



**DUNSTER  
BUSINESS  
SCHOOL**  
SWITZERLAND



# Doctorate in Arts (D.A.)



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## About Dunster Business School

Serving a vibrant and dynamic community of more than 23,000+ global students, Dunster Business School fosters a multicultural environment that enriches the educational experience. Under the leadership of Mr. Philippe Thevenot, President, Dunster Business School has continually expanded its educational offerings, ensuring that students have access to cutting-edge business methodologies and trends.

Dunster Business School's core values include "Innovation, Integrity, Excellence, Sustainability and Global Perspective." These are not simply words but are ideals woven into the curriculum, the approach to business education, and daily interactions.

With a broad portfolio of over 31+ courses, the school caters to a diverse range of academic and professional interests, including business management, finance, marketing, and leadership. It boasts 47+ highly qualified and experienced faculty members, each of whom brings a wealth of expertise and global perspectives to their teaching and research. Its remarkable capacity to deliver a vast number of classes each month — over 2,900. This impressive figure demonstrates the institution's ability to provide flexible, comprehensive, and continuous learning opportunities for its diverse student body.

The programs offered at Dunster Business School include Diplomas, Bachelor's, Masters, Doctoral Degrees, Language Courses, Short Courses, and other professional certifications.

Being amongst the best business schools in Switzerland, Dunster Business School (DBS) embodies a commitment to providing high-quality business education.

## Facts and Figures



**20000+**

Global Students



**2900+**

Classes Per Month



**111+**

Authorized Partners  
throughout Switzerland



**21+**

Courses



**47+**

Faulty Members



**210+**

Corporate Clients



**11+**

Academic Partners



**980+**

Scholorships Offered



**500+**

Continuous Education  
trainiees



## Letter from the Président, **Dunster Business School**

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Dunster Business School is a place where innovation, excellence, and opportunity come together to create the future leaders of tomorrow.

Mr. Philippe Thevenot, President of Duntser Bussiness School says, “It is a response to the ever-changing demands of the modern world, where the boundaries of education are constantly being redefined. At the heart of Dunster Business School is our commitment to preparing students not only for careers but for the industries and opportunities of tomorrow.”

The President of Duntser Bussiness School believes that education should inspire curiosity, foster creativity, and cultivate a spirit of innovation and leadership.

Mr. Philippe Thevenot says, “What makes Dunster Business School unique is our forward-looking approach to education. Our students will explore emerging fields such as artificial intelligence, sustainability, entrepreneurship, digital marketing, and more.”

“Together, we will create a legacy of educational achievement and innovation that will shape the leaders of tomorrow.”



**Mr. Philippe Thevenot**

**Président, Duntser Business School**

## Accreditations, Dunster Business School

### **Quacquarelli Symonds (QS) Stars Rating**

Dunster Business School is proud to announce its candidacy for the prestigious QS Stars Programme, a globally recognized rating system that evaluates educational institutions based on a comprehensive range of performance indicators.



### **ACBSP**

Dunster Business School's programs are accredited by the Accreditation Council for Business Schools and Programs. The programs offered have passed the standards set to offer a rigorous educational experience and commitment to continuous quality improvement.



### **Zug Canton**

Dunster Business School is a licensed higher education institution in the Canton of Zug, Switzerland, with Legal License No. CHE-206.619.191.



### **Swiss Made Education**

Swiss Made Education is a prestigious label that reflects the high standards of quality, precision, and innovation associated with Switzerland's world-class education system. As an educational provider based in Zug, Switzerland, Dunster Business School proudly embodies the values of Swiss education. Switzerland is known for its rigorous academic standards, cutting-edge research, and emphasis on practical learning, making it a global leader in higher education.



### **QAHE**

QAHE is the International Association for Quality Assurance in Pre-tertiary and Higher Education. Dunster Business School provides education that is awarded for its highest quality accreditation.



### **Arab Organization for Quality Assurance in Education (AROQA)**

AROQA is an international non-profit independent association established in Belgium in July 2007 with the fundamental objective of raising the quality of education in the Arab world. Dunster Business School's association AROQA starts with QAHE.



### **Council on International Higher Education Supervision (CONIES), Austria**

Dunster Business School's association with QAHE gives it the popular Institutional Membership of the Council on International Higher Education Supervision. Institutional Members are Quality Assurance Agencies, Accreditation Agencies, Professional Guilds and Bodies, Certification Agencies, Non-Profit Organisations and Non-Governmental Organisations. A Membership Certificate (Certificate no.: CONIES-BOA-MEM-QAHE-22022023) from CONIES Board of Accreditation has been awarded accordingly.



### **The Accreditation Council for Education, Indonesia (ACE)**

Dunster Business School is a proud member of the Accreditation Council for Education, Indonesia (ACE) through its association with QAHE. ACE is an esteemed independent accrediting agency that plays a crucial role in ensuring the quality and excellence of educational study programs in Indonesia.



**A program delivered by Dunster Business School is recognized by accrediting bodies for its highest quality standard and student-focused outlook.**

It is a fully-fledged Doctoral Degree, with a focus on intense research work with individual growth and experience



## Why Doctorate in Arts (D.A.)?

01

There is demand for special training in managing the general operations of a business, which led to the creation and **proliferation of the Doctorate in Arts (D.A.) degree**

02

D.A. is a professional degree representing the **highest level of qualification** in management.

03

D.A. can also pursue **high-level positions** in areas such as consulting by becoming subject-matter experts—or maintain ties with academia as full-time or adjunct professors

04

It is estimated, that by next year, jobs in the Business Administration arena will have a void of **2.9+ Million jobs**

05

The Arts Industry is estimated to be growing at a remarkable rate of **43.7% CAGR** (Compound Annual Growth Rate)



## Hear from Our Students



### GEORGE KASSAR

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*My main objective in the Doctorate of Arts program is to expand my skill set and my capacity for analysis in my area of expertise. And a doctorate level qualification will help me progress in my teaching career.*



### LUI BING

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*I feel that thanks to my research on current developments in technological applications, combined with my past work experience. I can make a contribution to technological applications and the digital transformation in the real estate management sector.*



### YASMINA KASHOUH

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*My passion for the hotel and restaurant sector proved to be key when it came choosing my course. I decided to pursue my academic career with a DBA to support others in this sector and I can't imagine a better place to study.*



### KEN FUNG

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*I've been working in the real estate management sector for 20 years. I signed up to the Doctorate of Arts to expand my field of activity and have an impact in the industry I work in.*

## About the Program

### 10 Deliverables in 1



#### Seminars

4 seminars of 24 hours each split across one year as per this schedule.



#### Thesis Supervision

Under the supervision of an expert supervisor having 10+ years of experience, lead original investigations and research tests, apply and examine your own intellectual contribution and create an impactful thesis.



#### Doctorate Degree

Get Doctorate in Arts by Dunster Business School and showcase expertise.



#### E-Learning

Free access to E-learning Portal and future updates



#### Masterclass

Access to 52+ Masterclass Sessions for essential soft skill development



#### Internship

Get Internship Support to gain experiential learning in case required.



#### Placement

100% Placement Support for 1-Year post successful completion of the course



#### Student Engagement & Events

Access to all student engagement & events through out the program



#### Membership

4 Years Platinum Membership of Arts Academy for the Doctorate in Arts by Dunster Business School.



#### Entrepreneurship Mentorship

Mentorship from Young Successful Entrepreneurs to set up a sustainable & scalable Business from scratch at both Freelance & Entrepreneur level.





## Program Highlights



2-4 Years Full-Time Program



Industry-Aligned with top MNCs to meet market needs



Same alumni status as on-campus students



1:1 Thesis mentorship sessions



Live sessions from Experts



180 ECTS credits



## Who Can Enroll?

- Aspirant with a background in any field of Arts
- Individuals with experience working with large corporates
- Aspirant who want to study online and build a career anywhere
- Working professionals looking to upgrade their skill sets
- Aspirant looking for a world-class learning experience with a global pedagogy
- Aspirant aspiring for a future-proof and hands-on degree
- Individuals looking to gain global exposure and learn in-demand skill sets
- Individuals who want to become an internationally recognized job-ready professional
- Aspirant wanting to experience campus life at two top educational institutes





## Program Details

### DURATION

24-48 months

### PROGRAM START DATE

Please visit our website for more details

### PROGRAM FEE

Refer to the program webpage for updates pricing details

Flexible Payment options available



## Scholarship Opportunities

- At the forefront of making higher education affordable and accessible to all, especially working professionals, we prepare our graduates to lead and serve through high-quality, practice-based educational programs. It has consistently supported self-made individuals.
- Our scholarships are available for students who seek to gain a new perspective on the changing landscape of Management.



## Program Curriculum

This course is designed for those who are seeking to extend their own professional development and contribute to management theory and practice in their own workplace and beyond. As participants are likely to be in the middle of busy careers, the mode of study for the course is part time and is designed to be completed within a minimum of two years and a maximum of four years.

You will complete this course in two stages, completing the equivalent of 60 ECTS during the first stage (Year One) and 120 ECTS in the second stage (Year Two +).

Year One consists of five taught modules worth 60 ECTS Credits. Successful students will be awarded CIQ Level 8 Diploma in Business Research and will progress to Year Two where they will undertake the final Practice Based Thesis which will be completed in two years from the beginning of the research. The maximum duration allowed for the research is three years and minimum is one year.

The overall purpose of the first two modules you will study (Year One (a)) is to provide a theoretical and practical foundation in research methodology for advanced empirical research within the management field.

The aim of the next three modules you will study (Year One (b)) is to apply your knowledge and understanding of research methodology to an actual pilot study and overall thesis proposal, and to reflect on your own performance as a researcher.

The purpose of Years Two onwards is to conduct, under supervision, a detailed and research project, meeting the expectations of research act doctoral level, and to write it up in the form of a thesis.

The structure of the programme is set out below.

Year	Module	ECTS	Assessment Method
Year 1 (a) (first 6 months)	M1. Research Methodology and Methods M2. Research Issues within Contemporary Management	10 10	5,000 word portfolio 4,000 word essay
Year 1 (b) (second 6 months)	M3. Interim Research Project (Pilot Study) M4. Designing a Research Project (Thesis Proposal) M5. Developing as a Researcher (Individual Reflection)	20 10 10	8,000 word dissertation 5,000 word proposal document Individual recorded presentation (15 minutes)
Years 2 - 4	M6. Practice Based Thesis	120	40-50,000 word dissertation/thesis; oral examination (viva)



## Specializations

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- Education
  - Psychology
  - Supply Chain Sciences
  - Management
  - Science
  - Commerce
- And many more...







## About the Modules

### M1. Research Methodology and Methods

The aim of this module is to give you a thorough grounding in research methodology and methods. By the end of the module you will be able to explain your own research 'philosophy' and you will be able to decide what research methods to use (e.g. interview, focus group or questionnaire) to achieve your goals

and to offer a convincing justification for your choice! This module provides you with your vital training in research which will serve you well when you come to write your thesis.

The objectives of this module are:

1. To explore the main research paradigms within the field of Arts research.
2. To critically understand the methods of quantitative and qualitative data collection and analysis.
3. To demonstrate advanced skills in data handling, using appropriate statistical software.
4. To demonstrate high-level skills in qualitative research methods.
5. To demonstrate deep competence in quantitative research methods.

### M2. Research Issues in Contemporary Management

The purpose of this module is to explore leading knowledge in different management disciplines so that you are completely up-to-date as a thinking business professional. Building on this, the module will help you to identify what would make a suitable, interesting and applied research topic in management so that you can begin to conceptualise your own area for future research, later in the course.

The objectives of this module are:

1. To understand and conceptualise a 'research problem' in contemporary management.
2. To analyse how management researchers have conducted significant research projects.
3. To identify and critically discuss what is considered 'cutting edge' knowledge within management.
4. To identify and assess potential areas of research within different management disciplines.
5. To understand the importance of ethics in management research, and how to apply ethical principles

### M3. Interim Research Project (Pilot Study)

The purpose of this module is to allow you to utilise the research methods skills you have acquired, and the areas of research you have identified, in order to test them through a small-scale pilot study. You will be asked to research a relevant topic, or practice-based issue (perhaps in your own organisation or industry) and prepare a report (or mini-dissertation) which will allow your tutors to give you constructive feedback on your emerging research skills and help you to test a research area which you may decide to continue with when you embark on your Practice-Based Thesis.

The objectives of this module are:

1. To demonstrate the ability to devise, plan and conduct an extended piece of independent work (in an ethical manner).
2. To critically assess the chosen topic in the context of the current literature (including existing studies).
3. To critically analyse data in order to offer a sophisticated interpretation of results/findings, bringing original thinking to bear, in order to draw justified conclusions.
4. To synthesise and present research findings in the form of a structured written dissertation.

### M4. Designing a Research Project

The purpose of this module is to write a detailed proposal document for your actual thesis. You will be provided with an appropriate structure for your proposal and encouraged to identify a research problem, undertake a small-scale literature review and give detailed thought to the type of research you would like to undertake and the research methods you would like to employ. The feedback you receive on the proposal will provide you with a very helpful progress check before you embark on your actual thesis.

The objectives of this module are:

1. To identify a topic for systematic and critical review, which is at the forefront of research in practice in your professional context.
2. To develop an appropriate research question which will allow for secondary material to be critically analysed effectively, empirical research to be conducted, and for conclusions to be drawn.
3. To demonstrate a deep critical understanding of the appropriate theoretical and empirical sources of information, which is relevant to the topic of the chosen methodology.

## M5. Developing as a Researcher

The benefits of structured individual self-reflection are increasingly recognised both in professional practice and in academic research. The purpose of this module is to provide you with some useful theoretical tools to help you to reflect constructively and in the right depth. You will consider your own strengths and weaknesses as a business academic and come up with a realistic developmental action plan to close any skills gaps before you start work on your final thesis.

The objectives of this module are:

1. To understand and analyse the principles of reflective practice in both management and research.
2. To critically reflect on own competence and development needs as a management researcher.
3. To identify the further skills required to successfully grow and develop as a doctoral-level researcher in a management field
4. To identify how any required skills or competencies may be attained and to plan accordingly.

## M6. Practice-based Thesis

This is the capstone module of the DBA in which you plan and implement your own extended research project which you then write up as a 40,000-50,000 word thesis which you are then called upon to 'defend' during an oral examination. This is where you demonstrate your own deep expertise in a specific area of applied business and management, earn your doctoral title, and quite possibly make a significant difference to your own organisation! Although this is an individual project, you will be fully supported by a qualified and experienced academic supervisor.

The objectives of this module are:

To research (ethically) and complete a doctoral-level thesis, which represents an original contribution to scholarly and professional thinking, and is of a quality worthy of publication.

## Learning, Teaching and Assessment on your Course

### Learning and Teaching

Learning and teaching will be provided via our VLE. For each module you will receive:

- A module guide
- A detailed assessment brief
- A comprehensive and set of slides with explanatory notes
- A detailed manual to assist your learning, with suggested further reading.

In addition, teaching and tutorial support will be provided in small groups and individually by our expert tutors, either online or in-person (dependent upon location and preferred study mode).

Following the submission of your thesis proposal (module 4), you will be assigned an individual Supervisor to help to guide you through the practiced-based thesis stage of your studies.

### Assessment

A mixture of assessment methods is used on the programme in order to develop a range of skills. The assessment matrix below sets these out, including the indicative word counts for those modules requiring a written assessment.

Year	Module	Assessment Method
ONE (a) (first 6 months)	Research Methodology and Methods Research Issues within Contemporary Management	5,000 word portfolio 4,000 word essay
ONE (b) (second 6 months)	Interim Research Project (Pilot Study) Designing a Research Project (Thesis Proposal) Developing as a Researcher (Individual Reflection)	8,000 word dissertation 5,000 word proposal document Individual recorded presentation (15 minutes)
TWO - FOUR	Practice Based Thesis	40-50,000 word dissertation/ thesis; oral examination (viva)



## How to Submit Assessments

All assessments will be submitted electronically via our VLE.

Instructions for how to submit your assignments will be included in the respective assessment descriptors and module guides. It is your responsibility to make sure that you submit your assignments correctly and on time.

You should submit all assessments required for each module on or before the final submission date. If you do not do so, you are likely to fail the module overall. There may be occasions when you cannot submit an assessment because of circumstances beyond your control. In such circumstances, you should contact the Programme Leader in writing, explaining why you are unable to submit an assessment and to request either a short extension or a longer deferral. Where possible, you should add written evidence to support your request. This request will then be scrutinised by the D.A. academic staff and a decision including, where appropriate, a revised submission date, will be communicated to you in writing. Such requests will be treated sympathetically, but good reasons will be required, and these do not generally include day-to-day pressure of work.

If you are not successful at an assessment, either because you have failed it or failed to submit it, then you are eligible to re-sit your assessment, although the final mark will be 'capped' at a 50% pass. If you are unsuccessful at the re-sit, you may re-enrol on the module (at a further cost) and again the final mark will be capped at 50%. You may only re-enrol for each module once

## Feedback on your Work

We believe that constructive and timely feedback is very important so that you know to what extent you are on track with your work and how you can continue to improve. You should expect to receive detailed written feedback on all your assessments, other than your thesis itself, within 15 working days of submission.

## Our Experts

### Program Leaders

This is achieved through a tailor-made coaching and supervision by our doctoral faculty:



**DE LAGARDE, Olivier**

PhD in Management Sciences  
at the Paris-Dauphine University,  
France



**CARTWRIGHT, Phillip**

PhD in Economics at University  
of Illinois, Urbana-Champaign,  
USA



**KREBS, Viola**

PhD in Sciences of Information  
and Communications at Univer-  
sity of Strasbourg, France



**Fung Man Kam Leo**

DBA, Southern Cross University,  
Australia



**CHAPUIS, Jean-Michel**

PhD in Management Science at  
Université de Bourgogne, HDR  
at La Rochelle Université, France



**NG, Kwan Keung Steven**

DBA, University of South  
Australia, Australia



**FUNG, Kwok Hung Lobo**

PhD in Business Administration,  
Bulacan State University, the  
Philippines



**YU, Siu Yeung Andrew**

PhD in Business Administration,  
Bulacan State University, the  
Philippines



**PUN, Ki Wai David**

DBA, Newcastle University,  
Australia



**CHEN, Shu Ping Monica**

PhD in English Language Edu-  
cation, University of Hong Kong,  
Hong Kong



**WONG, Chi Mei**

Doctor of Education, University  
of Technology, Australia



**LUI, Yau Hang Edward**

DBA, University of Wales Saint  
Trinity David, UK

### Program Supervisor

- Most respected industry experts with 15+ years of working experience and recognized by numerous organizations over the years for their work
- They have delivered 420+ keynote classes for the Doctorate in Arts.
- Have delivered 450+ lectures and are currently empaneled as domain experts with Arts Academy

## Program Outcomes

- Leverage advanced business development applications for making smart business decisions
- Get a Doctorate Degree from Dunster Business School
- Get ready to work anywhere in the World professionally
- Learn from a leading research faculty group
- Get mentorship and career support from our placement experts
- Get ample support for promising startup initiatives
- Opportunity to create a meaningful network with diverse professionals

## Learning Outcomes

- **Advanced Strategic Thinking:** Develop a profound understanding of strategic management, enabling you to navigate complex business landscapes with foresight and innovation.
- **Expert Research Proficiency:** Hone your research skills through hands-on experience, producing a comprehensive thesis that contributes significantly to your chosen field.
- **Leadership Mastery:** Acquire the skills and mindset necessary to lead with authority and effectiveness, instilling confidence in your ability to drive organizational success.
- **Global Business Acumen:** Gain a deep appreciation for global business dynamics, preparing you to operate and lead in diverse international settings.
- **Innovative Problem Solving:** Cultivate a creative and analytical approach to problem-solving, empowering you to address complex challenges with inventive solutions.
- **Effective Communication Skills:** Enhance your communication prowess, ensuring you can convey complex ideas persuasively to diverse stakeholders.
- **Network Expansion:** Build a powerful network of like-minded professionals, academics, and industry experts, fostering collaboration and opportunities for future partnerships.
- **Applied Learning Experience:** Leverage practical internship opportunities to bridge theory and practice, gaining valuable hands-on experience in real-world business scenarios.
- **Publication and Recognition:** Achieve recognition for your contributions through the publication of your impactful thesis, establishing yourself as a thought leader in your field.
- **Life-Long Learning:** Cultivate a commitment to continuous learning, positioning yourself as an agile and adaptable leader in an ever-evolving business landscape.



## Eligibility Criteria

- Master's level degree
- Detailed resume (CV) showcasing relevant professional experience.
- Panel Discussion
- Preliminary research proposal (of at least 500 words in .doc / .docx format); and  
Two letters of recommendation demonstrating the ability to conduct research work.



## Selection Process

1

### Complete your Application

Fill the details required for your successful application.

2

### Review and Shortlisting of Suitable Candidates

The admissions committee will review your application. Upon selection, an offer letter will be sent to you confirming your admission to the Doctorate in Arts from Dunster Business School.

3

### Claim your Doctoral Candidacy

Claim your candidacy by paying the block amount. You may also avail assistance from our loan partners. your journey to be a doctorate, begins now!





## Class Profile

Join a selected and an experienced group of classmates, grow together and build a strong network.



**42** Years Old  
AVERAGE AGE

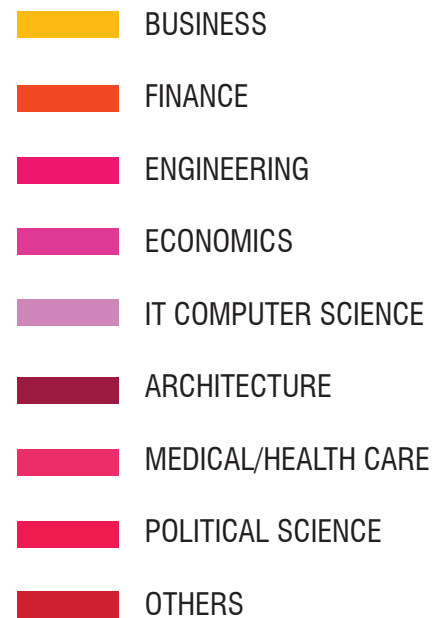
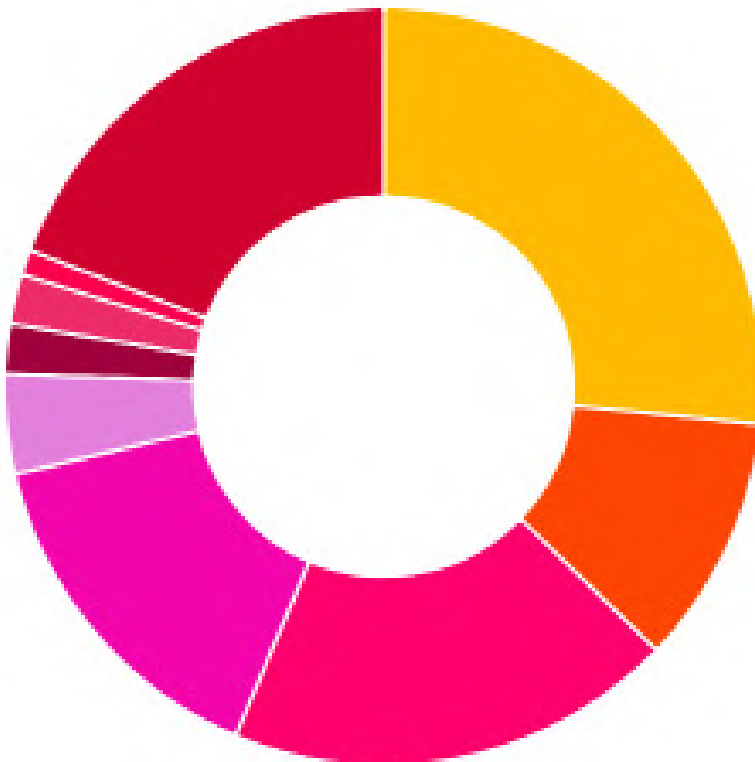


**14** Years in Average  
WORK EXPERIENCE

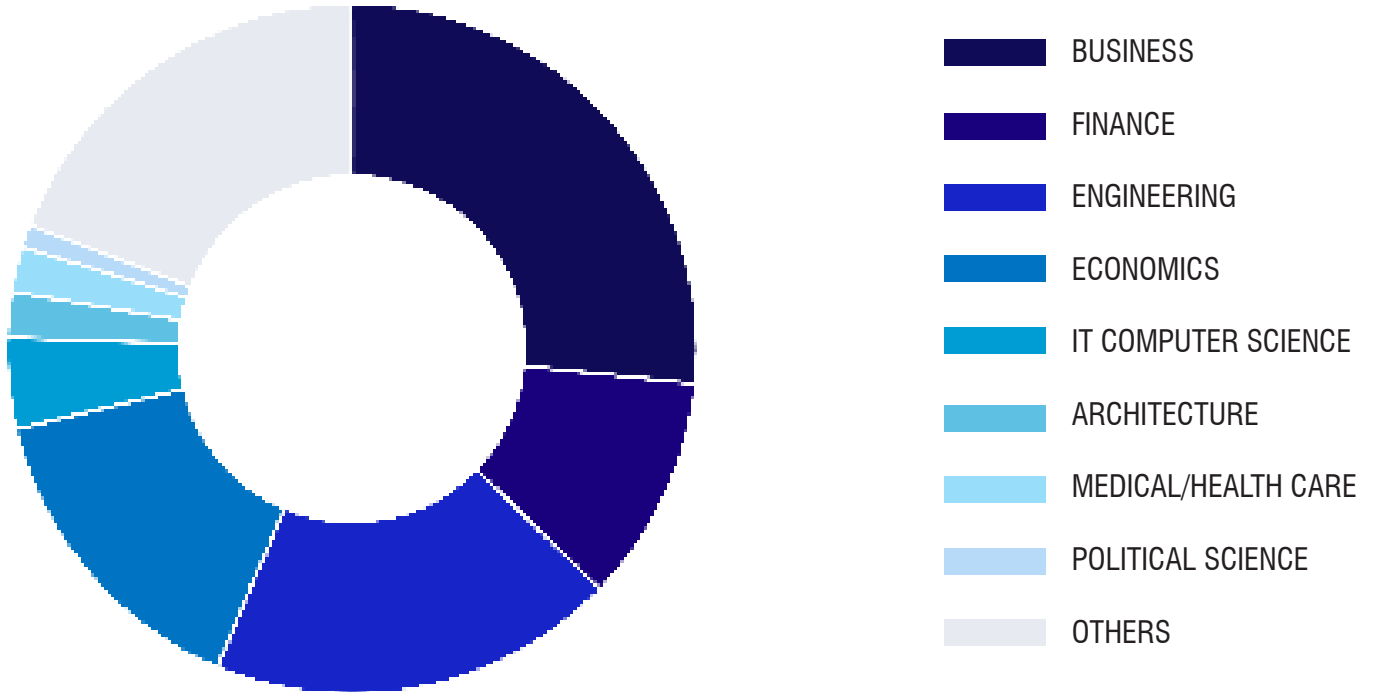


**51**  
COUNTRIES

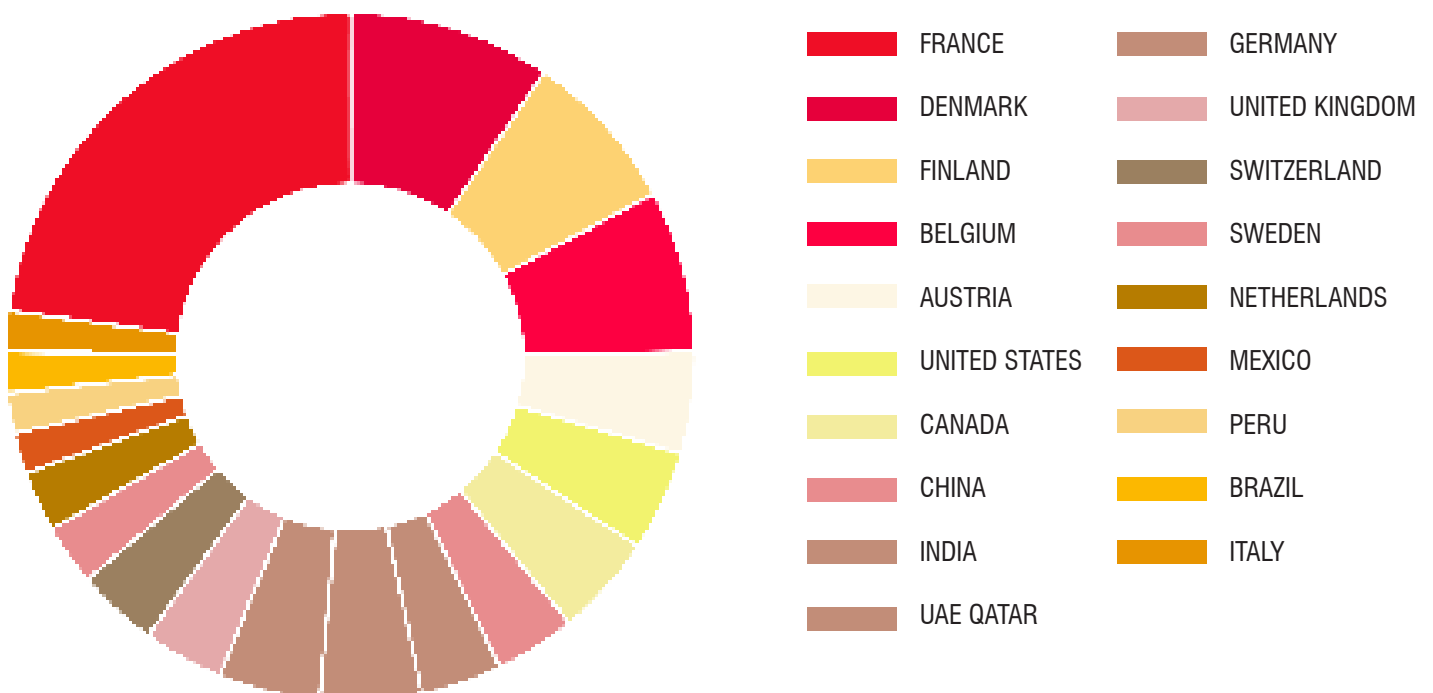
### Education



## Industries




## Where are our Students Located?






**DUNSTER  
BUSINESS  
SCHOOL**  
SWITZERLAND

## For Further Details, Contact:

 **Dunster Business School**  
An Institute under the aegis of Dunster Business School GmbH, Bahnhofplatz, 6300 Zug, Switzerland

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 <https://dunster.ch/doctorate-in-arts-d-a/>

