



## PURPOSE

### Good Practices in Research Attractiveness

#### Waterford Institute of Technology: Doctorate in Business Administration

##### Presentation

The DBA programme focuses on the application of theoretical knowledge to the advancement of management and business practice, and is designed to develop the analytical, conceptual, and critical thinking skills of senior business and management professionals. This is a distinctive, research-issue driven programme that is orientated towards senior executives in managerial roles and combines workplace and professional engagement with the scholarly rigour of the academic institution.

The four-year part-time programme is innovative in its structure, combining three significant milestones on the doctoral process: advanced research skills workshops, cumulative paper series and the completion of the DBA thesis, all of which centres around addressing an organisational issue of interest. The programme is designed to facilitate senior manager access, with a 2–3-day block on campus each semester.

The DBA is aimed at mid-career individuals who have already established themselves as business leaders or are on track to being appointed to executive positions and are supported in their academic ambition by their employing organisation. The programme combines workplace and professional engagement with the scholarly rigour of the academic institution. The DBA aims to develop the participant's ability to undertake independent research at an advanced level and make a significant contribution to knowledge and professional practice through the evaluation of business management structures, contexts, and processes.

Standard applicants will have an MBA (or equivalent master's degree in the field of business and management or organisation studies) and a minimum of five years management experience, ideally at senior level. Applicants should also display a competence in solving problems analytically and in separating opportunities and challenges in terms of cause and effect, as well as the potential to conduct research.

The fees payable over four years are €35,000.

##### Description

The programme is divided into three stages: following completion of a series of workshops in Stage 1, participants will submit a research proposal, to be presented at a doctoral colloquium. Students will then research and write up a series of research papers in Stage 2, guided by an academic mentor and a WIT working paper series, before submitting and defending their thesis in Stage 3 of the programme.

Stage 1 focuses on supporting the research design and application through examining current and topical methodological questions and debates. Through a series of intensive workshops, provided by the School's leading academics, participants develop advanced research skills to be applied in Stage 2 of the research process, when they carry out an extended study under the tutelage of a trained professional and in interaction with their peers through a cumulative 'research paper' series. In Stage 3, participants will present and defend their thesis, amalgamating their paper series, and adding in introduction and context, discussion, conclusions and recommendations and reflections.

A series of five workshops incorporating twelve modules, and the doctoral colloquium are held over a 30-month period (averaging one per semester). A series of research paper presentations and examinations are held over the subsequent 18 months prior to submission of the thesis. There is significant independent and workshop tutor or supervisor supported work completed by participants over the intervening periods.

##### Results - impact

PhD candidates tend to go into academia and either continue their research, become lecturers, or do both. A professional DBA is focused on the actual application of knowledge and theory in real world business practice situations.

A person with a DBA who applies their new knowledge during and after their programme, will directly contribute to their company growth and development – adding to the company product development cycle, product line, innovative thinking, exports, job creation, etc.



## P u R P O S E

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It appears a more economically advantageous use of resources than a PhD, which whilst contributing to the broader canon of entrepreneurial knowledge, does not directly impact on commercial activity.

Testimonials of alumni can be read on the website:

[https://www.wit.ie/courses/doctorate\\_in\\_business\\_administration\\_part\\_time](https://www.wit.ie/courses/doctorate_in_business_administration_part_time)

#### Further information

[https://www.wit.ie/courses/doctorate\\_in\\_business\\_administration\\_part\\_time](https://www.wit.ie/courses/doctorate_in_business_administration_part_time)

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