

## Doctorate of Business Administration (DBA)

### “An Innovative Impactful DBA”

The DBA program is the result of a joint partnership between the University of Balamand and Université Jean Moulin-Lyon3, France. It delivers on our commitment to become the *Center of Excellence for Executive Education in Lebanon and the Middle East Region*.

#### Professionals

SEAM is an intervention process founded on an original theory of action-based research. It was created to bridge the gap between the academic sphere and the needs of the businesses. It aims to transform enterprises and allow them to survive and prosper in a new competitive world of business. SEAM tools will be delivered to the DBA participants at the IAE Lyon. Equipped with SEAM, a DBA graduate will be able to intervene in a company as an executive or a consultant, execute a diagnosis, exercise managerial reengineering, and establish a systemic management process.



Although the DBA is not necessarily the natural path for a doctorate student to pursue an academic career, this program is designed to have modules in research methods; in organizational design and in strategy; workshops in cross cultural management and publishing techniques; and systematic research tools which would allow DBA graduates to pursue research and teaching careers.

The program requires the application of theoretical tools, developed in the academic literature, to a set of businesses. This empirical research yields publications in applied peer-reviewed journals.

Therefore, participants will master both qualitative and quantitative research techniques. They will attend and participate in an academic component at the University of Balamand where they are exposed to social science research methods including psychological & sociological foundations of research in management, epistemology of management research, methodology, etc.

#### Academia

### Why DBA at the University of Balamand?

The DBA will deliver to its holder detailed step by step tools which will align all resources and involving all contributors and players so that the organization’s vision is met.

The Balamand DBA is distinguished by conveying the theoretical knowledge coupled with executive practice that will buttress our graduates’ capability to execute research. This additional advantage will ensure that DBA holders will be pioneers in their fields.

The synergetic partnership with the Université Jean Moulin-Lyon3 exposes participants to international arena as they can share and exchange Eastern and Western approach to management.

## Is the DBA for you?

You are the new leader that the business will rely on to take it to the next stage. You will be the person equipped with knowledge and know how. You are the person responsible to transform the enterprise from commonly encountered value-added tasks to high value-added activities.

You will be one of the first in the Middle East Region to be qualified in SEAM methodology and hence a pioneer with a competency to transform your organization “from good to great”. It is no longer sufficient for an organization to adapt in order to survive. The organization must play an active role in the change.

You are the new scholar who will question the current state of the organization and explore novel solutions. You might be the future professor who will deliver up-to-date teaching materials that are anchored to real and practical problems. Problems that are authentic, relevant, and lived daily. You will be the one offering solutions which would make a difference.

In essence you are a part of what we call an “Innovative Impactful DBA”.

## A New Center for an Elite Program

A new facility, a dedicated center, is under development to host the Doctorate of Business Administration program.

The Center will be a focal point where University students, staff and faculty will innovate and grow. It is equipped with executive meeting rooms, auditorium, markets’ room, assessment room, offices, interactive classrooms, and a wide range of technology including digital projectors linked to the Internet with teleconferencing capabilities.



## Program Structure

### Year 1

#### Module 1: (UOB)

- Social Science Research Method
- Socio-Economic Approach to Management
- Action-Based Research
- Case-Study Methodology

#### Module 2: (UOB)

- Quantitative Tools
- Presentations for Revised Proposals

#### Module 3: (IAE Lyon 3)

- Action Research Fundamentals
- Organizational Development and Change

#### Module 4: (IAE Lyon 3)

- Action and Intention Research in Organizations
- Contracting

### Year 2

#### Module 5: (UOB)

Dissertation – Phase 1

- Management Consulting
- Interviewing – Qualitative
- Strategy and Business Policy

#### Module 6: (IAE Lyon 3)

Dissertation – Phase 2

- International Colloque of Doctoral Students
- AOM Conference
- Publishing Techniques

#### Module 7: (UOB)

Colloque at Balamand

- Practitioners’ contributions
- DBA candidates’ contributions

### Year 3

#### Module 8: (UOB)

- Dissertation Follow up
- Publishing Techniques

#### Module 9: (IAE Lyon 3)

- International Colloque of Doctoral Students
- AOM Conference (Organizational Behavior)
- Dissertation Follow up

#### Module 10: (IAE Lyon 3)

#### Thesis Defense