SMC UNIVERSITY
Swiss Management Center University
Zug, Switzerland

Business Administration
(Doctorate of Business Administration)

Promotion Agent - HK
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Swiss Management Center University

The Very Best in Online Education

Swiss Management Center (SMC) University was founded in 1985 as a training provider. In 2002 the institution evolved into an internationally acclaimed university, specialized in offering flexible distance learning Master and Doctorate programs targeted at the working professional. SMC University is truly a global university with learners who are from internationally renowned organizations and business from more than 130 different countries that creates an unsurpassed added value to SMC University’s students insofar.

SMC’s flexible online Master and Doctorate programs hold a pole-position in academic which allowed students to create personal calendars in alignment with professional and personal commitments. Enrollment is ongoing; the programs can be followed from any place, at any time and any pace.

SMC is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. ACBSP is a programmatic accreditation body in the U.S., recognized by the Council of Higher Education Accreditation (CHEA).

SMC’s Teaching Principles —— TRANSKNOWLOGY

TRANSFER – KNOWLEDGE – TECHNOLOGY combined, which enhances the management and practicability of your future career.

Doctorate of Business Administration (DBA)

Programme Objectives

The Doctorate of Business Administration is a practical combination of strong academic content, coupled with advanced business strategies and solutions. The DBA is ideal for individuals on a high corporate level who wish to acquire an extensive academic and industry related exposure. Learners are actively involved in academic research, socio-economic ideas, and business interests. Some may find it very suitable for giving their career an academic direction, developing skills in applied research, consulting and lecturing in the field of business administration.
Admission Requirements

- Master degree from an internationally recognized academic institution or equivalent
- Minimum 4 years of work experience in executive or senior management positions
- Proficiency in English

Mode of Study

The programme will be delivered via on-line mode.

Medium of Instruction

The programme is conducted in English or Chinese. Candidates should write and submit their dissertation by English or Chinese.

DBA Programme Progression

7 courses x 10 weeks/course:

- 70 weeks + 13 weeks for submission of last course assignment = 83 weeks
- Dissertation thesis starting concurrently with 7th course lasting. = 40 weeks
- Dissertation thesis defense to be scheduled for weeks: 101-104 = 4 weeks

Total recommended duration: 2 years = 104 weeks
Accreditation and Recognition of SMC University

• DBA and MBA Programme are Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn. ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. ACBSP accredited degrees are recognized within learning institutions, colleges and universities on an international scale. ACBSP is recognized by the U.S. Council for Higher Education Accreditation (CHEA).

• Compliance with the Bologna Declaration
Recognizing the importance of the European and International dimensions in education, SMC underwent the process of adapting to the criteria of the Bologna Declaration, which regulates the standards and transferability of credits and degrees in Europe. SMC fully complies with the criteria set forth in this international convention.

• Financial Times listed - Top online MBA providers
SMC MBA Programme is listing as one of the top 48 in 2012.
http://rankings.ft.com/businessschoolrankings/online-mba-2012-listing

• Newsweek reported - The new face of business education

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Notes:
1. The programme is conducted through purely distance learning mode.
2. It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.