



# Ballsbridge University

## DBA Syllabus

### **Module 1: Principle of research**

- Hypothesis formulation and theory construction
- Data collection
- Ethical issues in research
- Research design

### **Module 2: Research Methodology & Design**

- Research strategies
- Searching literature
- Observational and survey research
- General writing techniques
- Data presentation
- Scientific methods
- Cognitive guidelines
- Quantification and standardization survey research

### **Module 3: Corporate Finance and Governance**

- Strategic planning and controlling
- Corporate governance structure
- Legal matters and global tax structure
- International corporate policy formulation
- International money and banking
- Capital structure
- Executive compensation
- Diversification and restructuring
- Bankruptcy
- Venture and private equity

### **Module 4: Managerial Economics**

- Decision making in household
- Decision making in firm
- Equilibrium in different market structure
- Markets for factor inputs
- The economics of information
- Market failure

### **Module 5: Strategic Leadership**

- Strategic decision making
- Alliance building
- Market niches
- Corporate leadership
- Knowledge management and diversification
- Enforcing organizational change

### **Module 6: HR& Performance Management**

- Human resources policies
- Strategic recruitment Plan
- Appraisals methods
- HR compensations and trade unions
- HR development and training

### **Module 7: International Marketing Management**

- Globalization
- Foreign market assessment
- Global product policies
- Global advertising and promotion
- Channel management and logistic

### **Module 8: Operations management**

- Supply chain management
- Customer service management
- Inventory management
- Procurement

### **Module 9: Business Law**

- Property law
- Agency law
- Contract law
- Commercial law

### **Module 10: Dissertation**

- Supervised dissertation minimum of 40000 words
- Defence of dissertation