

New Executive Doctorate in Business Administration

*How to turn your experience into knowledge
and share it with others?*

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Thank you...

- For coming!
- To the Luxembourg British Chamber of Commerce for welcoming us
- To the BSI Luxembourg Administrators:
Raymond Straus, Louis Robert,

Presentation

- Professor in strategy
- The Scientific Advisor of the Business Science Institute.
- During several years, he was the Dean of EM Strasbourg Business School and managed the merger between two Business schools.
- Published or co-published more than 25 books and about a hundred various other publications.
- The co-author of 'Management Stratégique' 9th edition, the most reedited French book in strategy.

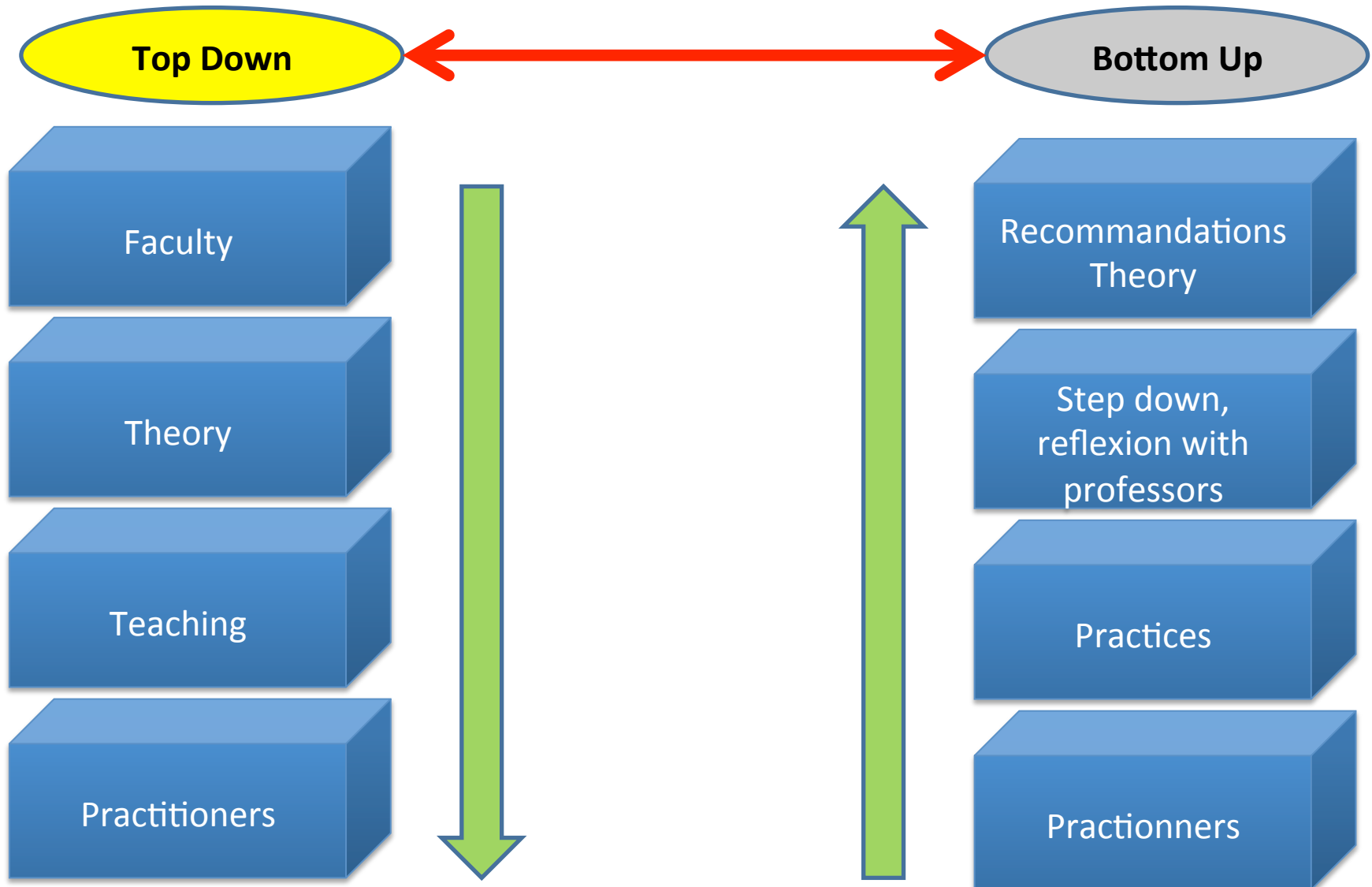
The Mission of BSI

- **Allow experienced managers, already holding an MBA (or equivalent degree), to step back from their experience and write a thesis or a book.**
- **To help them to create knowledge from their experience and from managerial practices.**

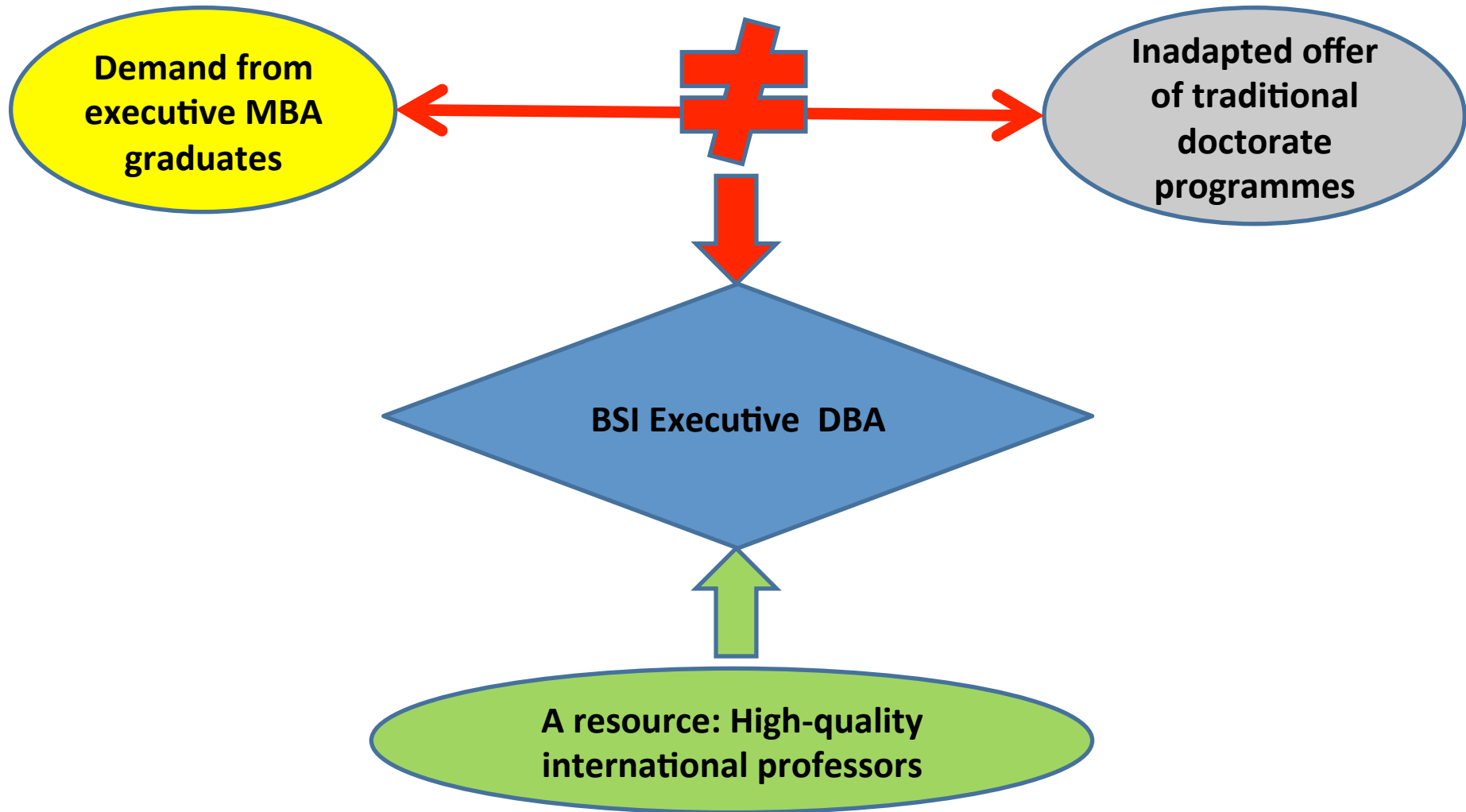
BSI Values

- **Ethic: no plagiarism.**
- **Diversity: subject, methodology, format of the thesis**
- **Sustainable Development: no paper.**

Knowledge creation processes



An Executive DBA, why?



An Executive DBA, Why?

- An unmet international demand for executive MBA graduates with rich professional experiences that seek to enhance their experience through the preparation of high-quality written work.
- Accredited universities and business schools struggle to meet this demand due to the exhausting number of standards that they are forced to comply with.
- High-quality international professors very interested in supervising and directing the work of managers carrying rich professional experience.

Who is concerned?

- **Experience:**
 - Executives holding MBA (or the equivalent) with significant experience (> 5 years) in a company or organization,
 - that wish to take a step back from their experiences in order to:
 - Valorize these experiences through personal reflection (based on the research of books and articles),
 - Ultimately publish the thesis that results from these reflections.

Executive DBA: *Motivation/Contribution*

<div> <div> Motivation More... </div> <div> EDBA contributes chiefly to... </div> </div>	Professional	Personal
The company	Manager, financially supported by a company/organization, works on a research subject whose results are of interest to the company. (Example 1).	
The manager		

Executive DBA: ***Motivation/Contribution***

Examples 1:

- **Manager of a large group in the energy sector that for many years has managed start-up creation and wishes to analyze the key success factors of these creations.**
- **Manager of an international distribution group working on the development of an internal corporate culture within a changing environment.**

Executive DBA:

Motivation/Contribution

<div> <div> Motivation More... </div> <div> EDBA contributes chiefly to... </div> </div>	Professional	Personal
The company		Manager finances his EDBA, wishing to personally reflect on a professional problematic and to differentiate himself within his organization. (Example 2).
The manager		

Executive DBA: ***Motivation/Contribution***

Examples 2:

- **Civil Servant of a central administration working on the impact of environmental taxation on companies.**
- **Consultant of a North American group in the health sector analyzing the decision-making process behind the selection of research projects.**
- **Director of information systems reflecting on the key success factors of cloud computing.**

Executive DBA: *Motivation/Contribution*

<div> <div> Motivation More... </div> <div> EDBA contributes chiefly to... </div> </div>	Professional	Personal
The company		
The manager	Manager wishes to differentiate himself from others (MBAs, etc.) in the labor market by publishing an Executive DBA thesis. (Example 3).	

Executive DBA: ***Motivation/Contribution***

Example 3:

- **Canadian manager in the financial sector working on financial regulation with the aim of “making a difference” in an environment where the MBA has become commonplace.**

Executive DBA:

Motivation/Contribution

<div> <div> Motivation More... </div> <div> EDBA contributes chiefly to... </div> </div>	Professional	Personal
The company		.
The manager		Manager wishes to take a step back from his personal experience, learn from his managerial experience and publish. (Example 4).

Executive DBA: ***Motivation/Contribution***

Examples 4:

- **Retired company head that after a long and rich experience wishes to reflect on both his managerial and its worth.**
- **Teacher in a management school wishing to develop his/her competencies in both research and publishing.**

Characteristics of the Executive DBA?

An advanced degree :

- **Validated by a scientific council composed of eighty professors coming from international renowned universities and business schools**
- Designed for **executives and managers that have acquired rich experience** while working in a company or organization.
- Organized both in the form of:
 - intensive seminars in some of the largest international capitals (first year): Luxembourg
 - of remote/distance learning (second year).
- **Mobilizes international professors of the highest quality.**
- Regular and individualized supervision of each student by an experienced professor, as well as on online resources.
- Public thesis defense, Executive Doctorate in Business Administration degree.

Turn Your Experience into Knowledge and share It

The International Scientific Council

- The 80 members have collectively published more than 250 books, 500 articles, and have successfully directed more than 300 doctoral candidates.

The International Scientific Council

Scientific Council - Professors of the Executive DBA

The members of the Business Science Institute's International Scientific Council have collectively published more than 200 books, 500 articles, and have successfully supervised more than 250 doctoral candidates.



Alain Durand
Paris
Professor



**Alain Charles
Martinat**
Lille
Professor



Alain Noël
Montreal
Professor



Alain Schmitt
Neuchâtel
Professor



Arun K. Jain
Lucknow
Professor



Benoit Messoux
Montreal
Professor



Bernard Fallery
Montpellier
Professor



Bruno Dufour
Lyon
Professor



**Charles Henri
Deshayes des Haras**
Paris
Professor



**Charles Henri
d'Amboise**
Paris
Professor



Christian Marmuse
Lille
Professor



Denise Potoczny
Malvern
Professor



Detmar Straub
Atlanta
Professor



Didier Folue
Paris
Professor



Dominique Roux
Paris
Professor



**Emmanuel
Jaccard**
Genève
Professor



Eric Lemargue
Bordeaux
Professor



Gilleen Mourment
Lille
Professor



Gérard Hérigoyen
Bordeaux
Professor



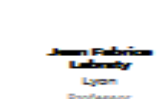
Isabelle Walsh
Rouen
Professor



Jacques Thévoz
Strasbourg
Professor



Jacques Thievenot
Nancy
Professor



**Jean-Fabrice
Labadie**
Lyon
Professor



Jean-Marcourie
Chambéry
Professor



Jean-Pierre Boissin
Grenoble
Professor



**Jean-François
Costa**
Paris
Professor



Jean-Pierre Hüller
Paris
Professor



Laurent Weil
Strasbourg
Professor



Marc Favier
Grenoble
Professor



Martin Cloutier
Urbana-Champaign
(Illinois)
Professor

The International Scientific Council



Gérard Hingrayen
Bordeaux
Professor



Isabelle Walsh
Rouen
Professor



Jacques Thibaut
Strasbourg
Professor



Jacques Thibaut
Nancy
Professor

Jean-Fabrice Labadie
Lyon
Professor



Jean Moncorde
Chambéry
Professor



Jean-Pierre Boissin
Grenoble
Professor



Jean-François Caste
Paris
Professor



Jean-Pierre Heller
Paris
Professor



Laurent Weil
Strasbourg
Professor



Marc Favier
Grenoble
Professor



Martin Cloutier
Urban-Champaign (Illinois)
Professor



Maurice Thibaut
Paris
Professor



Michel Kallia
Paris
Professor, Scientific advisor



Michel Plémeur
Montreal
Professor



Moser Lirayem
Tempe
Professor



Mokhtar Amari
Kingston (Ontario)
Professor



Nathalie Minter
London
Professor



Paul Desautels
Montreal
Professor



Pierre Filastre
Montreal
Professor



Pierre Louet
Lille
Professor



Pierre-Louis Dubois
Montpellier
Professor



Prosper M. Bernard
Montreal
Professor



Rebecca Archer
Rio de Janeiro
Professor



Richard Goodville
Atlanta
Professor



Robert C. Nickerson
San Francisco
Professor



Sébastien Point
Strasbourg
Professor



Souraya Ben Lachif
Montreal
Professor



Tahar Hefai
Montreal
Professor



Ulrike Meyerhofer
Lyon
Professor



Yves Dupuy
Montpellier
Professor



Yves Pigneur
Luxembourg
Professor

Organization of the programme

First year:
FUNDAMENTAL
SEMINARS

1- Managing the **Executive DBA** Thesis

2- Thematic Paradigm I

3- Thematic Paradigm II

4- Qualitative Methodology of the Thesis

5- Quantitative Methodology of the Thesis

Selection of research topic
and
Selection of research
supervisor

CERTIFICATE OF RESEARCH IN BUSINESS ADMINISTRATION

delivered by the Business Science Institute and
University of Technology Sydney Business School (accreditation AACSB)

Second year:

6- Three seminars of
Directing and Writing
of the **Executive DBA** Thesis

Writing of the **Executive DBA** Thesis

Third year:

Writing of thesis and preliminary defense
Defense of the **Executive DBA** Thesis
Awarding of the DBA by the BSI and University Jean Moulin Lyon 3
At the Château de WILTZ, Luxembourg

Recognition of the programme

- Agreement of the Ministry of Education of Luxembourg
- Certificate of research of UTS Business School (AACSB accredited)
- DBA of University of LYON Business School – IAE – (EPAS accredited)
- Partnership with IAE METZ, Lorraine University

Your pedagogical kit

- Both electronic and physical works.
- Partnership with Cyberlibris, online access to a library of 5.750 books in English and 6.300 in French.
<http://www.scholarvox.com/>
- Sphinx
- Moodle
- Ephorus
- UTS library
- BNL library
- Lyon Library
- Etc.



Academic Resources

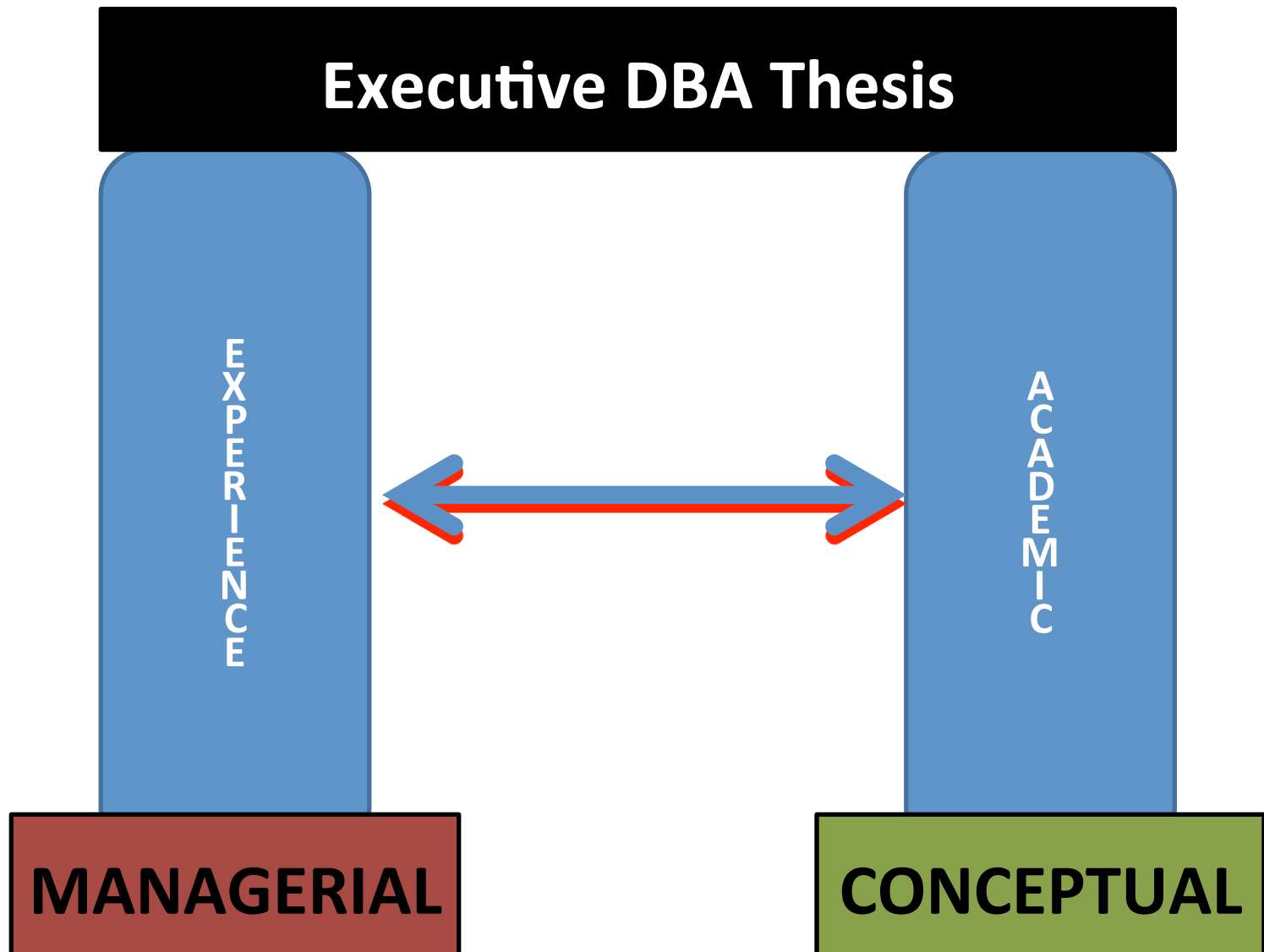
- Pre-requisites for the Executive DBA
- Academic Associations
- Professional Associations
- Conferences
- Online Academic Reviews
- Online Courses
- Online Libraries
- International Consultants
- Online Professional Reviews
- Colloquiums, Conventions, Workshops
- Public Information Agencies
- Research Methodology Sites
- Buy Books Online
- Search Engines
- Research Themes

The Executive DBA Thesis

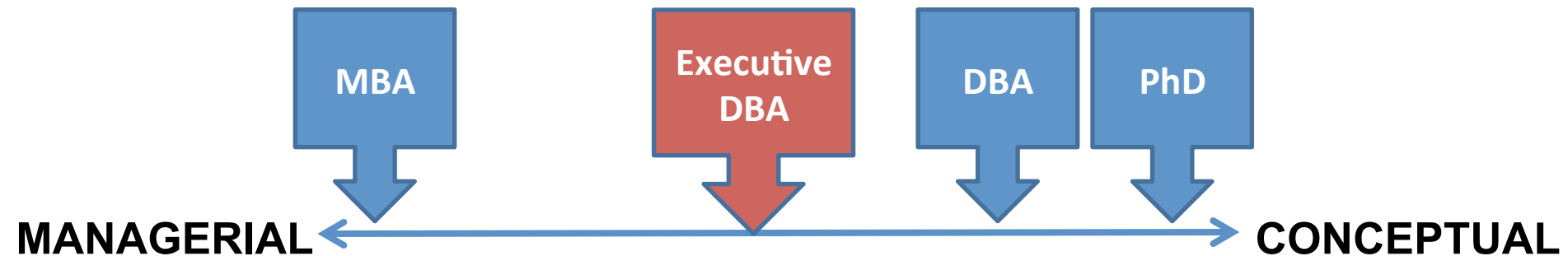
- **Applied research** that mobilizes the **candidate's experience** and his or her academic knowledge, and which makes **innovative links between managerial business practices and theory**.
- Presents an effective application of the candidate's experiences.
- Focuses on a theme related to management science and management.
- The format of the Executive DBA thesis is not pre-determined:
 - A 150 pages Word document;
 - A publishable book relevant for practitioners;
 - A case publishable by organizations concerned with case distribution;
 - An action-research monograph;
 - An article that can be published in an international management review

Turn Your Experience into Knowledge and share It

A New Generation of Thesis



Executive DBA: where does it stand?



Luxembourg:

The Professors (non definitive list)

- Pr. Beaulieu, UQAM, Montréal
- Pr. Liarthe, Nancy University
- Pr. Kalika, BSI
- Pr. Denis, Paris Sud University
- Pr. Mazouz, Enap, HEC Montreal
- Pr. Mitev, London School of Economics
- Pr. Müller, Sacred Heart University
- Pr. Moscarola, Annecy University, Sphinx
- Pr. Point, Strasbourg University
- Pr. Poussing, CEPS Research Center, Luxembourg
- Pr. Rousseau, Henri Tudor Research Center, Luxembourg
- Pr. Weil, Strasbourg University
- and other professors for the thesis follow-up (Pr. Thevenot, Nancy University, etc.)

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