges the qualification, the postgraduate course, the scientific research, the connected services and the consultation in the given specialities by the supplement.

The ANU DBA Diploma is issued by the ANU’s Swiss institute, the Alfred Nobel Open Business School Switzerland (ANOB-S). ANU DBA is similar (but not equal) to the academic PhD (Doctor of Philosophy), but designed specifically to support participants in undertaking practice-based research into their workplace activities. While the knowledge gained from this research is equally rigorous to the PhD, it is distinctive in that the participant is placed at the centre of their research investigation, and their findings tend to be highly applicable within their organisation.

It provides participants with the opportunity to enhance their professional capabilities at an advanced level through the study of elective modules. These capabilities will feed into, and be evaluated through, the participant's research project.

Because senior professionals have achieved a significant amount of both formal and informal learning, sometimes over many years, the DBA provides an opportunity to make a claim for academic credits against relevant prior learning. It focuses on developing participants' individual capabilities as reflective practitioners, and through this enhancing their capability for undertaking high-level, practice-based research within their own workplace.

ANU’s DBA course is accredited by the World Certification Institute.

At the end of the course specialized symposium & conference will be organized for the participants by our Institutions in Europe. According to our practise the ceremony of the presentation of diploma, degree certificate will be held during the symposium & conference. Participants' study paths and projects are tailored to meet their individual needs and interests, and those of their organisations.

ANU’s special offer: online (distance) learning

Online learning, distance learning or e-learning, offers a number of advantages for people and educational institutes looking to develop a new content program to offer training anywhere, anytime. That means the students may all be together in a classroom or scattered all over the word or country in different time zones, they can still tap into the same course materials, and at a time that is convenient to them.

- Teachers can optimize the timelines, students can better fit learning time into their schedules.
- Simple, Flexible Logistics: After location, time is the greatest limitation on learning. That goes for both the instructors and the students, each of whom has to be both available and in alignment with the other for face-to-face interaction. By removing that requirement, everyone involved can participate at a time, and for a duration, that suits their schedules.
• **A Better Fit for 21st-Century Businesses**: As companies become more globally focused, co-workers are more likely to work in different places, if not on different continents. Online learning can help prepare employees to excel in today’s scattered, virtual office. For those already working up the career ladder, online learning makes use of resources and technologies already at their fingertips.

Online learning is a still a relatively young industry, promising a rich future of breakthroughs. New models of teaching are already emerging that have the potential to take online learning to even greater accomplishments.

**Online course structure**

The online course is divided into two main phases: the first for a minimum of four semesters each, and the second continues for a minimum of one further years. Complete them and you’ll be among the very best practitioners of research-based business solutions in the world.

Throughout the course, which is studied online, your focus is on your professional activity in an organisational context. The DBA provides a structured framework for critically understanding your work-based activity, and enables you to operate as a reflective professional practitioner. The research project provides an opportunity for you to critically evaluate the learning you have achieved while leading significant change in the workplace, and to express this in writing in a systematic way that is both informed by and informs relevant theory.

**Course Load and Curriculum**

**Phase 1**

**Mandatory and optional modules – Recognition and accreditation of prior learning or professional experience**

(up to 180 Credits)

**The conditions of earning credits:**

- Completion of the modules (120 credits, see below)
- Verification of the prior learning
- Certification of the professional experience (minimum 5 years)

The subjects of Phase 1 can be grouped in 3 modules:

- The subjects of the first modul (Compulsory Units) are mandatory for every student.
- The subjects of the second modul can be acceptable based on the students’ previous knowledge and educational background.
- The Optional Units are not obligatory. Students have to choose units from this modul in a minimum of 60 Credits.

**Language of the training and the corresponding literature: English**
## Curriculum

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<th>Units / Subjects</th>
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<td>Acceptable Units from Former Studies (min. 60 Cr)</td>
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<td>Entrepreneurship Funds and Monetary Markets</td>
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<td>Negotiating Strategies</td>
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**H:** Online hours in Distance Education  
**Cr:** Acquireable credits of the Units

### Phase 2

#### Project and Thesis (60 Credits)

This module provides students with a means of applying the research skills gained during Phase 1 to a substantial project focused on their evolving role as change leaders within their organisation. The project provides a context in which the candidate will integrate and develop further their professional practitioner skills and knowledge. The project topic will be chosen in discussion with the academic adviser and the candidate's chosen consultant(s), and will have major outcomes in terms of personal professional development, organisational benefits and broader relevance to the professional community to which the candidate belongs. The aim is for students to develop a project in relation to a specific organizational issue or problem.

**Phase 2/1** The mentored phase: Define an appropriate subject for your thesis.

Working in co-operation with your mentor, you will spend around six months developing your research proposal. Your mentor will be a senior academic with experience facilitating the progression of DBA students through the mentored stage but not necessarily an expert in the subject of the proposed final thesis. The research proposal must be submitted to the DBA Research Committee for approval. Once accepted, you will be allocated a supervisor whose expertise lies within your proposed area of research.

**Phase 2/2** The supervised phase: Conduct a literature research, then write and defend your thesis.
Working under the direction of your supervisor, you will conduct a literature review that supports your research and methodology. You will then carry out your research and write your thesis. Your supervisor will be a senior academic with specific knowledge of your chosen area of research. You will have three time discuss with your consultant by electronic communication (Skype) per semester. Each stage of your research must be developed to a level acceptable to the DBA Research Committee.

The conditions of earning the credits:

- Preparing the DBA thesis
- Supporting declarations of two reviewers
- Thesis defence

International entry requirements

We accept the equivalent of the master degree qualifications from a recognised overseas qualification (UK Level 7, PGCE, PGCert, ISCED 5, MA, MSc). To find out more about the qualifications we accept from your country please contact us (info@nobeluniv.com).

About the diploma you will get

At the end of our online DBA course after a successful degree thesis defence, you will acquire the diploma with Doctor of Business Administration (DBA) degree, issued by the Alfred Nobel Open Business School Switzerland. Furthermore, you also have the opportunity to obtain a Credential Award (supplementary certification of the ANU’s DBA Degree) from World Certification Institute.

http://www.worldcertification.org

Requirements of the DBA Thesis

Subject Focus

The ANU DBA recognises that professional practice is grounded in real organisations, and often in specific disciplines, and that practitioners taking the course will often belong to specific professional bodies. In order to recognise and harness the subject- and profession-specific nature of practitioners’ individual practice, those taking the DBA will be encouraged to build learning relationships with other candidates working in similar spheres of activity. In addition, specialist subject and professional advice will be available from expert and highly experienced staff within the ANU’s institutions, especially in the following areas:

- Accounting,
- business,
- economics,
- enterprise,
- finance,
- human resource management and development,
- law,
- management,
- marketing.

In addition, expertise may be drawn from other relevant areas across the ANU, including:

- Business information systems,
Formal requirements

Languages

The language of the DBA thesis can be English, German, French or Hungarian irrespective of the language of the candidate’s publications.

The cover should include:

- the title and author of the DBA thesis,
- tutor’s name,
- the place where it was written,
- year,
- Alfred Nobel Open Business School
- the list of the DBA final examination board and
- the name of the official reviewers

Tipographic and printing requirements

- **Length:** minimum 50, maximum 150 pages in A4 format (every page should be numbered); 1.5 spacing between the lines
- **Margins:** 3 cm in either side (for binding!)
- **Paper:** International ISO A4 (8½x11 inches, 210 × 297 mm) Presentation single sided and high quality paper, preferably printed with a laser printer
  
  **NOTE:** Any paper meeting the above requirements will be acceptable, but the same paper must be used throughout to avoid variations in color and texture. Do not use coated papers advertised as having “Easy-Erase” qualities. If you use the wrong paper, the thesis or dissertation will have to be completely recopied!
- **Character type:** Scalable fonts should be 10 to 12 points in size. Do not use exotic fonts (slanted, square, or script type) for the entire document, but special fonts may be used for emphasis or when otherwise appropriate. Students should make sure that the print is uniformly letter quality. Laser print, ink jet print, or high-quality photocopying is acceptable. Dot matrix or near letter quality print is not acceptable. The type style and size must be the same throughout the thesis or dissertation.
- **Page numbers:** the bottom centre of the page.
- **References:** numbered with Arabic numbers in the text – e.g. (6, 12) In the reference section the references should be either alphabetically or chronologically ordered.

Copies and Binding

- Two copies of the thesis or dissertation must be deposited in the ANU.
- These copies can be printed or photocopied so long as a sharp, high contrast, black image is produced.
- All illustrations, photographs, and other materials in the original must also be included in the second copy.
- Students desiring bound copies for themselves may take their additional copies to the School for binding.
- Copies must be made before obtaining signatures.
Items to be submitted with DBA thesis

- Copies of all the candidates relevant publications (off-prints if possible)
- A thesis outline in both Hungarian and English (generally 8-15 pages, A5 format)
- An electronic copy of the DBA thesis, the summaries and the DBA thesis outlines (doc, docx or pdf format if possible, on CD or memory card)
- A supporting letter from the ANU’s Chairman of the Board

Suggested Structure

Table of Contents should include:

- abstract
- introduction (with the background of the technical literature),
- objectives,
- methods,
- conclusions,
- acknowledgements,
- bibliography,
- the bibliography of the candidate’s publications (the publications related to the theme of the DBA thesis should be listed separately in chronological order).
- Summary: in English language (up to one page each; spaced 1.5, approximately 25 lines)

Abstract

Master’s thesis abstracts should be 200 to 400 words long, but dissertation abstracts are now limited to 350 words. Both should describe the problem or topic, any important or distinctive methods used in the research, and the principal conclusions reached. Typing instructions for the thesis apply equally to the abstract, which must be submitted to the School with the thesis but not paginated as part of it. The abstract itself should begin three spaces below the last line of the title matter. The title “Dr.” should not appear before the advisor’s name. The number of pages following the title of the thesis or dissertation should conform with the number of the last page of the thesis or dissertation, including the Bibliography and Appendix.

For the doctoral dissertation, the abstract must conform to the requirements of Dissertation Abstracts without further editing or revision. Sample abstracts are in the exhibits section.

Two copies of the abstract should be included with the thesis or dissertation.

Chapters

Suggested chapters:
- Introduction
- Research backgrounds, precedents of research
- Methods of research
- The results of the research
- Formerly issued publications in the area of the thesis
- Conclusions
- Summary

Bibliographies/References

For the proper form and divisions of the Bibliography referenced, students should consult the style guide approved by their departments.
Figures and Photos

All figures, (computer graphics, photographs, color maps, color illustrations, drawings, charts, graphs, etc.) must be neatly drawn and lettered, (no ball-point pen); good quality color illustrations can be used when appropriate. All such materials must fit inside the regular margins of the page. Oversize materials should be reduced in size to conform to the margins. Materials reduced photographically (except half-tone photographs) may be copied onto the appropriate paper in both copies. Maps in geology and geography, however, may be oversized and in color. They should be folded with care so that they may be placed in a rear cover pocket to be supplied by the bindery.

Photographs should be mounted with dry adhesive paper, though usually it is preferable to draw illustrative material directly on the page. Do not use press-type or the like for graphs and lettering as it is not permanent. However, a copy on the appropriate paper of a graph made with press-type may be submitted. Foldout graphs may be used sparingly. Computer printouts should be used only if necessary and should be copied onto paper used for the rest of the thesis or dissertation. Fairly good results may be obtained by having the printouts made on white computer paper.

Each illustration should be labeled as “Fig. 1,” “Fig. 2,” and so on, consecutively through the thesis or dissertation. If more than a few figures are used, a List of Figures should follow the Table of Contents. All pages carrying figures must have page numbers in the upper right-hand corner. Plates, figures or illustrations which are too large to allow a caption or title on the same page should have the caption or title on the preceding page, see Exhibit G. Students should consult their departments for further information concerning the use of figures. All figures must appear in both copies of the thesis or dissertation submitted to the ANU.

Tables

Tables of one-half page or less in length may appear on the same page with the text. If larger than one-half page, a table must be placed on a separate sheet. Two or more small tables may be placed together on a single page. Tables should be inserted as near as possible to the text they illustrate. All tables must be labeled as “Table 1,” and so on, consecutively through the thesis or dissertation. Tables must also be titled. The general instructions for the use of figures apply to tables, except that tables must be typed on the paper used for the thesis or dissertation as a whole.

If more than a few tables appear in the work, a List of Tables should follow the Table of Contents.

Footnotes

There is a wide diversity of practice in footnoting. The ANU has no overall requirement beyond consistency. Students should refer to the style manuals indicated by their disciplines for a guide to proper footnoting.

Appendices

Appendices may be used to present detailed information whose inclusion in the text of the thesis or dissertation would unnecessarily obstruct clear presentation of the argument. An appendix should be labeled, and such appendix should be independent of others. Ordinarily, an appendix should not have footnotes (documentation can be inserted in the text.) Materials placed in the appendices must meet the standards of pagination, margins, etc.

Congratulations!

Reading this brochure, you have made the first step to acquire an internationally recognised DBA Degree.