

A photograph of four business professionals in a meeting. A man in a dark suit and light blue shirt is in the foreground, smiling and looking towards the camera. Behind him, three other people (two men and one woman) are blurred, also appearing to be in a professional setting.

Doctorate in Business Administration

A prestigious, applied degree programme enabling experienced professionals to demonstrate competence in professional practice at the highest academic level

Liverpool Business School
Liverpool John Moores University

The Doctorate in Business Administration (DBA) is a premium, applied programme of study providing an opportunity for senior professionals working in business and management related areas to extend their own learning, and make a contribution to the body of knowledge within their practice area, leading to new areas of professional practice. It is also designed to develop participants' critical knowledge and skills that will equip them for significant career development and progression.

The DBA requires participants to conduct a substantial piece(s) of independent research into managerial issues through critical review and systematic application of appropriate theories and research to professional practice. It is a flexible programme, which is delivered on a part-time basis through a combination of residential workshops, action learning sets, local meetings and one-to-one supervision.

This high-quality programme will appeal to managers who, qualified in their own areas of professional practice, seek a new challenge and want to pursue the highest academic qualification.



An **internationally highly-esteemed** degree providing added value

The Doctorate in Business Administration carries the same status as the traditional Doctor of Philosophy (PhD), leading to a D-level (Doctorate) qualification. However, the DBA provides participants with **greater added value**, in relation to the way it is structured and delivered, as well as the participant's experience whilst studying the programme. Organisations employing participants will **directly benefit** from the research undertaken, gaining valuable and objective feedback that essentially provides them with significant opportunities to receive high level internal consultancy.

■ **Clear structure and sense of progression**

Timetabled over a set period of three years, the DBA has a **clear structure**. The programme comprises *core taught introductory modules*, which are designed to prepare participants for the applied research component of the DBA, and *staged assessments*, after which participants receive **continuous formative and summative feedback**.

This serves to provide participants with a **sense of progression** throughout the programme. In addition, regular monitoring of participants' progress means that there is a **higher certainty of success** amongst those studying for the DBA compared to the traditional PhD.

■ **Regular tutor-participant interaction and peer support**

Participants on the DBA receive **ongoing support and supervision** (both virtual and face-to-face) throughout the duration of the programme. The DBA draws on a range of staff from across Liverpool Business School to support its delivery, providing a wide range of areas to study within the business and management related arena, including governance, leadership, action learning, business administration and management development.

In addition to tutor support, participants will also benefit from the **support of their peers** during the workshops and action learning sets that are planned over the three-year programme. Action learning involves the use of a 'set' or group, to which each individual participant brings a real-life problem and which they are responsible for solving. This means that participants on the DBA do not experience a sense of 'studying in isolation' so common amongst those on more traditional doctoral programmes.

DBA Management Team

Dr Yusra Mouzugh



Yusra is a Principal Lecturer at Liverpool Business School and Programme Leader for the DBA, thus she is the first point of contact for participants.

Yusra has taught on both undergraduate and postgraduate programmes at Liverpool Business School mainly focusing on Project Management and Research Methods modules.

Yusra's research interests lie in the area of knowledge management, with her PhD focusing on the critical success factors for knowledge management in the insurance industry. Yusra's work has been published in a number of journals and she has presented her work at local as well as international conferences.

Prior to joining Liverpool John Moores University, Yusra worked in the Insurance industry as a Project Manager for over seven years.

Dr Ann Thorne



Ann is currently Director of Operations for the Faculty of Business and Law and her past roles within LJMU include Acting Director of Liverpool Business School and Director of Learning and Development. Prior to this Ann held a range of

HR management roles in the banking, retail and local government sectors.

Building on her experience as both an academic and senior manager in HE, Ann has developed a range of highly innovative masters programmes for organisations which have had major impact on participants and their organisations. Her work has been used as an exemplar of good practice in the Lambert Review of Business-University Collaborations (2003), and in 2007 her

work with a local authority in Wales led to the National Training Award for Wales.

Ann has taught at all levels across a range of business and management subjects specialising in Human Resource Management and Development, Change Management and Leadership. She has developed a number of action learning based masters programmes that has enabled the Faculty to gain a growing reputation in this area. She has developed and leads the Doctorate in Business Administration programme which is running in Bahrain.

She holds a number of fellowships and memberships of professional bodies and working groups as well as governance roles in the local community.

Dr. Karim Ménacère



Dr. Karim Ménacère is a Senior Lecturer at Liverpool Business School. Karim has a broad research experience and strong teaching interests extending over 30 years. He presently supervises MBA and PhDs in Business, Management

and Human Resources. He also supervises MPhil/PhD in Applied languages and Translation studies involving Arabic, French and English. Karim is actively involved in the research committee and contributes to the development of research within the university. His research contribution is significant; he has a number of publications.

Dr David Bryde



David is a Reader in Operations Management at Liverpool Business School and a tutor on the DBA.

One of eleven Business School staff successful in the 2008 Research Assessment Exercise,

David's research interests lie in the area of operations management, particularly project management and performance management in project environments. David's work has been published in various international journals and he has contributed to

several book chapters. In addition, he has presented his work at numerous conferences in the UK, Europe and the US.

David's industrial experience includes working as the Head of the Technical Support Department for Metier Management Systems, supplier of Artemis – a project management software package, and as a Project Manager for ICI, working on a variety of computing, telecommunications, infrastructure and internal change projects before joining LJMU.

Dr Bob McClelland



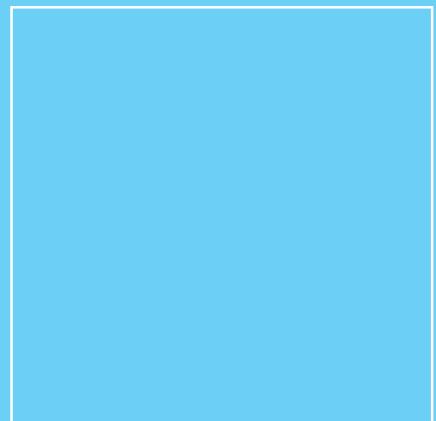
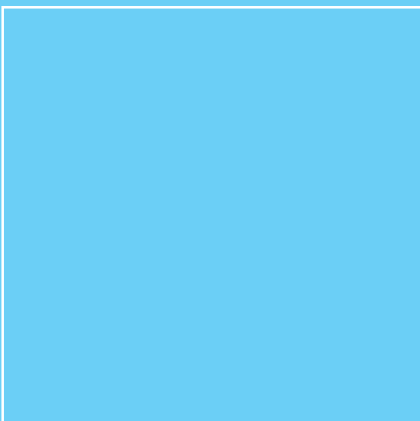
Bob is a Reader in Educational Technology and lectures in Research Methods at Liverpool Business School.

Bob is one of eleven Business School staff successful in the 2008 Research Assessment Exercise. He has written

several books and has over eighty refereed publications.

With several successful PhD supervisions completed he currently supervises more than twenty doctoral students in the UK and overseas.

With extensive business enterprise experience, over the past nineteen years Bob has overseen and undertaken projects for the Office of Deputy Prime Minister, National Health Service, Primary Care Trusts and Councils at local and regional level. He has overseen and developed projects concerned with overseas banking, involving countries such as China, Jordan and a range of countries in Africa.



Our students

Participants on the DBA programme come from a diverse range of professional and academic backgrounds, and are based in different countries too, including Saudi Arabia, Oman and Kuwait, as well as Bahrain. However, they all have one common goal – to successfully complete the LJMU Doctorate in Business Administration in order to advance their careers and achieve their professional and personal goals.

Here is a selection of comments from participants currently studying for the DBA with LJMU:

“The Doctorate of Business Administration (DBA) offers a viable practical alternative to the traditional PhD degree. The programme also offers invaluable flexibility as it is delivered on a part-time basis, making it possible to study while being in full-time employment.”

- **Salma Alderazi**, Senior Associate for the Bahrain Economic Development Board

“The entire DBA course has, in my opinion, been very well designed and professionally structured to provide participants with the required support and guidance to successfully complete the programme within an acceptable time frame.”

- **Mohammed S. Al-Hammam**, Senior Operations Engineer for Saudi Arabian Oil Co. (Saudi Aramco)

“The encouragement and support I have received from the DBA programme management team is great and will help me to achieve my goals.”

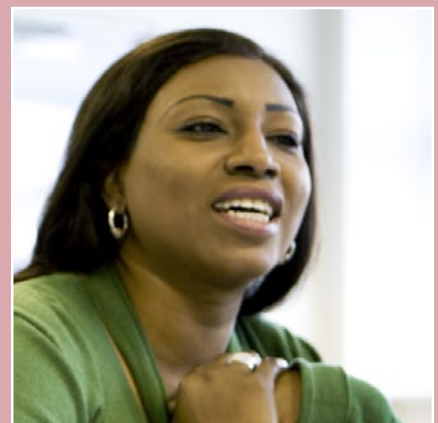
- **Abdulla Alhadiah**, Business Development Manager, Gulf Region

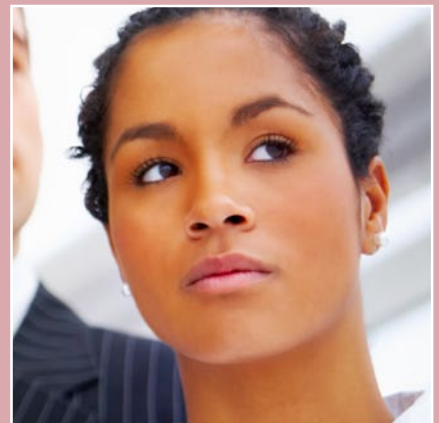
“The DBA programme has exceeded my expectations, providing a better option for managing my time as it enables me to study closer to home.”

- **Turki Faisal Al Rasheed**, Chairman, Golden Grass Inc., Saudi Arabia

“Meeting with other students, and the co-operation within the group, enriches the experience.”

- **Rashid Bahwan**, OmanTel







GCC Students

LJMU delivers workshop support in Bahrain for DBA students working in the GCC. For further information please contact:

Management Development Centre International (MDCI)
Suite 705 - 706
7th Floor, Entrance 3
Manama Centre
PO Box 26305
Manama
Kingdom of Bahrain

Tel: +973 17 216002

Fax: +973 17 216007

Website: www.mdciedu.com or www.gulfdoctorate.com

Home / EU Students

To apply for the DBA programme or to make an informal enquiry please contact:

Bernie Hobbs, Research Administration Officer
Liverpool Business School
John Foster Building
98 Mount Pleasant
Liverpool L3 5UZ

Tel: +44 (0) 151 231 3576

Fax: + 44 (0) 151 707 0423

Email: B.S.Hobbs@ljmu.ac.uk

Website: www.ljmu.ac.uk/lbs/dba

Student Recruitment Team
Roscoe Court
4 Rodney Street
Liverpool L1 2TZ

Tel: +44 (0) 151 231 5090

Tel: +44 (0) 151 231 3462

Email: recruitment@ljmu.ac.uk

Website: www.ljmu.ac.uk

