



**BINARY UNIVERSITY**  
of  
MANAGEMENT & ENTREPRENEURSHIP



**Loyola  
Institute of  
Business  
Administration  
(LIBA)**  
*A Jesuit Business School*



# DBA

## DOCTOR OF BUSINESS ADMINISTRATION

**LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)**  
Loyola College Campus | Chennai 600 034 | TN | India

## INTRODUCTION

The Binary DBA is patronised globally by CEOs and senior managers from Europe, Middle East, Indian sub-continent, Africa and Central Asia.

The Programme comprises two parts

Part 1: 8 taught modules focused on contemporary issues.

Part 2: An applied research thesis of 70,000 word supervised by a professor with industry experience.

Successful completion of the DBA allows the graduate to use the title "DR".

## AIMS AND OBJECTIVES

The Binary DBA is an applied Management Programme designed to advance the professional development of practicing managers and professionals from diverse field. This programme helps you develop leading edge thinking by providing you the opportunity to research into intellectually demanding management issues, particularly relevant to your organization or industry.

Upon completion of the Binary DBA, you will be able:

- To develop a superior level of confidence in your management skills and foster competence in processes of researching.
- To cultivate the ability to challenge and critically review findings in current management and business research.
- To understand and apply new management knowledge to complex organisational issues.
- To deepen your knowledge and understanding of complexities linked to contemporary business issues, the connection between them and the application to organisational situations.
- To increase your awareness of professional practice in leading and managing organisations.



# COURSE STRUCTURE & DESCRIPTION

The minimum period to complete the DBA is 3 years. Students need complete 8 core modules and the thesis.

## **1. Research Methodology:**

The process of literature search and review are addressed, the main techniques for their procurement and generation are explored. The use of quantitative tools and software packages like (SPSS) will be covered. Considerable attention will be given to the linkage of data and integration of objective and subjective inputs. The aim of this unit is to equip participants with strong foundation to successfully undertake complex qualitative research at a doctorate level using a variety of approaches including case studies, participatory action research, grounded theory, and ethnography.

## **2. Transformational Leadership**

This module provides students with an in-depth analysis of leadership practices found within various types of organisations. Different theories will be discussed at length to be applied to different organisational scenarios.

## **3. Strategic Management in action**

A thorough analysis of strategic management processes, assessment of organisational competencies needed for effective attainment of strategic goals and objectives, at corporate and business levels are examined in this module.

## **4. Global Issues in Entrepreneurship**

This module seeks to give participants a better understanding of entrepreneurial behaviour both locally and internationally, It examines the nature of entrepreneurship, the key steps involved in starting a new business venture, sources of assistance for entrepreneurs, and management of the entrepreneurial business venture within an international context.

## **5. International Marketing**

With a focus on customer relationship management and e- commerce, this module is designed to help students understand how to assess market potentials and plan marketing strategies from a managerial and a strategic standpoint.

## **6. Financial Management**

The main objective of this module is to equip students with an in-depth understanding of the current financial theories used in business applications. It enables one to prepare reports for management explaining and evaluating the financial consequence of strategic decisions as well as to assess the impact of the global business environment on national and multinational organisations.

## **7. Human Resource Management**

A comprehensive assessment of environment a influences on HRM and the linkage between strategic business objectives and HRM activities would be explored. Measuring HRM performance in terms of organisational success and employee well-being would be examined within the national and international context. Sources of legal obligations in recruitment, ethical issues in HR and other activities within HRM context would also be thoroughly reviewed and critically argued.

## **8. Management Issues**

Through systematic techniques of inquiry and analysis, students get to learn how different types of organisations in different industries compete to remain relevant in today's complex business world.

## THESIS

The DBA thesis is a program of supervised research study agreed and approved by the supervisor and the Doctoral Committee. The DBA thesis must be around 70,000 words. The purpose of this module is to enable students to know how to carry out an applied research in a particular area of organisational discipline in systematic manner. The thesis covers literature review, building of theoretical framework, methodology specification, data analysis, and discussion of conclusions and recommendations.

## RESEARCH AREAS

By choosing to do thematic research rather than disciplined- based, you can specialize in a broad range of areas as follows:

- Entrepreneurship
- E-commerce
- HRM
- Information Technology Management
- Marketing
- Quality Management
- Logistic Management
- Islamic Banking

## ADMISSION REQUIREMENTS

- A recognized masters degree (MBA, M.Sc, M.Phil) and a minimum of 5 years work experience
- Those with masters in a non-business area eg. M.Sc. Biology will be required to complete one semester bridging course.

## APPLICATION PROCEDURES

- 2 copies of attested certificates and transcripts
- A detailed resume
- 2 passport-sized photographs
- 1 photocopy of identity card/ passport
- Non-refundable application fee of Rs 3000/- (payable to LIBA)

## FEE STRUCTURE

Module	LIBA Fee*	Binary Fee*
1	Rs.83,190	USD 1120
2	Rs.83,190	USD 1120
3	Rs.83,190	USD 1120
4	Rs.83,190	USD 1120
5	Rs.83,190	USD 1120
6	Rs.83,190	USD 1120
7	Rs.83,190	USD 1120
8	Rs.83,190	USD 1120

\* Exchange rate as on the date of fee payment.



RIGHTS RESERVED: LIBA reserves the right to change the requirements for admission or graduation, course content, fee structure, and students regulations or to make any other suitable modifications, should these be deemed necessary in the interest of students, institute, or the profession.

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