

DBA  
Program

**Geneva**



# Welcome to EU Business School

We live in a fast-paced era in which education is no longer about acquiring information, but rather developing key skills and learning how to evolve with the world around us.

After your time with us, you will walk away with more than a degree and in-depth knowledge of business. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, both professionally and personally, enabling you to seize the new opportunities available to you.

We will help you be entrepreneurial, think for yourself, learn from your mistakes and, most of all, take advantage of the opportunities that will arise throughout your career. These attributes are ingrained into the EU Business School DNA. The rest is up to you.

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone – we will accompany you along your path to success. From our Career Services Department to our global network of EU alumni, you will have access to dedicated business professionals to guide you as you establish yourself in the world of business. So, if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.



**Luc Craen**  
Managing Director  
EU Business School

## Who We Are

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973.

We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Headquartered in Switzerland, we believe in Swiss values, an international mindset and a pragmatic approach to learning.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our experiential learning approach, which includes case studies, business simulations, company

**AN  
ENTREPRENEURIAL  
MINDSET  
A PRAGMATIC  
APPROACH**

visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 130+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Inter-campus and global study abroad programs further enhance our students' international experience.

EU Business School is a member of OMNES Education Group, the French leader in private higher education, offering students further academic and international opportunities.



# Our Campuses

Our campuses are located in the top European business and tech hubs of Geneva, Barcelona and Munich, while our Digital Campus provides maximum flexibility. Our students expand their global outlook with inter-campus transfers or international exchanges at our partner universities all over the world.



## GENEVA

Diplomatic and financial capital in the heart of Europe

## BARCELONA

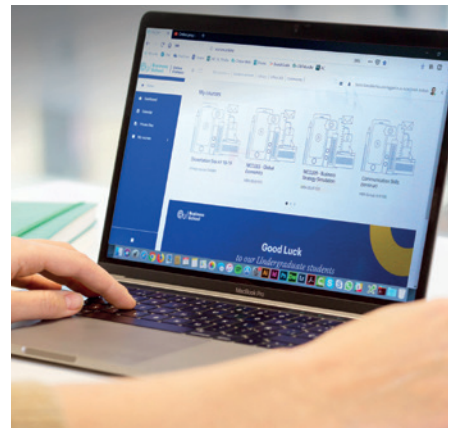
World-leading smart city and startup hub on the Mediterranean

## MUNICH

Germany's economic powerhouse, renowned for innovation

## DIGITAL

Designed to deliver a blended, dynamic and innovative learning experience



## RANKINGS



EU's Online MBA ranks #1 worldwide by CEO Magazine



EU's MBA programs rank #1 worldwide for international student and student gender ratio by QS



EU has a 5-Star overall rating from QS Stars



EU has 5 Stars for graduate employability from QS



Ranked one of the best business schools in Spain for Forbes, 2025 (#9 Master and MBA)



EU MBA ranked #37 in Europe by QS

## MEMBERSHIPS



switzerland

# GENEVA

*A leading financial and diplomatic center in the heart of the world's most innovative country.*

Beautifully located between the Jura mountains and the French Alps, Geneva is a cosmopolitan and picturesque city right in the heart of Europe. A leading financial and diplomatic center, it features more international organizations, financial institutions and multinational companies than anywhere else in the world, among them the United Nations, the World Trade Organization and UBS. Plus, Switzerland is ranked the world's most innovative country, and boasts a host of exciting tech companies and a vibrant entrepreneurial ecosystem. Whether you want to explore the old town, with its cafés, shops and bars, go sailing or swimming in beautiful Lake Geneva, or head to the world-class ski slopes in the nearby Alps, you will love student life in Geneva.



#7

most liveable city in the world, according to The Economist

4km

from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe

160+

HQs and international organizations

## The EU Geneva Campus

The EU Geneva campus is located across two state-of-the-art buildings within Geneva's new business district. Inaugurated in 2025, the 1,600+m2 campus features contemporary, top-tier facilities designed to deliver an exceptional educational and leisure experience.

Spacious, light-filled classrooms are equipped with the latest technology, including interactive displays and HD cameras. The campus also provides contemporary study and student areas, ideal for both relaxing and collaborating.

Additionally, a 300m<sup>2</sup> event space provides opportunities for conferences and networking, while the on-campus cafeteria serves as a welcoming space to eat, study and connect with peers.

In the city's new business district, Pont-Rouge, the EU Geneva Campus is surrounded by leading global companies, including KPMG, IBM, EY and Pictet.



# Top Reasons to Study a DBA at EU

## 01

### **PREMIER DBA PROVIDER**

The quality of faculty, our location and our international standing have been recognized by CEO Magazine, which rated EU as a Premier DBA Provider.

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## 02

### **APPLIED RESEARCH:**

Student research includes multiple subject areas including management and entrepreneurship to foster a global business vision.

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## 03

### **EXPERIENCED FACULTY:**

DBA faculty comprises expert practitioners, scholars and leaders in their respective fields of business.

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## 04

### **CUTTING-EDGE RESEARCH INITIATIVES:**

Faculty and students work together to develop new areas of business research. Work is published in a peer-reviewed journal alongside that of the international business community.

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## 05

### **SEMINAR-STYLE STRUCTURE:**

Interactive seminars ensure that DBA students benefit from expert faculty and collaboration with peers. Participants also benefit from forums, research conferences and other events.

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## 06

### **DIVERSE AND INTERNATIONAL:**

DBA students come from diverse backgrounds and cultures, speak multiple languages and are emerging leaders in their respective fields.

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## 07

### **FLEXIBILITY:**

The DBA program is organized into weekend seminars, allowing students to combine their busy professional and family lives. Preparation is carried out at home.

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## 08

### **GLOBAL CITY:**

An international center of diplomacy and finance with more than 140 multinational business headquarters, Geneva is a truly global community offering an enriching worldwide network.

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# DBA Program

EU's highly competitive DBA program is designed to be challenging, rigorous and stimulating and to increase managerial, leadership and academic competencies. The program develops your independent and critical thinking skills, enabling you to master a specific field within business. You will hone your research and analytical skills by completing an original, expert-level research project.

## ABOUT THE DBA PROGRAM

This program educates managers, business leaders, executives and scholar-practitioners so that they may:

Apply new theoretical knowledge to contemporary business problems in an increasingly complex world through applied research, teaching and analysis.

Explore a range of quantitative and qualitative methods frequently used in research to solve current business or management problems.

Identify and evaluate internal and external influences on organizations to develop strategic plans for change via transition management.

Demonstrate expertise in ethical standards and practices as well as responsibility and cultural/global diversity, to work collaboratively as a contributing leader within both business and society.

Comprehend the nature and scope of behavior within small and large organizations in the global business environment and analyze the activities of leaders who have successfully managed change.

## SEMINARS AVAILABLE

Each DBA course is delivered in seminar form. The DBA seminars listed below are the core portion of the curriculum.

- Research Methodology
- Econometrics
- Data Analysis
- Global Finance & Managerial Accounting
- Leading Digital Transformation
- Entrepreneurship & Innovation
- Value Based Strategy
- Behavioral Science for Business Modeling
- Business & Ethics: Driving the Change



**Duration:**  
Two to six years



**Start Dates:**  
Students may enroll throughout the academic year



**ECTS**



More info  
on our DBA  
program



## PROGRAM STRUCTURE

The DBA program at EU Business School is a flexible program that combines both coursework and research components. It comprises an effective blend of mandatory curricular studies, professional residencies, trainings and seminars, research papers and a final dissertation. The DBA program is divided into three stages:

### 01. COURSEWORK STAGE

The coursework stage takes a minimum of one year. It provides you with the theoretical and practical foundations of the primary and supporting fields of study. The study plan will define how your interests and objectives will be pursued during the DBA program, bridging your educational activities with your personal, long-term career goals.

During the coursework stage, you must successfully complete the following independent and standalone assignments to be eligible for the next stage:

- Literature review paper
- A business project (case study)
- A research paper

### 02. CANDIDACY STAGE

During the candidacy stage, you will apply the knowledge and skills acquired in the previous stage to finalize your research interests, start developing your research idea(s) and develop a research proposal on the planned academic investigation.

Once the research proposal has been submitted, a formal DBA colloquium evaluates the academic feasibility of the research proposal, and whether the research conducted will add value to the overall body of academic literature. The acceptance of the research proposal marks the completion of the candidacy stage, and you will embark on the third and final stage, i.e., the dissertation stage.

### 03. DISSERTATION STAGE

In this stage, you will mostly work independently under the promoter's guidance to execute the research which will culminate in the doctoral dissertation.

## Admission Requirements

### Step 1

Admission documents should be submitted in original, hard-copy form to:

EU Business School Geneva  
Admissions Office, Esplanade de Pont-Rouge 2, 1212 Lancy, Geneva,  
Switzerland

Application documents may also be emailed to [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu), but please note that original documents must also be received before the program start for final acceptance.

### Step 2

On receipt of all admission documents, your application will be evaluated by EU Business School and you will receive a prompt response.

For questions or more information, please email [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu)

## Admission Requirements

- 1 certified copy of master's degree and transcripts or equivalent
- Proof of English level: TOEFL score 110 (internet-based), 253 (computer-based); IELTS 7.0; CAE C1 with a minimum score of 185; or equivalent; or English native
- 1 copy of your CV/résumé
- 2 letters of recommendation
- 1 research proposal stating your reasons for pursuing a DBA and your research interests; this should be 3-5 pages long

Applicants must also meet one of the following:

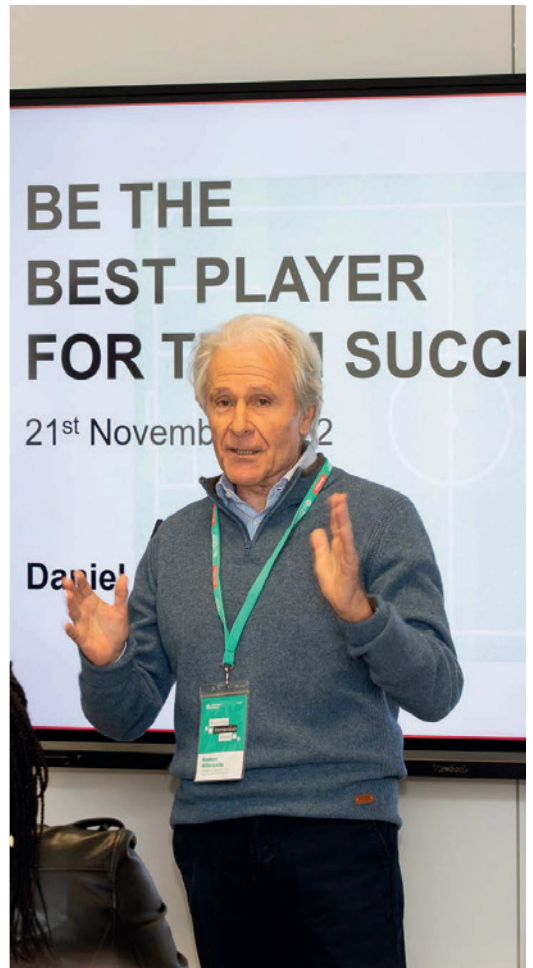
- A GPA of 3.0 on a 4.0 scale
- A satisfactory score on the GMAT or GRE
- 5+ years of professional work experience

Visit [euruni.edu](http://euruni.edu) for a list of additional supporting documents

# Learning Approach

**Deepen your understanding of complex business challenges through our rigorous Doctor of Business Administration program.**

Our Geneva campus offers an ideal environment for advanced research where you'll critically examine theoretical frameworks alongside experienced faculty who bridge academic rigor with professional insights. This unique dual perspective enables you to explore business problems at their foundational level and develop innovative solutions backed by scholarly research. Connect with an international cohort of accomplished professionals while pursuing academic excellence that contributes meaningful knowledge to your field. Transform your industry expertise into impactful research within Switzerland's dynamic global business ecosystem.



# Learning From Leaders

Our flagship conference series, **Learning From Leaders**, gives our students a unique opportunity to learn and network with some of the world's most renowned entrepreneurs and leaders from the worlds of business, politics and beyond.

CEOs of top global companies such as the chairman of Nestlé, Paul Bulcke, former heads of state including the former president of Switzerland, Adolf Ogi, and changemakers such as Steve Davis, strategic advisor of the Bill & Melinda Gates Foundation, among many others, have joined us. Other speakers include:



Watch our Learning From Leaders conferences

1 **Jim Hagemann Snabe**,  
Chairman of Siemens & Maersk

2 **Omar Berrada**,  
Chief Football Operations Officer of City Football Group & Manchester City FC

3 **André Hoffmann**,  
Vice-Chair of Roche

4 **Nicola Moussourou**,  
Vice President Global Country HR at Hewlett Packard Enterprise

5 **Børge Brende**,  
President of the World Economic Forum

6 **Adrian Hallmark**,  
Chairman & CEO of Bentley Motors

7 **Paul Bulcke**,  
Chairman of Nestlé

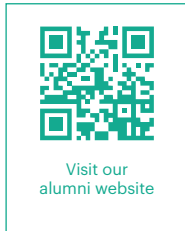
8 **Paul Polman**,  
Co-Founder & Chair at IMAGINE & Former CEO of Unilever





The **EU alumni network** gives you access to an invaluable body of business professionals to help you transition from graduate to business leader. Join the EU Alumni Hub to connect to this community of 162 nationalities, which brings together 30,000+ alumni from across the world.

The **Alumni Hub**, the online platform for the EU alumni community, is where members can sign up for exciting events and activities, join professional groups to build relationships and discover career development opportunities. Members also use the Hub (which is available via app) to share news about their achievements, connect with old classmates, post upcoming events, offer job openings and mentor others, sharing their expertise and inspiring the next generation of business leaders.



# EU Alumni Community & the Alumni Hub



**DR. R. SEETHARAMAN**  
Former CEO Doha Bank  
Founder & President Seetharaman School of Sustainable Development

Dr. R. Seetharaman is the former CEO of Doha Bank Group and chairman of multiple financial entities and the founder and president of the Seetharaman School of Sustainable Development. He has received numerous accolades, including “CEO of the Year” and “Best CEO in Middle East” multiple times. His research on global governance following the financial crisis is widely recognized. A chartered accountant with multiple doctorates, Dr. Seetharaman advocates for continuous learning, stating: “I believe in contributing back to society through knowledge to create a better future.” He is a passionate sustainability advocate, who established the Seetharaman School of Sustainable Development to drive positive global change.

## TOP COMPANIES WHERE OUR ALUMNI WORK



**DR. RAVI FERNANDO**  
Chairman & CEO of Global Strategic Corporate Sustainability  
Doctor of Business Administration

The DBA at EU gives you total freedom in your research area. I had very good supervisors and they gave me the flexibility I needed. Some of my doctoral thesis and the knowledge I acquired became a key part of my book, 21st Century Leadership to Fight the Code Red for Business.

**Geneva**

**Main Reception**

Esplanade de Pont-Rouge 2  
1212 Lancy, Geneva  
Switzerland

Route des Acacias 43  
Bâtiment 43L  
1227 Geneva  
Switzerland

T +41 22 779 26 71  
info.gva@euruni.edu

**Other campuses in:**

**Barcelona**

**Diagonal Campus**  
Diagonal 648 bis  
08017 Barcelona  
Spain

**Upper Sarrià Campus**

Osi 7  
08034 Barcelona  
Spain

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain

T +34 93 201 81 71  
info.bcn@euruni.edu

**Munich**

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**MEMBER OF**

