



**Doctor of Business Administration (DBA) Program  
Regulations**

Prague University of Economics and Business

Faculty of Business Administration

Valid from 2020/2021

**Updated as of 2022/2023**

# INTRODUCTION OF THE DBA PROGRAM

Doctor of Business Administration (hereinafter referred to as “DBA”) is a **three-year combined program** at the Faculty of Business Administration (FBA). The DBA program is a **professional doctorate**, the main characteristic of which is the acquisition of deep knowledge and the use of the principles in scientific work, especially scientific research methodology, to solve a complex problem of the company or economic practice.

The program is designed **for managers** with a minimum **experience of 5 years** (in exceptional cases of **3 years**), of which at least a partial experience has been in a managerial position, and professionals who need to use the principles of applied management research to solve practical problems. The program is implemented in English and is completed by obtaining the title and diploma of DBA from the Prague University of Economics and Business (VŠE). Prerequisite for entry into the program is also a Master’s degree or an MBA degree.

The study plan of the DBA program consists of **three areas**, which are study obligations, requirements for research and creative activities and other obligations (obtaining points for other professional activities and outputs). More information is to be found in the “Accreditation of the DBA Program” below.

Teaching takes place in person or online, in the form of modules, in the range of min. **112 pedagogical hours of direct teaching**. Another minimum of **78 hours** consists of **individual consultations with the supervisor** or other designated mentors. Self-study and **independent creative work** take place in the range of about **1000 hours**.

# ACCREDITATION OF THE DBA PROGRAM

<b>1. NAME OF THE DBA PROGRAM</b>
DBA _ Doctor of Business Administration
<b>2. FACULTY/SCHOOL</b>
Faculty of Business Administration
<b>3. CHARACTERISTICS OF THE LEGAL ENTITY</b>
Faculty of Business Administration, Prague University of Economics and Business
<b>4. NAME OF THE DBA PROGRAM GUARANTOR</b>
doc. Ing. Marek Hudík, Ph.D.
<b>5. LANGUAGE</b>
English
<b>6. CHARACTERISTICS OF THE PROGRAM</b>
The program is focused on acquiring skills in the field of applied management research aimed at solving complex problems of economic practice. In the perspective of five years, its future AMBA accreditation is expected. It is a program of further professional education with the planned start in the academic year 2020/21. Graduates will receive a DBA diploma from VŠE. Teaching is provided by academic staff from the Prague University of Economics and Business, in cooperation with experts from foreign partner universities and experts from practice. Teaching is in English.
<b>7. ALUMNI PROFILE</b>
<p>Graduates are ready to hold positions in senior management in Czech and international companies or to run their own company. During their studies, students will acquire knowledge and skills that will enable them to:</p> <ul style="list-style-type: none"> <li>• Critically analyze and find solutions to complex problems of managerial practice</li> <li>• Carry out high-quality empirical research relevant to society</li> <li>• Use qualitative and / or quantitative research methods for managerial decision-making</li> <li>• Communicate, argue and present effectively in an intercultural environment and within the field in which they operate.</li> </ul>
<b>8. ADMISSION REQUIREMENTS</b>
<p>The conditions for admission are very good knowledge of English, completed Master's degree or MBA degree and a management experience of minimum 5 years (in exceptional cases of 3 years). The admission procedure takes place in two stages:</p> <ul style="list-style-type: none"> <li>• By submitting the documents of the applicant (CV, diploma, research project proposal in the length of 5-10 pages in English)</li> <li>• In the form of an oral interview in English</li> </ul> <p>The admission committee decides on the final admission of the applicant.</p>
<b>9. DBA TIMEPLAN AND STUDY CONTENTS</b>
<p>The study takes place in a combined form for a period of 3 years.</p> <p>Within the DBA study, students complete a compulsory course:</p> <ul style="list-style-type: none"> <li>• Methodology of scientific research for DBA</li> </ul> <p>The doctoral student also chooses on the basis of the supervisor's recommendation:</p> <ul style="list-style-type: none"> <li>• At least one of the two compulsory elective courses Management for DBA and Economics of Business and Industry for DBA</li> <li>• At least one of the two compulsory elective courses Quantitative Research for the DBA and Qualitative Research for DBA</li> </ul>

- At least one of the nine department-guaranteed courses Entrepreneurship Research for DBA, Strategy Research for DBA, Marketing Research for DBA, Management and Managerial Decision Research for DBA, Arts Management Research for DBA, HR Management Research for DBA, Supply Chain Management Research for DBA, Logistics and Transportation for DBA, Research in Managerial Psychology and Sociology for DBA and Research in Managerial Economics for DBA

Another study obligation is the successful completion of the departmental colloquium, the faculty colloquium and a small defense of the first version of the DBA thesis in front of the department staff and a designated faculty representative. The study ends with the defense of the DBA thesis.

In addition, the doctoral student is obliged to obtain 70 points, of which 20 are obtained through the study of other subjects, seminars, and workshops focused on research, methodology or the particular study topic. The points for particular activities are specified as follows:

- Completion of another doctoral course for DBA at the Faculty: 10 points
- Completion of other methodological and similar seminars: 2 points / day
- Participation in the research club and other research seminars: 1 point
- Participation in a faculty colloquium: 1 point
- In exceptional cases, points for other activities may be approved by the Academic Director

As part of their studies, DBA students are required to conduct research activities in the field of applied research related to the focus of their DBA thesis, which is also presented to the professional public. The DBA student must obtain 50 points for research and publishing activities, which are calculated as follows:

- The output is always divided by the number of co-authors, the supervisor does not count, the article must be related to the fields relevant for the Faculty
- Scientific article in a scientific journal with IF or SJR: 50 points
- Another peer-reviewed professional article in a scientific journal or an article in a professional periodical of 4 standard pages or more: 15 points
- Active participation in a conference registered in the CPCI, Scopus or in a prestigious international scientific conference: 15 points
- Contribution to a professional conference or article in a professional periodical of less than 4 standard pages: 10 points
- Obtaining a project of applied or contract research: 10 points for each research project conducted by the Faculty of Business Administration (maximum points: 40)
- In exceptional cases, points for other activities may be approved by the Academic Director.

Achieved publications must be registered in the database of publishing activities of Prague University of Economics and Business, and dedicated to the Faculty.

#### **10. FORMS AND METHODS OF TEACHING, RULES FOR EVALUATION OF EDUCATIONAL RESULTS**

Teaching takes place in person or online, in the form of modules, in the range of min. 112 pedagogical hours of direct teaching. Another minimum of 78 hours consists of individual consultations with the supervisor or other designated mentors (on average one hour of consultations in two weeks during three years of study). Self-study and independent creative work take place in the range of min. 1000 hours. Grading is subject to the VŠE examination regulations (0-100 points).

#### **11. FINAL EXAM**

Commission defense of a written DBA thesis in English.



# MAIN STEPS OF THE DBA PROGRAM

Step	Description	Year
1	To complete all courses - serves to gain a knowledge base	1 <sup>st</sup> year
2	Study of academic and professional literature <ul style="list-style-type: none"> <li>• Top journals in the field (eg. AMR, AMJ, JBV, HRM, JoMarketing) and journals which connect the academic world with the world of management (HBR, MIT Sloan Management Review, Org. Dynamics)</li> <li>• Reading meta-analyzes; systematic review of literature</li> <li>• Focusing on the current state of knowledge, how it can inspire own research, methods used</li> </ul>	1 <sup>st</sup> year
3	Elaboration of the theoretical part of the DBA dissertation; specification of research questions and definition of the expected benefit	1 <sup>st</sup> year
4	Determination of sample / dataset, its availability, preparation of data collection methods, determination of variables, think through data evaluation methods	1 <sup>st</sup> -2 <sup>nd</sup> year
5	Piloting, adjustment of methods, followed by data collection	2 <sup>nd</sup> year
6	Data analysis	2 <sup>nd</sup> -3 <sup>rd</sup> year
7	Completion of the DBA dissertation, small and big defense, publication of an article (points may be gained also by other activities as specified above)	3 <sup>rd</sup> year

## WEB PAGE AND FAQ

Information about the Program:	<a href="https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/">https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/</a>
FAQ:	<a href="https://fba.vse.cz/admissions/mba-programs/program-doctor-of-business-administration-dba_trashed/frequently-asked-questions-faq/">https://fba.vse.cz/admissions/mba-programs/program-doctor-of-business-administration-dba_trashed/frequently-asked-questions-faq/</a>

# MEETINGS AND COLLOQUIA

<b>1<sup>st</sup> year</b>
<ul style="list-style-type: none"> <li>• <b>Meetings between Student and his/her Supervisor from FBA</b> – minimum once per month (possible twice per month).</li> <li>• <b>Meetings among Student and both his/her two supervisors</b> - In case that the DBA program is carried out in cooperation with an external partner who nominates a Supervisor, there will be a minimum of three meetings: at the beginning, in the middle and at the end of the year; other meetings: ad hoc.</li> <li>• <b>Department Colloquium</b> - For the purposes of the first colloquium (at the end of the first year) the student has a finished full review of articles / books relevant to his / her research questions. Template: see a separate document “Template_Colloquium_End_of_Year1”: <a href="https://fba.vse.cz/wp-content/uploads/sites/2/template_colloquium_end_of_year1.doc">https://fba.vse.cz/wp-content/uploads/sites/2/template_colloquium_end_of_year1.doc</a> Further information about the colloquium: <a href="https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/study-obligations-of-the-doctor-of-business-administration-program/faculty-colloquia/">https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/study-obligations-of-the-doctor-of-business-administration-program/faculty-colloquia/</a></li> </ul>
<b>2<sup>nd</sup> year</b>
<ul style="list-style-type: none"> <li>• <b>Meetings between Student and his/her Supervisor from FBA</b> – minimum once per month but recommended twice per month.</li> <li>• <b>Meetings among Student and both his/her two supervisors</b> - In case that the DBA program is carried out in cooperation with an external partner who nominates a Supervisor, there will be a minimum of three meetings: at the beginning, in the middle and at the end of the year; other meetings: ad hoc.</li> <li>• <b>Faculty Colloquium</b> - The second colloquium: Student presents the first version of the DBA final doctoral thesis, the final research methodology and the data collection schedule and elaboration of the DBA dissertation. Recommendations for further elaboration of the dissertation will arise from the colloquium. Template: see a separate document “Template_Colloquium_End_of_Year2”: <a href="https://fba.vse.cz/wp-content/uploads/sites/2/template_colloquium_end_of_year2.doc">https://fba.vse.cz/wp-content/uploads/sites/2/template_colloquium_end_of_year2.doc</a> Further information about the colloquium: <a href="https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/study-obligations-of-the-doctor-of-business-administration-program/faculty-colloquia/">https://fba.vse.cz/students/doctoral-study-programmes/program-doctor-of-business-administration-dba/study-obligations-of-the-doctor-of-business-administration-program/faculty-colloquia/</a></li> </ul>
<b>3<sup>rd</sup> year</b>
<ul style="list-style-type: none"> <li>• <b>Meetings between Student and his/her Supervisor from FBA</b> – minimum once per month but recommended twice per month.</li> <li>• <b>Meetings among Student and both his/her two supervisors</b> - In case that the DBA program is carried out in cooperation with an external partner who nominates a Supervisor, there will be a minimum of three meetings: at the beginning, in the middle and at the end of the year; other meetings: ad hoc.</li> </ul>

# DBA DISSERTATION – GUIDELINES

## DBA Dissertation

The final DBA thesis has a range of 90-120 standard pages (not including appendices). It shall include descriptive statistics as well as basic mathematical statistics (eg. regression analysis - in case of quantitative research). In case of qualitative research, it is necessary to state the sources of data collection, the method of their operationalization and processing, including the design of a local theory or propositions. It is based on empirical research; therefore, it has to state what methodology was applied, what the results are, as well as a description of how the results were obtained.

Further details: the Dissertation is to be printed on both sides. Recommended margins are 2.5 cm. A line spacing of 1.15 using a 12-pt. proportional serif font is recommended. The fonts of paragraph and chapter titles are proportionally larger.

## Small Defense of the DBA Dissertation

During the third year (for start of studies in winter semester: February at the latest recommended; for start of studies in summer semester: June at the latest recommended), the student submits the complete final thesis to the DBA Support Center in electronic form and the supervisor submits a protocol on checking the originality of the work using the Validator program (<https://validator.vse.cz/index.php>). In case the DBA Center requires it, the student will also submit a paper version. The finished doctoral thesis is to be submitted at least four weeks prior to the scheduled date of the small defense.

The small defense is usually **attended by faculty representatives** (academic staff and other DBA students, Ph.D. students), the appropriate supervisor and opponents, and faculty representatives with advanced knowledge of research methodology. Small defenses are organized by the relevant Department, incl. finding a suitable date, and informing the participants.

There are usually **two opponents**, the student's supervisor and an external opponent. Each opponent will prepare a review report. Opponents are proposed by the director of the DBA Center/Academic Director in cooperation with the supervisor.

The small defense is basically a **practice run for the final thesis defense**; hence a finished final dissertation is to be submitted. **The aim** of the small defense is to evaluate whether the final dissertation meets the requirements of this type of works. The small defense also assesses the ability to present the results of the final work, meeting the objectives, defending the scientific methods used, including a convincing case for the benefits of the work.

A **record** is made of the small defense, stating the **conclusion** whether the work is recommended for a main dissertation defense after the recommended amendments have been incorporated, or

for revision and resubmission for retaking the small defense. If the work is returned for revision and modification, it is possible to retake the small defense in two months at the earliest.

**Additional organizational arrangements**

Opponents and other academic staff addressed by the supervisor express their written comments on the student's doctoral thesis and submit their comments and questions to the student at least one week in advance (the deadline for submitting comments can be individually adjusted by the DBA Center).

The minutes are usually prepared by the supervisor in cooperation with a faculty representative and approved by the director of the Center. Part of the minutes from the small defense is, among other things, a statement as to whether the submitted dissertation is thoroughly explored and defensible by evidence, what other modifications are necessary and the opponents' proposals for the final big defense.

The student prepares a presentation (15 – 20 minutes); a discussion and evaluation follow.

## Big Defense of the DBA Dissertation

The student's obligation at the end of the third year is to successfully complete the DBA defense of the final doctoral thesis in front of a Committee.

- The student prepares a presentation (15 – 20 minutes); a discussion and evaluation follow.

Before the planned date of the DBA defense of the final doctoral thesis, the student must have fulfilled other obligations of the student, incl. achieving 70 points in the required structure. Furthermore, the final doctoral thesis and the following documents must be submitted to the DBA Center at least 8 weeks in advance:

- Two printed copies of the dissertation in hardcover, double-sided printing + send the dissertation in electronic form to the DBA Support Center
- A protocol signed by the supervisor on the result of the dissertation check in the Validator.vse.cz program (provided by the supervisor)
- Confirmation from the DBA Support Center about the fulfillment of all study obligations (provided by the DBA Center)
- List of publishing activities (signed by the supervisor as well as the student) exported from the PCVSE database (<https://eso.vse.cz/~sklenak/pcvse/>)

**Committee** - For each committee, **four** members are appointed. Minimum number of committee members from FBA is two (chairman plus one). At least one committee member is external (if the DBA program is carried out in cooperation with an external partner, the external committee member is appointed by the partner school). Supervisor(s) of the student are not allowed to be committee members. The dissertation defense committee is quorate if at least three of its members are present. In the event of a tie, the committee chairman has the right to decide.

**DBA Dissertation Opponent Review** - There will be **two reviews of the dissertation**: one from the student's supervisor and one from an external opponent. In case that the DBA program is carried out in cooperation with an external partner, there will be one more review from the supervisor which was appointed by the partner school (three reviews in total).

In case of an **unsuccessful defense of the dissertation**, the student must incorporate the comments of the committee into the dissertation and may request a new defense date, but not earlier than after 3 months.

# SYLLABUSES OF COMPULSORY COURSES

## Syllabus for Course METHODOLOGY OF SCIENTIFIC RESEARCH FOR DBA

<b>Course code:</b>	3DB901
<b>Course title in language of instruction:</b>	Methodology of scientific research for DBA
<b>Mode of delivery:</b>	32 hours of lectures/seminars
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	DBA: 1
<b>Semester:</b>	WS 2020/2021
<b>Name of lecturer(s):</b>	prof. Ing. Mgr. Martin Lukeš, Ph.D. (supervisor) doc. Ing. et Ing. Ondřej Machek, Ph.D. MBA Ing. Mgr. et Mgr. Štěpán Bahník, Ph.D. Mgr. Zuzana Chytková, Ph.D.

### **Aims of the course:**

The course is focused on preparation and realization of empirical studies in the field of management, marketing, entrepreneurship, strategy and other areas of business. The first aim is to provide DBA students with the methodology necessary for doing a well-done empirical research, primarily in connection to their dissertation. They learn about the process of research work, i.e., the formulation of a problem, defining research goals, doing a literature review, stating research questions, defining a sample, providing an overview of data collection and data evaluation methods, and presentation and discussion of results.

### **Learning outcomes and competences:**

Upon successful completion of the course, students will be able to:

- Describe the main concepts and principles of empirical qualitative and quantitative research used in current scientific research
- Define a research problem, research goals, formulate research questions and hypotheses (if applicable)
- Carry out a literature review correctly
- Sample from a population in a way that respects representativeness
- Prepare high-quality research design and apply in its frame suitable qualitative and/or quantitative methods of data collection and evaluation
- Identify statistical methods that are the most suitable for empirical data evaluation
- Present results of an empirical research in a correct and understandable way

**Course contents:**

1. Introduction - the course and dissertation thesis. The process of a scientific work. Basic principles of qualitative and quantitative research. Primary and secondary data. Research quality criteria. Theoretical and practical contribution.
2. Quality of research articles. Writing an academic paper. Citation rules according to APA, dissertation. Publishing process. Example: evaluation of dissertations, academic papers.
3. The types of academic papers. Systematic literature review, description of state of the art, metaanalysis, critical evaluation of research results, publication bias.
4. Formulation of research questions and goals. Development of a conceptual model, formulation of hypotheses, defining independent, dependent and control variables. Mediators and moderators. Causality issues. Reliability and validity.
5. Quantitative research: the preparation of a survey, piloting, research sample and its representativeness. Data collection specifics - online, phone, face to face. Standardized questionnaires. Questions and scales - finding the good ones, creating new ones, translation and backtranslation. Exploratory factor analysis. Validation studies.
6. Experiment and quasi-experiment. Big data analysis and machine learning.
7. Qualitative research: In-depth interview, focus groups, ethnographic research, observation, case studies. Methods of qualitative data evaluation.
8. Preparing and checking the data. Descriptive statistics. Correlation analysis. Methods of quantitative data evaluation, hypotheses testing, analysis of variance, t-tests, regression analysis.

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Combined form
Participation in lectures/seminars	32 h
Preparation for lectures/seminars	16 h
Preparation of term paper	40 h
Preparation for final oral exam	20 h
<b>Total</b>	<b>108 h</b>

At least 75 % personal presence (online or face to face) is required. The rest of lectures/seminars will be made available.

Term paper: Preparation of the design of empirical research related to the topic of the DBA dissertation – providing literature review, preparing research model based on it (for quantitative research), suggesting sample(s)/dataset(s), methods of data collection, methods of data evaluation.

**Assessment methods and criteria:**

Requirement type	Combined form
Active lecture/seminar participation	20 %
Term paper	50 %
Final oral exam	30 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)

4	Insufficient (0 - 59%)
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**Reading:**

Type	Author	Title	Publisher	Year	ISBN
RQ	BRYMAN, A., BELL, E.	Business research methods	Oxford University Press	2015	978-0-19-966864-9
RE	AGRESTI, A.	Statistical methods for the social sciences	Pearson	2018	978-1-292-22031-4
RE	HUBERMAN, A. M., MILES, M. B., SALDAÑA, J.	Qualitative data analysis : a methods sourcebook	SAGE	2020	978-1-5443-7185-6

RQ Required, RE Recommended

# Syllabus for Course STATISTICAL METHODS FOR QUANTITATIVE DBA RESEARCH

<b>Course code:</b>	3DB902
<b>Course title in language of instruction:</b>	Statistical methods for quantitative DBA research
<b>Mode of delivery:</b>	32 hours of lectures/seminars
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	doctoral: 1
<b>Semester:</b>	WS 2020/2021
<b>Name of lecturer(s):</b>	prof. Ing. Jindřich Špička, Ph.D. (supervisor) doc. Ing. et Ing. Ondřej Machek, Ph.D. MBA Mgr. et Mgr. Ing. Štěpán Bahník, Ph.D.

## **Aims of the course:**

This course focuses on the implementation and evaluation of quantitative research in management, marketing, business, strategy, managerial economics and other related areas. The immediate aim is to teach students to work with basic and advanced statistical tools that will enable them to process high-quality DBA dissertations. It acquaints students with current best practice in the field of quantitative methods in management and managerial economics, including the way of presentation and interpretation of methods and results. Specialized statistical software will be used.

## **Learning outcomes and competences:**

Upon successful completion of this course, students will be able to:

- Prepare the data file (cleaning and completion) for statistical processing.
- Describe the data file using indicators of descriptive statistics, respectively graphical tools.
- Test statistical hypotheses on data set of continuous and categorical data.

## **Course contents:**

1. Types of variables, descriptive statistics. Data preparation and cleaning, missing values, encoding and recoding of variables. Point and interval estimates.
2. Visualization and graphical data inspection. Statistical hypothesis testing. Statistical power.
3. Comparison of two files, z-test and t-test. Association between qualitative variables, chi-square test. Comparison of multiple groups (ANOVA analysis).
4. Scales, reliability, Cronbach's alpha. Correlation analysis. Discriminant validity. Exploratory factor analysis (EFA) and the most commonly used methods of extraction and rotation, interpretation of results. Principal Component Analysis (PCA) and differences from EFA.
5. Linear regression model. Least squares method, OLS assumptions. Regression diagnostics, remote and influential observations, tests of residuals. Causes and consequences of multicollinearity, its detection and solution. Criteria for (sub) model selection.
6. Search of U-shaped relations: polynomial regression. Piecewise regression. Interactions and moderating relationships. Graphical representation of interaction. Hierarchical regression.
7. Multilevel regression. Other regression methods: logit and probit models, incl. multinomial regression, Poisson regression.



8. Structural equation modelling.

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Combined form
Participation in lectures/seminars	32 h
Preparation for lectures/seminars	16 h
Preparation of term paper	60 h
<b>Total</b>	<b>108 h</b>

**Course requirements:** 80 % personal presence (online or face to face) is required for topics 1-5. Participation in lectures/seminars for topics 6-8 is optional. The lectures/seminars will be made available.

Term paper: A report of an analysis of a selected data set.

A set of individual statistical studies on individual topics based on real data.

**Assessment methods and criteria:**

Requirement type	Combined form
Active lecture/seminar participation	30 %
Term paper	70 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)
4	Insufficient (0 - 59%)

**Reading:**

Type	Author	Title	Publisher	Year	ISBN
RQ	OSBORNE, J W.	Best practices in quantitative methods	Sage Publications	2008	978-1-4129-4065-8
RQ	AGRESTI, A., FINLAY, B.	Statistical methods for the social sciences	Pearson Prentice Hall	2009	978-0-205-64641-8
RE	BRYMAN, A., BELL, E.	Business research methods	Oxford University Press	2015	978-0-19-966864-9
RE	LEWIS, P., SAUNDERS, M., THORNHILL, A.	Research methods for business students	Pearson	2016	978-1-292-01662-7

RQ                      Required, RE Recommended

# Syllabus for Course QUALITATIVE RESEARCH FOR DBA

<b>Course code:</b>	3DB903
<b>Course title in language of instruction:</b>	Qualitative research for DBA
<b>Mode of delivery:</b>	32 hours of lectures/seminars
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	DBA: 1
<b>Semester:</b>	WS 2020/2021
<b>Name of lecturer(s):</b>	Mgr. Zuzana Chytková, Ph.D. (supervisor) prof. Ing. Jiří Hnilica, Ph.D.

## **Aims of the course:**

The course focuses on the design and realization of academic qualitative research in the areas of management, marketing, entrepreneurship, strategy and other related fields. The students will dive deeper into various approaches to qualitative research including their premises and adequate data collection and analysis methods. The goal is to equip them with instruments to be able to design and carry out their own qualitative research within these different traditions and present it in a written form.

## **Learning outcomes and competences:**

Upon successful completion of this course, students will be able to:

- Select an approach that will be best suited to answering their research question
- Correctly design a qualitative study including data collection design
- Adequately analyze qualitative data in line with the chosen approach
- Present the results of qualitative research

## **Course contents:**

1. Qualitative research – approaches and their premises
  - Narrative/phenomenological research
  - Ethnography
  - Case study
  - Qualitative research in digital environments
2. Data collection methods and their use within different approaches
  - Interviews (narrative-phenomenological, role of elicitation, projective methods)
  - Observation
  - Documents
  - Digital data
3. Data preparation
4. Qualitative data analysis and interpretation within different approaches
  - Thematic coding
  - Ethnography analysis
  - Grounded theory
  - Visual data analysis
  - Discursive analysis
5. Writing qualitative research – presentation of findings

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Combined form
Participation in lectures/seminars	32 h
Preparation for lectures/seminars	16 h
Preparation of term paper	50 h
Preparation for final oral exam	10 h
<b>Total</b>	<b>108 h</b>

At least 50 % personal presence (online or face to face) is required. The rest of lectures/seminars will be made available.

Term paper: Conducting own research, based on literature review, including qualitative data analysis.

**Assessment methods and criteria:**

Requirement type	Combined form
Active lecture/seminar participation	20 %
Term paper	50 %
Final oral exam	30 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)
4	Insufficient (0 - 59%)

**Reading:**

RQ	CRESWELL, J. W. (2013). Qualitative inquiry & research design: choosing among five approaches. Sage.
RE	Caliandro, A., & Gandini, A. (2016). Qualitative research in digital environments: A research toolkit. Routledge.
RE	Prasad, P. (2017). Crafting qualitative research: Beyond positivist traditions. Routledge.

RQ                      required  
RE                      recommended

# Syllabus for Course MANAGEMENT FOR DBA

<b>Course code:</b>	3DB904
<b>Course title in language of instruction:</b>	Management
<b>Mode of delivery:</b>	40 hours of lectures/seminars
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	doctoral: 1
<b>Semester:</b>	WS 2020/2021
<b>Name of lecturer(s):</b>	doc. Ing. Petr Houdek, Ph.D. (supervisor)

## **Aims of the course:**

The course aims to introduce and discuss selected theories, methodologies, and empirical facts that help to understand teams' and organizations' dynamics and the motivation, judgement, and decision-making of people in them. The course will be led by introductory lectures framing basic topics followed by interactive discourse seminars, in which contemporary and classical studies in the field of management and other organizational sciences will serve as an inspiration how to think about various aspects of management (formulation of theories), how to examine the phenomena (testing of theories) and possibly how to improve management (evidence-based management). As part of their work, students will elaborate a conceptual article (perspective) within the area of their dissertation (or a close topic).

## **Learning outcomes and competences:**

Upon successful completion of this course, students will be able to:

- Explain the merits and limits of the main theories and concepts in the field of managerial and organizational sciences
- Apply theories to explain or predict organizational phenomena and assess the validity of the theories
- Develop a conceptual or theoretical model that can bring new insights into organizational phenomena
- Critically evaluate the empirical knowledge in managerial and organizational sciences
- Explain the benefits and limits of interdisciplinary and critical approaches to organizational and managerial sciences
- Assess risks and identify opportunities for transferring knowledge from management sciences to practical applications

## **Course contents:**

1. Introduction - Current trends in management and management sciences; management history
2. Postulating theories in managerial and organizational research
3. (I)relevance and (in)credibility of management sciences - how did this happen? Evidence-based management
4. Hierarchy, organizational forms (informational, source-based and political determinants of organization)
5. Theory of upper echelons, organizational leadership (top management teams)
6. Goals of an organization, strategy and its evaluation; control
7. Management and theory of leadership
8. Theory of organizations, positive organizations, organizational sense and identity,

- organizational culture
- 9. Managerial decision-making; motivation and goals
- 10. International management, culture and context
- 11. Ethics in management (and its teaching)
- 12. Managerial practices (operational, project, change and knowledge management)
- 13. Knowledge management and technological change; Industry 4.0, digitalization, the Internet of Things and the impact of technological change in management

It is expected that students fully and actively participate in lectures and seminars. Active participation means knowledge of articles from pre-reading list and factual involvement in the discussion.

Each student should be the main debater for at least two papers (they can choose their assignment at the introductory lecture). If the paper does not have a predetermined main debater, one of the present students will be selected randomly. The main debater leads the discussion (discourse based on discussion points or on own presentation). The following questions should be emphasized in the argumentation:

- Based on what assumptions or ideas is the theory based? Why and in what way is the theory more suitable than its alternatives?
- What is the main contribution of the study (empirical and/or theoretical)?
- Under what conditions are the results (not) valid? Discussion of (hidden) moderators and mediators of the observed relationships. How could the study be done better?
- What new hypotheses, theories can it lead to? What you do / don't see it as inspirational and why?

#### **Learning activities, teaching methods and workload (hours):**

<b>Type of teaching method</b>	<b>Combined form</b>
Participation in lectures	40 h
Preparation for lectures	40 h
Perspective article/essay	40 h
<b>Total</b>	<b>120 h</b>

At least 50 % personal presence (online or face to face) is required. The rest of lectures/seminars will be made available on-line.

Term paper: The main duty of the student is to submit a perspective article/essay. The aim of the perspective is an innovative interconnection of theories or facts from different areas of managerial sciences. The article should use managerial theories to understand phenomena and trends in the formation, functioning or failing of organizations or groups, technological or cultural changes and other socio-economic phenomena. The paper can take various forms: i) alternative perspectives (offered by different theories) to design a specific focus of research (especially a DBA dissertation); (ii) a critical assessment of the dominant theory in a particular area and the formulation (outline) of its extension or substitution; (iii) identifying an empirical phenomenon and formulating the need for a new theory or research direction.

#### **Assessment methods and criteria:**

<b>Requirement type</b>	<b>Combined form</b>
Active lecture/seminar participation	40 %
Term paper	60 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)
4	Insufficient (0 - 59%)

**Reading:**

Type	Author	Title	Publisher	Year	ISBN
RQ	KNUDSEN, C., TSOUKAS, H.	The Oxford handbook of organization theory	Oxford University Press	2005	0-19-927525-4
RQ	GIBBONS, R., ROBERTS, J.	The Handbook of organizational economics	Princeton University Press	2013	978-0-691-13279-2
RQ	PETTIGREW, A., THOMAS, H., WHITTINGTON, R.	Handbook of strategy and management	London Sage	2002	0-7619-5893-2
RQ	ARMSTRONG, S J., LOUNSBURY, M., WILKINSON, A.	Oxford handbook of management	Oxford University Press	2017	978-0-19-870861-2

RQ required

RE recommended

# Syllabus for Course ECONOMICS OF THE FIRM AND INDUSTRY FOR DBA

<b>Course code:</b>	3DB905
<b>Course title in language of instruction:</b>	Economics of the firm and industry for DBA
<b>Mode of delivery:</b>	40 hours of lectures/seminars
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	doctoral: 1
<b>Semester:</b>	WS 2020/2021
<b>Name of lecturer(s):</b>	doc. Ing. Marek Hudík, Ph.D. (supervisor)

## **Aims of the course:**

The course aims to introduce and discuss selected theories, methodologies, and empirical facts, which allow understanding of the behavior of firms in various environments. The course consists of five main topics. Each of these topics is further divided into 3-4 subtopics. An article is assigned to each subtopic. These articles will be discussed during the sessions (1.5-2 hours per article). These articles help students in a deeper understanding of economic phenomena. At the same time, these articles allow them to learn various approaches to analyze these phenomena.

## **Learning outcomes and competences:**

Upon successful completion of this course, students will be able to:

- Explain the strengths and limitations of the main theories and concepts in the theory of the firm and industrial organization
- Apply theories to explain or predict phenomena on the firm and industry level, and assess the validity of given theories
- Formulate hypotheses regarding phenomena on the firm and industry level
- Critically assess empirical findings in the field of the theory of the firm and industrial organization
- Explain the strengths and limitations of the economic approach to the analysis of firms and industries
- Evaluate the possibility of applying the findings of the economic analysis to the practical problems

## **Course contents:**

1. The Theory of the Firm
  - The holdup problem
  - Principal-agent problem
  - Organization of economic activity
2. Product Differentiation
  - Location models
  - Advertising
  - Consumer inertia
3. Strategic Behavior
  - Price discrimination
  - Bundling and tying

- Entry and deterrence
- 4. Product quality and information
  - Demand for quality
  - The market for lemons
  - Quality-signaling games
- 5. Selected Industries
  - Fads and fashion
  - Network industries
  - Public roads and congestion
  - Adoption of new technologies

For each assigned readings, students should be able to answer the following questions:

- What question does the article address?
- What answer does the article give to the question?
- What are the main stated arguments to support the answer?
- How could the analysis be improved?
- To what new hypotheses/theories can the article lead? Do you find the article inspiring? Why or why not?

**Learning activities, teaching methods and workload (hours):**

Type of teaching method	Combined form
Attendance at lectures/seminars	40 h
Preparation for lectures/seminars	20 h
Preparation of term paper	60 h
<b>Total</b>	<b>120 h</b>

At least 60% personal presence (online or face to face) is required. The rest of lectures/seminars will be made available.

Term paper: relevant to the course topics and the student's DBA dissertation topic. Students are expected to use the style and argumentation they learned by reading the required and recommended articles.

**Assessment methods and criteria:**

Requirement type	Combined form
Active lecture/seminar participation	30 %
Term paper	70 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)
4	Insufficient (0 - 59%)



**Reading:**

Type	Author	Title	Publisher	Year	ISBN
RQ	Belleflame, Paul & Peitz, Martin (2015). Industrial Organization: Markets and Strategies, 2nd ed. Cambridge: Cambridge University Press.				9781107707139
RE	SHY, O.	Industrial organization : theory and applications	MIT Press	1995	
RE	GIBBONS, R., ROBERTS, J.	The Handbook of organizational economics	Princeton University Press	2013	978-0-691-13279-2
RE	TIROLE, J.	The theory of industrial organization	MIT Press	1988	0-262-20071-6
RE	Schmalensee, R., Armstrong, M., Willig, R. D., & Porter, R. H. (Eds.). (1989). Handbook of industrial organization (Vol. 1-3). Amsterdam: North-Holand.				

RQ required

RE recommended