

DOCTOR OF BUSINESS ADMINISTRATION

ABOUT DBA

The aim of this professional doctorate in business administration (DBA) is to provide participants with the opportunity to make a significant contribution to the theory and practice of the field and to develop professional practice at the highest level.

The programme will be particularly beneficial to experienced managers, consultants, management educators and business school academics, for whom it will enhance their professional skills and credibility. You will develop networks and gain a solid foundation for further career development or a significant career move.

GREAT LEADERSHIP: Your professors are experts in their fields, ninety-five percent have doctorates, and they work in nearly every country in the world. They will help you develop new perspectives and see new opportunities.

GREAT COLLEAGUES: You'll learn side-by-side with diverse, talented classmates with whom you'll share your knowledge and experience and go through a

transformative journey together. You'll build a network of friends and contacts that will last a lifetime.

GREAT CONTENT: You'll gain tools to help you tackle any challenge. You'll learn critical thinking, backed by solid foundational knowledge. And you'll hone your skills by putting them into practice. When you graduate, you'll be able to analyse business problems, solve complex real-life issues and make informed decisions - ready for your first management role.

CAREER SUPPORT: EIFM's experienced Career Support Centre team will connect you with the best recruiters to help you prepare for



STUDY STRUCTURE

The Professional Doctoral Programme in Business Administration is designed to provide participants with the opportunity to make a significant contribution to the theory and practice of the field and to develop professional practice at the highest level. The study focuses on both practice and research in business and industry and is designed for mid-career executives who wish to further their practical and theoretical knowledge in the field.



BASIC INFORMATION:

- ✓ SCHEDULE: individual, online
- ✓ DÉLKA STUDIA: 18 - 24 months
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 9,000
- ✓ ECTS: 180 credits

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a discount of 5% of the tuition fee will be applied additionally.

The aim of the Doctor of Business Administration programme is to provide business professionals with an opportunity for career-related research at doctoral level. Research and teaching is conducted to provide a program responsive to the needs of the contemporary business world with respect to the requirements of senior managers.

Studying the DBA at EIFM will enable you to develop a thorough understanding of the conceptual and theoretical underpinnings of your chosen area of research in business and management, to understand in detail the applicable techniques of research and advanced academic and managerial enquiry, to continue to generate and interpret knowledge through original research, to improve your performance and your professional practice, and above all to develop the personal, consultancy and research competencies to conduct in-depth research at an advanced level.



ADVANCED MANAGEMENT



INNOVATION & RESEARCH



BUSINESS STRATEGY



SOFT SKILLS

WHY STUDY AT THE EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE TEACHING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how to develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ARE YOU A DBA STUDENT?

Your class or study group will be as diverse as it is rich. Students come to us from all walks of life and from all corners of the world. We are well aware that each of our students is unique, yet you will all have at least one thing in common: the desire, the will and the drive to reach your full potential and make a difference, to leave your mark on our world.



WHAT DO OUR STUDENTS HAVE IN COMMON?

Although each student is different, the general career goal is usually very similar. EIFM is usually attended by professionals of all ages whose goal is to become leaders, either in the company they are currently working for or in the form of starting their own business and building something to be proud of. Indeed, our students are united by a desire, a desire to make a profound and positive impact on today's business world through their actions.

AND WHAT ARE OUR STUDENTS DEFINITELY NOT MISSING?

Personal development – You are constantly learning and working hard.

Self - confidence – You believe in yourself and know that success awaits you.

Work experience – You have months or years of professional experience under your belt.

Leadership – You understand people and know how to get the best out of them.

International outlook – Your business has no limits.

Character – You don't just think about yourself, you think about the company.

Good communication skills – Not only do you communicate well, but you also listen.

Team player mentality – You realize that teamwork will take you further.



PROGRAMME SUBJECTS

INNOVATION MANAGEMENT

The aim of the course is to provide students with the basic concepts and awareness of technological innovation and an understanding of the challenges and opportunities facing small and large firms in relation to it. The course takes an integrated approach to addressing the complex concepts and knowledge of technological innovation in relation to technological development and covers areas such as the importance of innovation, conducting research and development, managing innovation and technology, partnerships, networks and alliances, product and process development, research commercialisation as well as entrepreneurship and business start-ups.

CORPORATE STRATEGY

The main way in which corporate strategy ultimately creates value is by enhancing the ability of portfolio companies to create and sustain competitive advantage. The main themes you will address are diversification, vertical integration, restructuring, synergies, alliance strategy and global strategy. We will therefore introduce a number of tools to help us analyse these topics. The main objective of the course is to introduce you to the primary decisions, tools and concepts of corporate strategy. By the end of the course, graduates should be able to understand how multi-enterprise firms can create value, be able to identify opportunities to improve corporate strategy, understand and be able to analyze the main benefits and risks of different diversification strategies, understand the economic and organizational realities behind the term “synergy”, and be able to identify and analyze synergy opportunities.

PROCESS MANAGEMENT

The Process Management course deals with concepts, methods and techniques that support the design, improvement, management, configuration, implementation and analysis of business processes that ensure lean and customer-oriented business processes. The objective of this course is to introduce students to business process modeling methodologies and techniques. The main objective is to increase awareness of the concepts and fundamentals of business process modelling and how business process modelling techniques can be used to improve the efficiency and effectiveness of organisations.

CORPORATE FINANCIAL MANAGEMENT

This course introduces students to current financial concepts and tools for managing money in organizations involved in the local and global economy. It examines current best practices in financial analysis and planning through the application of financial concepts. These include financial performance indicators, time value of money, financial markets and institutions, securities and corporate valuation, cost of capital, risk and return, long-term financial budgeting, and working capital management. In addition, topics related to lease financing, hybrid securities and derivatives, trusts, mergers and acquisitions, and international corporate finance also appear throughout the course of study.



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BUSINESS STRATEGY

This course builds on the Corporate Strategy course and deals with the formulation of strategies based on external and internal analysis, developing the process through to implementation and control of operations. It forms part of strategic planning, in which growth opportunities are discussed and plans become reality. Companies that want to make a difference will need to understand how to evaluate and implement the strategic options available to them, making this process key to the success of any business. In today's business context, change is permanent and businesses need to

ARTIFICIAL INTELLIGENCE AND ROBOTICS IN BUSINESS

The course Robotics and Artificial Intelligence in Business introduces students to the nature and most important applications of robotics and artificial intelligence in the business world, in three main areas: Industry, Mobility and Consumer. This course will also include a discussion on 3D printing. Students will learn how to integrate robotics and artificial intelligence technologies into business models, design new products or services, and transform processes to achieve greater efficiency, better customer experience, and societal prosperity. We will explore the implications of disruptive robotics and AI innovations for business, operations, marketing and corporate governance, and how companies can evolve for future industries and markets through new value propositions. We will also consider the ethical aspects of implementing these enabling technologies.

SUSTAINABILITY AND ECOLOGY IN BUSINESS

This course combines the study of environmental and sustainability issues with sound business and management practice. It examines the pressures and opportunities facing businesses as a result of current environmental and corporate social responsibility agendas. The course therefore provides students with a solid grounding in all areas of business and the multidisciplinary knowledge of sustainability that is necessary to operate within the green economy. We will not only cover the core areas of green business but will also develop your knowledge of sustainability in scientific, legal and social areas.

BUSINESS COMMUNICATION, NEGOTIATION AND PRACTICES

Negotiation starts as soon as the day begins, in all of our interactions, whether work, social or family. This course is an opportunity to put into practice all the knowledge we have acquired and to confirm that the negotiation process is dynamic and can always be improved. You will learn how to apply key negotiation skills and styles to conduct effective negotiations and reach satisfactory agreements, learn communication techniques that improve relationships and encourage cooperation between stakeholders, and develop critical thinking skills to manage emotions and resolve conflicts constructively.

ADMISSION PROCESS

There are no tests, exams or interviews as part of the admissions process. All you have to do is meet the requirements for each study programme and the institute's management will then decide on your admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme

ADMISSIONS COMMITTEE

Upon receipt of your online application for admission, the admissions committee will review all the documents you have sent as a basis for issuing a decision on admission to study. The admissions committee may take 1-3 days to issue an admission decision after you submit your online application.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

PERSONAL INTERVIEW

If the admissions committee is unclear, they may arrange a video call with you to get to know you better and make sure you are a suitable student for our institute. This is an ideal chance to show your commitment, enthusiasm and explain the motivation that drives you to study and that will be your study engine.

START OF STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.



EXPERIENCE AND TRADITION

Graduate studies at EIFM offer primarily individual leadership development that prepares you for key situations in business and in today's global society and enables you to face future challenges in a rapidly evolving world. Our team of professors and lecturers consists of highly enthusiastic as well as respected academics and professionals who are committed to passing on their knowledge and experience. Our lecturing team presents more than 50 professionals in their respective fields and there is no shortage of guest lecturers and lectures from foreign companies or universities.

EIFM offers a rich and personally fulfilling working environment that is based on our core values and enhanced by international perspectives. We will help you reposition yourself for your future career path and establish lifelong connections that will benefit you throughout your working career.

ALUMNI TESTIMONIALS

"As part of my personal and professional growth, I chose to study at EIFM and if I were to choose to study again, I would choose the same path again. The professional approach, great lecturers, very friendly attitude of the study department and the career assistance centre and as a bonus I started using the acquired knowledge in practice immediately. The study completely fulfilled my

MARTIN MILLER
Student

"I graduated from EIFM with a DBA and I see as a great benefit of my studies the strengthening of personal motivation and the way of my own professional growth"."

SIMONE HEGER
Student



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Get in touch
with our study
department!



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