



**THINK *BIG***★

# AMERICAN DBA

DOCTOR OF BUSINESS  
ADMINISTRATION  
DUAL-DEGREE PROGRAM  
WITH FRANKLIN UNIVERSITY,  
OHIO, USA.

ACCREDITED 

\*Voir grand



Member of **HEP** EDUCATION



## THE AMERICAN BUSINESS SCHOOL OF PARIS

### THINK BIGGER – HYBRID DBA PROGRAM

The American Business School of Paris was founded in 1985. Currently with **5 accredited dual-degree programs**, the school welcomes students from more than 60 countries into its American BBA program, its European Bachelor of Fashion and Retail Management program, its American MBA program, its Online American MBA program, and its new American DBA Hybrid program. The multicultural environment of the school prepares students for a career in international trade, finance, marketing, retail management, entrepreneurship, geopolitics and business development, communications and project management. Part of the French IGS Group of private universities, ABSParis specializes in **American teaching methods**, focusing on a rigorous program, accompanied by an in-depth career development program. Alumni from ABSParis can be found in 42 countries and dozens of industries around the world.



### WHERE AMBITION MEETS SUCCESS

Franklin University gives each student the opportunity to fulfill a dream, create a future and change the world. More than **45,000 Franklin** alumni can be found throughout the nation and across the globe, serving their local communities while also working with some of the world's most influential organizations. Accredited, nonprofit and dedicated to educating adults since 1902, Franklin provides onsite course options at over 25 Midwest locations and is an innovator in providing personalized online education. The University offers applied in-demand undergraduate, master's and doctorate programs that enable adult learners to achieve their educational and professional goals. The University also offers several academic programs internationally through agreements with partner institutions. Franklin University is **accredited by The Higher Learning Commission** and holds specialized accreditations for specific academic programs through the International Accreditation Council for Business Education and the Commission on Collegiate Nursing Education.



## DBA CURRICULUM (58 CREDITS)

<b>RESEARCH CORE</b>	<b>16 CREDITS</b>
WRITING FOUNDATIONS	
RESEARCH METHODOLOGY & DESIGN	
APPLIED STATISTICS	
COLLOQUIUM I	
COLLOQUIUM II	
ADVANCED QUANTITATIVE RESEARCH DESIGN & ANALYSIS	
<b>MAJOR AREA</b>	<b>20 CREDITS</b>
DEVELOPMENT OF MANAGEMENT THEORY & PRACTICE	
ORGANIZATIONAL BEHAVIOR, CULTURE AND EFFECTIVENESS	
ORGANIZATIONAL LEADERSHIP	
ORGANIZATIONAL SYSTEMS PERSPECTIVES THEORY AND APPLICATION	
STRATEGIC THINKING, DECISION MAKING & INNOVATION	
ORGANIZATIONAL PERFORMANCE ANALYSIS	
BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY	
CHANGE MANAGEMENT & ORGANIZATIONAL DEVELOPMENT	
<b>ELECTIVES</b>	<b>12 CREDITS</b>
<b>RESEARCH CORE</b>	<b>10 CREDITS</b>
COMPREHENSIVE EXAM	
DISSERTATION I	
DISSERTATION II	
DISSERTATION III	

Subject to change

### ADMISSION REQUIREMENTS

- Master's degree (M2) + Significant professional experience
- GPA 3.0 or equivalent
- Working knowledge of English, verbal and written skills
- Adequate technical ability for online learning



## DOCTOR OF BUSINESS ADMINISTRATION (DBA)

International business today is evolving at an impressive rate. **Business leaders** are seeking colleagues, partners, and educators with a higher level of skill than ever before. Verbal and written competencies, technical and technological abilities, and advanced interpersonal and management skills are vital to the leaders of industry today. These sophisticated and highly-sought-after skills are not developed automatically. They require a degree of the highest level, a doctorate.

The skills you will acquire with the DBA program will prepare you to make logical and relevant connections between classroom learnings and real-world operational effectiveness. Developing the ability to perform sophisticated and relevant research will give you deeper insights, sharper senses, and greater abilities to distinguish between what is merely important and what is critical. **Leadership** skills require a confidence of knowledge and abilities that cannot be acquired without rigorous training.



3-YEAR  
COMPLETION



100% ONLINE  
OR 60% ONLINE +  
40% FACE-TO-FACE



IN-DEMAND  
SKILLS

### IN THE DBA YOU WILL:

- Achieve tactical and strategic goals through strong organizational leadership
- Drive business innovation and improvement
- Create a culture of effectiveness
- Understand and manage organizational responsibility and integrity
- Position yourself as a leader in business or as a business educator

### WHY EARN A DBA?

Earning a doctor in business administration will equip you with a working knowledge based on the latest business research, theories and trends. The degree signals to employers that you have a sophisticated proficiency in business and a commitment to personal and organizational growth. A DBA demonstrates a desire to apply high-level business education to solve problems and seek solutions in the workplace. With a DBA, you open up a range of new professional opportunities in a variety of industries and settings including a consultant for government or the private or non-profit sector, management, entrepreneur, education administrator or faculty.

### WHAT IS A HYBRID PROGRAM?

A hybrid program is one that mixes face-to-face learning with online learning. The dual-degree from ABS Paris and Franklin University is 2/3 online and 1/3 in the classroom, on the Paris campus of The American Business School of Paris. By using the latest technology mixed with the benefits of in-classroom learning, students benefit from the most efficient use of their time and the school and faculty resources to earn their degree.



## CAREER OPPORTUNITIES

- University Professor
- Business Analyst, Financial analyst
- Management consultant, Business strategist
- Entrepreneur
- Executive
- Human Resources Specialist
- Manager

## EMPLOYMENT OUTLOOK



Through 2025, business administration and management positions are expected to grow by 13%.

In 2015 there were 5.2 million job openings related to business administration and management . It is estimated that in 2025 there will be 5.9 million.



Source information provided by Economic Modeling Specialists International (EMSI) 2016.2

## OUR RECIPE FOR YOUR SUCCESS



ACADEMIC  
& INDUSTRY  
EXPERTS



RELEVANT  
& CONSISTENT  
CURRICULUM



HANDS-ON  
LEARNING  
EXPERIENCE



CONTINUOUSLY  
EVOLVING  
PROGRAMS

# DUAL DEGREES, GLOBAL CAREERS



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