



uniathena

**DOCTORATE OF  
BUSINESS  
ADMINISTRATION**



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# FACTS AND FIGURES

## Students



**9,404**

Undergraduate Students  
(and 1<sup>st</sup> Cycle of LRU)



**10%**

International Students  
coming from the Americas,  
Asia, Africa and Europe



**640**

Doctorate Students



**1,725**

UCAM Degrees  
(Own Titles) Students



**21**

College Sports  
Disciplines



**21**

Sponsored  
Sports Teams



**2,172**

Master's Students



**370**

Partnerships with  
International Universities



**2,432**

Scholarships  
Offered

## Services



Professors

**1,102**

Administrative  
and Service Staff

**277**

Partner Companies for  
Student Internships

**4,000**

Student Internship  
Placements

**4,812**

Exchange Programs  
Students

**495**

## Number of Students





UCAM is tenth in Europe for teaching quality according to Times Higher Education Ranking. It is considered as one of the three most important ranking organisations of the world, together with the QS and Shanghai ranking; THE Europe Teaching Rankings, it includes the Catholic University of Murcia among the 200 best universities in Europe, and among the top 10 who have received the best rating from their students. The ranking assesses the preparation of the student for their inclusion in the labour market, the success rate of the graduates, the services of the university and so on.

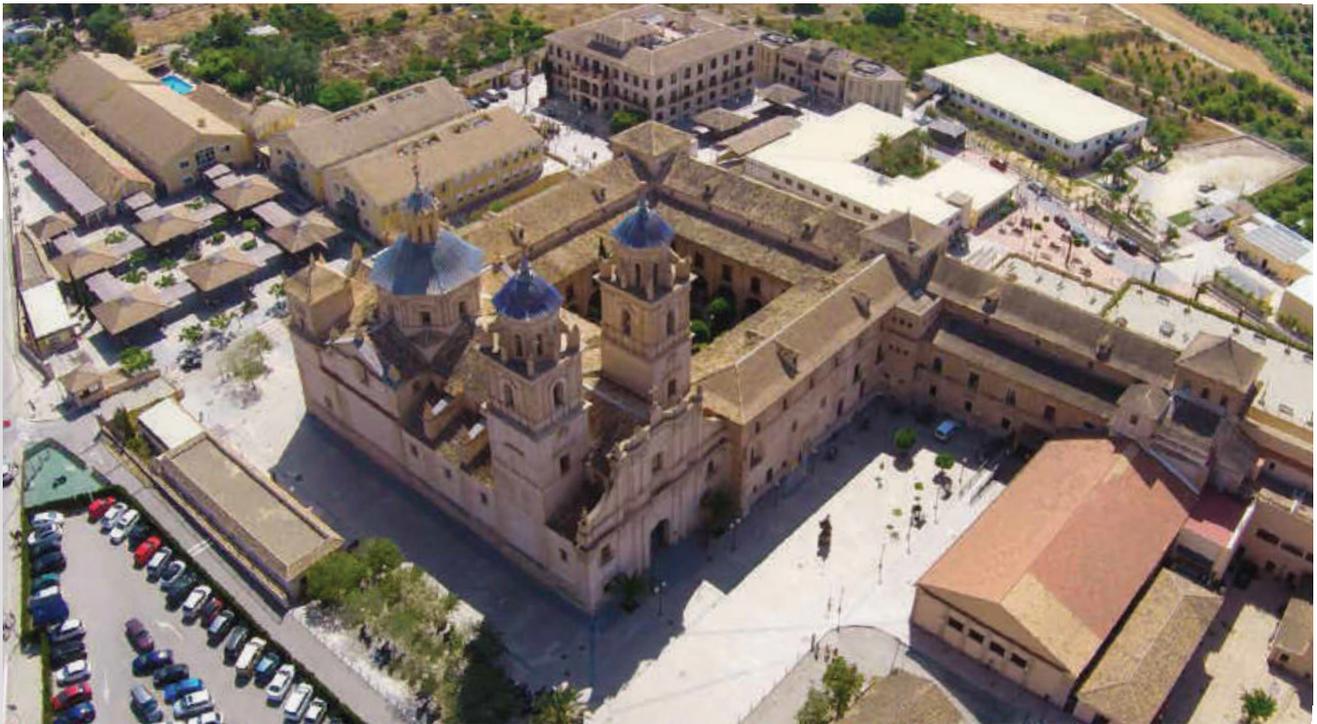
### **Why THE Ranking?**

Times Higher Education ranking is one of the most reputed ranking system in the world which evaluates university performance in different aspects on a global scale.

### **How Students Rate Us?**

UCAM reached the top score in four major items of study based on 125.000 interviews with students from 18 European countries.





## About UCAM

### Universidad Católica de Murcia

Founded in the year 1996, UCAM is a fully accredited European University with a clear mission: to provide students with the knowledge and skills to serve society, to contribute to the further expansion of human knowledge through research and development. UCAM empowers students to develop their own real-world skills. The campus' top class infrastructure, its labs and studios, allied with practical learning components will prepare students to put their acquired knowledge into action. Students have to complete an internship in a public or private institution where they will receive a taste of their future field of expertise. UCAM has established more than fifty research groups in close collaboration with enterprises such as, Coca Cola, DANONE, Vodafone and Siemens, providing some students the opportunity to contribute academically. UCAM is among the first universities to adapt its programs to the European Quality System for Education, following the Bologna Process.



UCAM is the only European university with a professional basketball team in the first national league (ACB League Spain).



1<sup>st</sup> in  
Team Sports and  
National Medal Standings  
in Spain



20 Olympians  
in the Ranks of  
Notable Alumni

## Welcome to the DBA

We warmly welcome you to the Athena Global Education DBA, in association with Universidad Católica San Antonio De Murcia. Athena Global Education is an ed-tech venture operating from Oxford Science Park, is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals. Athena has developed a DBA programme in response to the demands of its hundreds of MBA alumni for a business-focussed higher qualification to allow them to reflect much more deeply on a research problem in their own organisations or industries, to become recognised industry experts and, in the process, to obtain a highly regarded qualification and to earn the distinction of doctoral status. We wish you well as you embark on your professional doctorate journey with us and we, and all the team, look forward to working with you and sharing in your success!

Best regards,



Firoz Thairinil  
Founder & CEO - Westford Education Group



Dr William Painter  
Dean – Westford Education Group



## **Audrey Robertson-Tarugarira**

Managing Partner

A Robertson Law Chambers

Zimbabwe

**No better education system than Athena!**



My DBA journey with Athena Global Education has so far been an incredible experience! The administrative staff and tutors always go out of their way to ensure that I get all the assistance that I need study wise and personally. No better education system than Athena!

# Structure

This course is designed for those who are seeking to extend their own professional development and contribute to management theory and practice in their own workplace and beyond. As participants are likely to be in the middle of busy careers, the mode of study for the course is part time and is designed to be completed within a minimum of 3 years and a maximum of an extra year with an additional fee.

Year One consists of five taught modules worth 180 UK Credits/60 ECTS Credits. Successful students will be awarded CIQ Level 8 Diploma in Business Research and will progress to Year Two where they will undertake the final Practice Based Thesis which will be completed in two years from the beginning of the research. The maximum duration allowed for the research is three years and minimum is one year.

The overall purpose of the first two modules you will study (Year One (a)) is to provide a theoretical and practical foundation in research methodology for advanced empirical research within the management field.

The aim of the next three modules you will study (Year One (b)) is to apply your knowledge and understanding of research methodology to an actual pilot study and overall thesis proposal, and to reflect on your own performance as a researcher.

The purpose of Years Two onwards is to conduct, under supervision, a detailed and research project, meeting the expectations of research act doctoral level, and to write it up in the form of a thesis.

The structure of the programme is set out below:

## Award of Doctor of Business Administration

YEAR	MODULE	ECTS
Year 1 (a) (first 6 months)	M1. Research Methodology and Methods	10
	M2. Research Issues within Contemporary Management	10
Year 1 (b) (second 6 months)	M3. Interim Research Project (Pilot Study)	20
	M4. Designing a Research Project (Thesis Proposal)	10
	M5. Developing as a Researcher (Individual Reflection)	10
Years 2 & 3	M6. Practice Based Thesis	120

## Other potential exit awards:

If you are unable to carry on with your studies for any reason, there is an exit award that you can achieve, once you have successfully completed the modules in the taught part of the course (Year One).

Potential exit award (Completion of Year One Modules):

M.Phil. in Management (UCAM) or CIQ Level 8 Diploma in Business Research.

## Programme Learning

Outcomes Upon successful completion of the taught stage of the DBA (Year One), you will be expected to demonstrate the following competences:

- Deep knowledge and understanding of appropriate research methodology and methods in the business and management field at an advanced level;
- The ability to identify and conceptualise an appropriate research project within your own organisation or industry; An ability to critically reflect on your own strengths and weaknesses as a researcher and identify appropriate development opportunities;
- An ability to synthesise appropriate business and management theory with the outcomes of your own research (pilot) enquiry;
- Where appropriate, to suggest appropriate solutions to organisational problems based on your own research; and Communication of your work clearly and effectively in a format which is accessible to the nonspecialist whilst respecting appropriate academic writing conventions.

Upon successful completion of the research stage of the DBA (Years 2+), you will be expected to continue to demonstrate the above competences and, in addition, to demonstrate:

The ability to conceptualise, design and implement an advanced research project in a business and management field which will represent an original contribution to scholarly and professional thinking, and is of a quality worthy of publication



## WHAT IS ECTS ?

ECTS is designed to make it easier for students to move between countries and to have their academic qualifications and study periods abroad recognised. The European Credit Transfer and Accumulation System (ECTS) is a tool introduced by the countries in European Higher Education Area in order to make the education system more flexible and transparent. It makes the student's life easier when it comes to moving between countries and to have their academic qualifications and study periods abroad to be found equivalent and recognised.



## **Pieter Kruger**

Group Chief Operating Officer  
Namibia  
DBA 2020 Batch

### **Online group engagement sessions are very productive and insightful**



I am enjoying to experience with Athena to further my studies. The online learning approach allows me to work at my own pace and the online group engagement sessions are very productive and insightful. Overall very happy to be part of the Athena family.

# The modules you will study

## Research Methodology and Methods

The aim of this module is to give you a thorough grounding in research methodology and methods. By the end of the module you will be able to explain your own research 'philosophy' and you will be able to decide what research methods to use (e.g. interview, focus group or questionnaire) to achieve your goals and to offer a convincing justification for your choice! This module provides you with your vital training in research which will serve you well when you come to write your thesis.

The objectives of this module are:

1. To explore the main research paradigms within the field of management research.
2. To critically understand the methods of quantitative and qualitative data collection and analysis.
3. To demonstrate advanced skills in data handling, using appropriate statistical software.
4. To demonstrate high-level skills in qualitative research methods.
5. To demonstrate deep competence in quantitative research methods.

## Research Issues in Contemporary Management

The purpose of this module is to explore leading knowledge in different management disciplines so that you are completely up-to-date as a thinking business professional. Building on this, the module will help you to identify what would make a suitable, interesting and applied research topic in management so that you can begin to conceptualise your own area for future research, later in the course.

The objectives of this module are:

1. To understand and conceptualise a 'research problem' in contemporary management.
2. To analyse how management researchers have conducted significant research projects.
3. To identify and critically discuss what is considered 'cutting edge' knowledge within management.
4. To identify and assess potential areas of research within different management disciplines.
5. To understand the importance of ethics in management research, and how to apply ethical principles.

## Interim Research Project (Pilot Study)

The purpose of this module is to allow you to utilise the research methods skills you have acquired, and the areas of research you have identified, in order to test them through a small-scale pilot study. You will be asked to research a relevant topic, or practice-based issue (perhaps in your own organisation or industry) and prepare a report (or mini-dissertation) which will allow your tutors to give you constructive feedback on your emerging research skills and help you to test a research area which you may decide to continue with when you embark on your Practice-Based Thesis.

## The objectives of this module are:

1. To demonstrate the ability to devise, plan and conduct an extended piece of independent work (in an ethical manner).
2. To critically assess the chosen topic in the context of the current literature (including existing studies).
3. To critically analyse data in order to offer a sophisticated interpretation of results/findings, bringing original thinking to bear,  
in order to draw justified conclusions.
4. To synthesise and present research findings in the form of a structured written dissertation.

## Designing a Research Project

The purpose of this module is to write a detailed proposal document for your actual thesis. You will be provided with an appropriate structure for your proposal and encouraged to identify a research problem, undertake a small-scale literature review and give detailed thought to the type of research you would like to undertake and the research methods you would like to employ. The feedback you receive on the proposal will provide you with a very helpful progress check before you embark on your actual thesis.

### The objectives of this module are:

1. To identify a topic for systematic and critical review, which is at the forefront of research in practice in your professional context.
2. To develop an appropriate research question which will allow for secondary material to be critically analysed effectively, empirical research to be conducted, and for conclusions to be drawn.
3. To demonstrate a deep critical understanding of the appropriate theoretical and empirical sources of information, which is relevant to the topic of the chosen methodology.

## Developing as a Researcher

The benefits of structured individual self-reflection are increasingly recognised both in professional practice and in academic research. The purpose of this module is to provide you with some useful theoretical tools to help you to reflect constructively and in the right depth. You will consider your own strengths and weaknesses as a business academic and come up with a realistic developmental action plan to close any skills gaps before you start work on your final thesis.

### The objectives of this module are:

1. To understand and analyse the principles of reflective practice in both management and research.
2. To critically reflect on own competence and development needs as a management researcher.
3. To identify the further skills required to successfully grow and develop as a doctoral-level researcher in a management field
4. To identify how any required skills or competencies may be attained and to plan accordingly.

## Practice-based Thesis

This is the capstone module of the DBA in which you plan and implement your own extended research project which you then write up as a 40,000-50,000 word thesis which you are then called upon to 'defend' during an oral examination. This is where you demonstrate your own deep expertise in a specific area of applied business and management, earn your doctoral title, and quite possibly make a significant difference to your own organisation! Although this is an individual project, you will be fully supported by a qualified and experienced academic supervisor.

## The objective of this module is:

To research (ethically) and complete a doctoral-level thesis, which represents an original contribution to scholarly and professional thinking, and is of a quality worthy of publication.

## Your Course Team

This course is taught and supported by members of staff based at Athena Global Education, as well as associate lecturers and supervisors, who are experts in their field and very experienced in ensuring that you receive the highest standard of support at the necessary level. The core staff who support this programme are:

### Consultant Director

**Dr Andrew Hambler**

Email address: [A.Hambler@athena.edu](mailto:A.Hambler@athena.edu)

Andrew is an experienced academic who has worked for 16 years in universities in the United Kingdom as a Senior Lecturer and Associate Professor. Andrew's degrees are from Durham University, University of Manchester and the University of Leicester. He studied for his doctorate at Durham University. Andrew worked with Athena Global Education for many years as a partnerships manager and link tutor and has a detailed understanding of the needs and expectations of experienced professionals undertaking study internationally. Andrew's research is in the areas of labour law and human resources and he has a particular interest in religion in the workplace. He has published several articles, book chapters and a monograph. He started his career as an HR Consultant for the global financial services company PwC. For some years, he was an officer in the British Reserve Forces.

Andrew helped to design and write the DBA programme and his continuing role is to provide advice and guidance to the programme team as well as undertaking some supervision, research training and examination work.

### Programme Leader

**Dr.Sree Lakshmi**

Email address: [sree@athena.edu](mailto:sree@athena.edu)

Dr. Sree is an experienced academician and researcher who began her academic career as a Professor teaching Management to Engineering graduates. She has taught Marketing core and elective subjects for Master's programs in Management at leading business schools. Her doctoral research primarily focused on Branding and Social Media. Her interests include brand communications, social media, advertising, and consumer behaviour. She has also served Canon India in various capacities handling Corporate Sales and Key Accounts for several years before commencing her academic career. The Programme Leader is your first point of contact for any questions or issues you have as your studies progress.

## Message from Program Leader

DBA is a professional doctoral degree involving advanced research into a chosen area in business management. The DBA from UCAM consists of a course work component followed by original research conducted by the learner under the supervision of a qualified research guide. Throughout the learning journey, the learner receives the assistance of Athena's team consisting of personal tutors, research administration and student engagement executives. Our Academic Council consisting of PhD holders from top Universities across the globe will facilitate your learning through periodical workshops and training programs. All learning material is created by experts in business research and designed according to the European Credit Framework Level 8 and UCAM standards. Our customized learning platform ensures maximum flexibility to all learners. As the Program Leader, I assure you of the full support of the Athena team as well as my personal commitment towards your progress and elevation as a DBA degree holder.

## Student Engagement and Welfare

Name: Vandana Sharma

Email address: vandana@athena.edu

# An Introduction to your Course

This programme allows you to study for a professional doctorate in the field of business and management within a period of two to four years.

During the course of successfully completing your studies, you will:

- ◆ Develop significant competence in appropriate methods of research
- ◆ Reconnect with leading thinking in different fields of strategy and management
- ◆ Conceptualise suitable research problems and how to approach them
- ◆ Undertake a sustained and significant research project with a practical application over a period of time
- ◆ Learn tools to constructively reflect on your own research and management skills
- ◆ Become an expert in your field of business or management research.



## **Desire Njalwe**

Executive Director, Debene Hospitality Group  
Botswana, DBA Researcher

**I can not ask for anything more**



Indeed i am very satisfied with the services offered; From the initial processes, the interviews, the orientation sessions, the platform itself-- i can not ask for anything more. Thank you so much Athena Team.



UCAM arranges a beautiful convocation ceremony to make it a remarkable event which is filled with lots of fun, leadership sessions, networking dinner.

# END IT IN STYLE



# FEE & CHARGES

**Registration Fee:** **\$2000** (Due upon Provisional Approval)

**First Installment:** **\$1000** (Due from 90 Days from the First Installment)

**Second Installment:** **\$1000** (Due from 180 Days from the first module start)

**Third Installment :** **\$1000** (Due from 270 Days from the first module start)

**2nd Year (Research):** **\$2000** (Due upon research topic submission)

**2nd Installment :** **\$1500** (Due from 90 Days from the second-year registration)

**3rd Year (Research):** **\$2000** (Due after 12 months from the research registration)

**2nd Installment:** **\$1500** (Due from 90 Days from the third-year registration)

**Total Fees:** **\$12000**

**MPhil Certification:** **\$1500** (Must complete 2nd year clearing fees dues.)- Optional

**Pay per installment** scheme allows the learner an option to pay the fees in installments. The learner can start by paying the initial registration fees and then continue the studies by paying the fees in installment.

# WHY THIS COURSE ?

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## **1 Critical skill acquisition**

The DBA program focuses on providing students with real-world, business-oriented critical thinking and problem-solving skills and helps you to acquire specific leadership qualities designed for upper management and executive positions.

## **2 Multiple career opportunities**

The program results in a tangible set of management and decision-making skills and so a DBA degree opens multiple career opportunities. You will be well prepared to go into any industry, whether it be business, education, government, or healthcare.

## **3 Financial rewards**

A DBA degree will definitely increase the possibility of expanding your salary exponentially.

# uniathena

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ATHENA GLOBAL EDUCATION

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## **USA**

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## **Middle East**

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