



● European
○ Business
○ Awards®

NATIONAL
WINNER

2019

Earn a British
**Doctorate in Business
Administration (DBA)**
Through Distance-Learning

4 YEARS

No. 1 Modern University in London*

University of the Year for Student Experience**



* The Guardian University Guide 2021. A modern university is a university created in or after 1992.

** The Times/The Sunday Times Good University Guide 2021.



The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing has been operating in Nicosia since 1978 and in Limassol since 1984. Originally set up to promote the science of Marketing in Cyprus and abroad, during the last 43 years CIM has evolved into an all-round Business School, offering an array of programmes – from Marketing and Management to Finance & Accounting, Shipping, and International Business & Commercial Law.

Over the years, CIM has provided the opportunity to more than 10,000 students to acquire world-class qualifications and fulfil their aspirations. The majority of these are individuals who had missed out, for one reason or another, on the opportunity to study after graduating from secondary school, yet who always had the desire to pursue learning, gain further knowledge and qualifications, and advance their careers.

Though CIM now serves students from all ages and all walks of life, it still offers exclusively evening classes – in order to cater for the needs of working individuals. And it still puts its emphasis on combining theory and practice.

We are proud to be Cyprus's finest Business School. And we are proud to offer the best education at the most affordable fees.

University of West London

The University of West London is a British University with sites in West London and Berkshire.

The University of West London (UWL) has a reputation for high quality education closely linked to employment, with 98% of our graduates in employment or further study within six months of graduating (HESA data, July 2018).

UWL was ranked the top university in London, and in the top 25 in the UK for overall student satisfaction in the National Student Survey (NSS) 2020*.

This year UWL was announced as University of the Year for Student Experience by The Times and Sunday Times Good University Guide 2021. It was also named top university in London for student satisfaction by the Complete University Guide 2021.

In June 2017, UWL was awarded Silver in the first Teaching Excellence Framework (TEF), recognising our strategic and innovative approach to curriculum and teaching expertise, and our focus on a positive student experience.

Our success has been underpinned by dynamic growth following major investment of up to £150m across our three campus sites.

The Claude Littner Business School

The Claude Littner Business School is based in the heart of west London, at the centre of a highly lucrative business district. Fifty percent of the UK's top 30 companies and over 30,000 SMEs are based there.

The School has strong links with national and international employers and some of the most innovative companies in the area. It provides individuals with life-long learning and training, giving them the knowledge and skills to flourish and to get their ideas off the ground- whether they are graduates, senior executives or entrepreneurs.

The University of West London won 'Business School of the Year' at the THE Awards 2019 (Times Higher Education Awards).



* Excluding specialist institutions

Doctorate in Business Administration

Overview

Turn your career into a qualification; if you are a middle or senior manager our Professional Doctorate in Business Administration is designed so you can study part-time while you work and apply your learning directly to your professional practice.

On this course you will carry out advanced and comprehensive research into a key aspect of business administration, underpinned by a series of taught modules.

When you study for a Professional Doctorate at UWL you will join the international research and learning community of our collaborative research groups and Research Centres. We offer an integrated professional doctorate scheme which allows you to engage with professionals from different sectors and reflect on what is shared across professional boundaries and what is distinctive to your own occupational setting.

Student support arrangements

Throughout their programme of study, students will have access to a variety of resources of support depending on individual circumstances and needs. Apart from the University-wide support framework, which encompasses the programme leaders, the module leaders, the personal tutors, in-course Learning Skills Development and Personal Development Planning, all students will have at their disposal a variety of different support roles which depend on the nature of the course.

Course Detail

This course allows you to develop an interdisciplinary specialism in your area of business interest. You will analyse research and practical-based experiences around the challenges of strategic leadership, management and governance. The aim of the course is to transform interested learners into highly sought after business professionals. Throughout the course we will support your personal and professional development to enhance your career advancement or change.

Each taught module is delivered over the course of a single weekend. Teaching is carried out through lectures and smaller seminars and workshops where the emphasis is on discussion. Tutorials are face-to-face and online and your supervisor and tutors will support your independent study and writing of your thesis.

We provide a supportive research environment and you will be part of the UWL Graduate School Centre which supports all research students and coordinates research activity across the university. In addition you will have full access to UWL student support, including life-long careers advice.

**Distance
Learning**

Admission Requirements

You will normally need:

- / **a good first degree (first or upper second class) or equivalent in a relevant field**
- / **a Master's Degree with Merit or Distinction or equivalent professional experience**
- / **a minimum IELTS score (International English Language Testing System) of 6.5 (with no element under 6.0) or equivalent. You are exempt from this requirement if you have a previous degree obtained in the UK.**

Study & Career Progression

Studying for a doctorate will help you to develop research skills and evidence-based practice within your professional area.

A doctorate qualification can help you to develop your role in your current career, secure a promotion or facilitate a career change.

Completion of a professional doctorate will also allow you to progress into a postdoctoral research role.



Applications

You can apply online at any time by following the link below

<https://www.uwl.ac.uk/course/postgraduate/doctorate-business-administration>

Our application form will ask you for some information about:

- / **what you want to study**
- / **your previous qualifications or experience**
- / **your references**
- / **how we can contact you.**

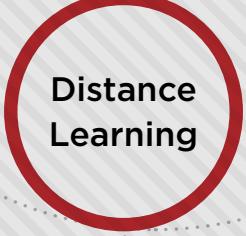
Want to learn more about the programme and about how to apply?

Contact the CIM team at info@cima.ac.cy / 00357 22778475

Doctorate in Business Administration

Assessment Matrix

Module Title	Type of assessment	Word count or equivalent
PART 1 (1st and 2nd Year)		
Strategic Entrepreneurship: Theory and Practice	Coursework	5,000 words
Professionalism in Social Context	Coursework	5,000 words
Methods of Professional Enquiry and Research	Coursework	4,500 words
Executive Leadership: Critical Reflection and Perspectives	Coursework	5,000 words
Connecting Research and Practice	Coursework	5,000 words
Evaluating Data in the Professions	Coursework	4,500 words
PART 2 (3rd and 4th Year, can extend to Year 5 if required)		
DBA Thesis	Thesis	45,000 to 50,000 words



Distance Learning

Due date (week no.)	Pass mark (%)	Weighting (%)
2 weeks before the end of Semester	60	100
2 weeks before the end of Semester	60	100
2 weeks before the end of Semester	60	100
2 weeks before the end of Semester	60	100
2 weeks before the end of Semester	60	100
2 weeks before the end of Semester	60	100
Between the ends of Year 4 and 5	60	100



Doctorate in Business Administration

Module Summary

Strategic Entrepreneurship: Theory and Practice

This module covers strategy formation, entrepreneurial manifestation of the strategy and the mitigation of risks by integrating conceptual, empirical and case methods in order to ensure that these perspectives are simultaneously considered. This is achieved using lectures, tutorials, interactive exercises, case studies and readings in a participatory and interactive manner. The prior experience of students and their local business or employment setting will act as a basis for the further development and growth of each student. The module assumes prior knowledge of these concepts based on previous experience.

Professionalism in Social Context

This module will help the students to develop the skills and knowledge for contemporary practice in their chosen professional field. They will identify the capabilities, attributes and authority they bring to the programme and what makes them the professional they are with their own unique practice developed with time and experience. The module will develop this knowledge by investigating the development of the professional in the wider social context and how this has affected the particular area of study. By combining multiple professional environments into a single course, it will enable the module to investigate professionalism more widely and share practice from a range of professional environments. It will particularly look at how professions and professionals respond to political, social and economic change through the lens of policy development and implementation.

Methods of Professional Enquiry and Research

This module is to enable you to develop your theoretical, methodological and research skills to enhance your ability to conduct rigorous research and reach to sound analytical conclusions, which can form the basis for the development of effective service delivery in professional organisations.

Executive Leadership: Critical Reflection and Perspectives

This module takes students through a leadership journey that challenges current practice to review personal and organisational leadership performance. The starting point of this module is that all leaders, including the exceptional ones, benefit from self-awareness and emotional intelligence so they can lead in a more effective and inspiring manner. This module explores this topic in the context

Distance Learning

of specific business environments and the contributing variables of ambiguity and uncertainty. This module starts with advanced underlying principles but progresses into a self or organisational reflective approach based on empirical data and current trends for local, national and global leadership approaches.

Connecting Research and Practice

This module is to introduce the students to the operational and strategic issues that they are likely to face when conducting and implementing research in professional practice. They will learn how to clearly differentiate between the professional researcher and professional practitioner roles and will explore the challenges of undertaking research in a professional setting.

Evaluating Data in the Professions

This module is to enable the students to develop their understanding of quantitative and qualitative research skills, to enhance their ability to conduct rigorous research, analyse data and reach sound analytical conclusions, which can form the basis for the development of effective service delivery in professional organisations.

DBA Thesis

Underlying the core of the doctoral course is the research project undertaken by the student. The designated supervisors will support with the student to plan and deliver the project in a timely fashion. Each student will be required to submit and present a formal research proposal and a research plan to the School Doctoral supervisors' Panel after finished all 6 taught modules.

QAA (2016), Status of the Doctorate of Business Administration (DBA) in the UK: "The Doctorate of Business Administration (DBA) sits on the highest level of The Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (level 8 in England, Wales and Northern Ireland, and level 12 in Scotland).

The DBA is an award which meets the qualification descriptor for this level in full. All UK doctorates, regardless of their form, require the main focus of the candidate's work to demonstrate an original contribution to knowledge in their subject, field or profession, through original research or the original application of existing knowledge or understanding."



Doctorate in Business Administration

The Outline Research Proposal

As part of the application process, you will need to submit a short outline research proposal which enables us to assess your suitability for higher degree work, including:

- / **viability of your topic as a research study at Doctoral Level**
- / **clarity of your topic**
- / **methodology and the practicalities required for a research degree**
- / **appropriate supervisor(s) to be appointed to support your research.**

The proposal should be approximately 1,500 to 2,000 words, excluding references. Although it can seem very challenging to produce a research proposal, even in outline, before you have formally 'begun your studies', it can be a valuable way of working through your own ideas and interests, and assessing whether they are likely to develop into a feasible project, to form the basis of your doctorate. It will also form the foundation for your more detailed and formal proposal which will be presented to the School Doctoral Supervisors Panel after you completed all taught modules in the DBA course.

The initial proposal should not be treated as a rigid commitment, and some students do change their plans as their work develops, but research students are expected to have viable and sufficiently coherent projects and the requirement that a proposal should be written is the first demonstration of this capability.

The guidelines set out below are intended to help you to identify and address the important areas you will need to cover in your proposal.

Outline Research Proposal - Guidelines

Introduction

This should identify your proposed research topic and contextualise it within a particular discipline or area of interest. It should contain some reference to the relevant literature and practice issues, and your introduction should build on the knowledge and issues raised. You should also make clear why the research topic is worth investigation, for example, in terms of the need to extend knowledge or to address gaps in existing knowledge, and also of the importance of the topic and its potential contribution to the subject area or discipline.

Statement of Research Focus, Problems or Questions

You should describe your proposed research focus within the topic you are interested in, and, if appropriate, the problems or research question(s) it is likely to address. This should give an idea of what questions, issues, or hypotheses will be investigated. This section may not be expressed very precisely at this early stage, particularly for types of research where the questions will unfold as the work progresses, however, some degree of focus is important to help you to plan the work and to help us to identify what kinds of support you will need. This will then continue once you are enrolled and working on your more detailed formal proposal.

Research Design, Data and Methodology

This section should indicate your initial ideas about how to address the research problem. Its form will depend upon your chosen discipline and the research topic, as well as on your interests and the kind of approach that you anticipate taking. This may change as you develop your work further, but it is valuable at this stage to consider the most likely approach as this will help you to clarify your ideas and help us to consider the most appropriate supervision for you.

Distance Learning



Data Analytic Procedures

Although it may seem a long way ahead, it is very useful to think about data analysis right from the outset since it will have implications for the planning of your work. The data analysis approach will need to relate to your anticipated research focus or problem, design and methods and this will vary according to your discipline and subject area. Whatever the nature of the data, you should provide some indication as to how the data will be handled as part of the research, any problems anticipated (and the outline of solutions to these) and any support you will need.

Practical issues

It will be useful at this stage to outline practical considerations for your research, including the resources you will need, any access, permissions from your employer or ethical issues that are likely to arise, any anticipated difficulties and how these might be overcome. You may find it useful to consult the University's Research Governance Policy, which can be read by visiting the UWL website and clicking on the research banner.

Timescale

We recommend you give careful consideration to your own time management. For DBA, we expect you to complete the DBA Thesis stage in 2 to 3 years. Time management can be a major challenge for research students, since this form of work is both demanding and less structured than 'taught' modes of study. It is important to consider the needs of the research project but also your personal and work circumstances and availability of resources that will impact on the timescale of the work. It is useful to have a Gantt Chart to illustrate each stage of your research process.

Bibliography

Please include a full list of references and sources you have used. You may also wish to provide a wider bibliography to indicate the range of sources you are likely to draw on and to indicate the preparatory work you have undertaken. UWL uses the Harvard reference style as a standard style. You can obtain details on this style by visiting <http://www.uwl.ac.uk/lrs/guides/harvard.html>.

Doctorate in Business Administration

Year	Semester	DBA	Exit award	Student Journey
Year 1	Semester 1	Module 1		One academic advisor allocated
	Semester 2	Module 2		
	Semester 3	Module 3	Postgraduate Certificate in Professional Practice (100 Credits)	
Year 2	Semester 1	Module 4		
	Semester 2	Module 5		
	Semester 3	Module 6	Postgraduate Diploma in Professional Practice (200 Credits)	<ul style="list-style-type: none"> i. Passed all modules ii. Present Proposal to the CLBS Doctoral supervisors' panel iii. Two supervisors allocated iv. Proceed to DBA thesis
Year 3		DBA Thesis		<ul style="list-style-type: none"> i. Keep research log, review by supervisors regularly (at least once a month) ii. Obtain Research Ethics approval from the University ii. Present work to CLBS Doctoral supervisors' panel annually
Year 4		DBA Thesis		<ul style="list-style-type: none"> i. Keep research log, review by supervisors regularly (at least once a month) ii. Present work to CLBS Doctoral supervisors' panel annually
Year 5		DBA Thesis		Viva (student can submit the Thesis anytime between the ends of Year 4 and Year 5)

Delivery Mode

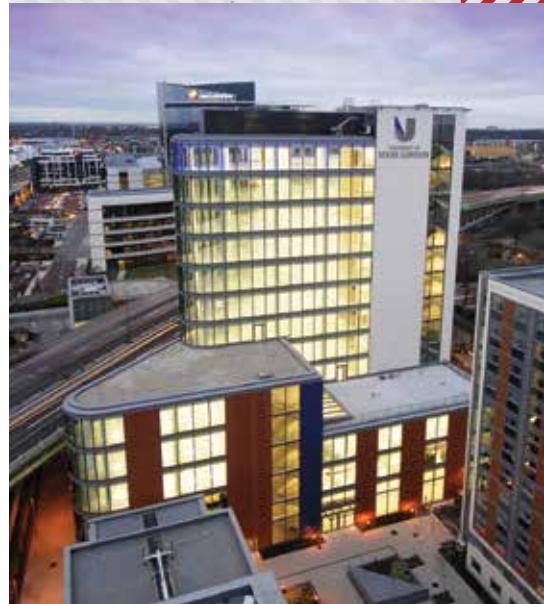
All modules are delivered in Block Sessions over 3 days (Friday-Sunday).
2 sessions will be taking place in Cyprus and 1 in London.

98%

of our graduates
are in employment
or further study
within six months
of graduating[^]

Reasons to study at The University of West London

- / UWL was voted the number one modern* university in London by The Guardian University Guide 2021.
- / UWL has been awarded the 'University of the Year for Student Experience' by The Times/The Sunday Times Good University Guide 2021.
- / Outstanding rate of 98% of University of West London's graduates are in employment or further study within six months of graduating.[^]
- / The University of West London provides a full spectrum of support services for its students.
- / The University of West London students win many awards and prizes for endeavours within their academic fields.
- / The University of West London is a well-established international University, with renowned alumni.



Application Documents

- / A good (with Merit or Distinction) Master's degree or equivalent in the relevant field of study. A copy of the transcript and Master's Dissertation are required for application.
- / Have a minimum of two years full-time equivalent supervisory/managerial roles work experience relevant to the subject that they wish to study.
- / Currently employed in professional capacity related to the field of Business Management. A CV is required for application.
- / Researching and developing professional practice in an area which falls within the CLBS's current research activities to enable the CLBS to appoint suitable supervisors who are familiar with the relevant area of research.
- / A proposal (1,500 to 2,000 words) is required for application, which will be referred to and discussed in the application interview process.
- / International students: Score of 7.0 in IELTS overall (with no element under 6.5) or successfully undertaken the UWL English Language exam.

* A modern university is a university created in, or after 1992.

[^] HESA employment performance indicator, 2018.







uwL.ac.uk

- / Fees: £13000
- / Payable over 3 equal instalments in years 1, 2 and 3

The Cyprus Institute of Marketing

Nicosia
25 Zannettos St., Ayios Andreas,
1100 Nicosia.
Tel.: 22778475

Mailing Address
P. O. Box 25288, 1308 Nicosia, Cyprus.

E-mail
info@cima.ac.cy

Limassol
7 Stelios Kyriakides St., 3080 Limassol.
Tel.: 25343556

www.cima.ac.cy



PARTNER IN
LEARNING

The Association
of Commonwealth
Universities
Member

CABS
CHARTERED ASSOCIATION
OF BUSINESS SCHOOLS
Member


EURASHE
European Association of Business Schools
Member


ACBSP
MEMBER
Member


nibs
network of international
business schools
Member