



# Doctor of Business Administration | **DBA**

IAE - Management School of the University of Bordeaux | IIE

Designed for Healthcare Executives and Managers, with Complementary Module in Healthcare Management and a **Certificate** from the **UNESCO PB Chair - Université Paris Nanterre**.



In partnership with and exclusively for members

WELCOME

# Welcome to **Bordeaux**

Europe's Best tourist destination  
France's #1 city for quality of life



One of the most dynamic and renowned Universities in the World brings you a unique program

## **International Doctor of Business Administration (DBA) Program**

Emphasis in Business & Project Management

# University of Bordeaux

in partnership with IAE - IIE



**Advancing**  
your knowledge and career

## A World-Class DBA program

The International **Doctorate of Business Administration (DBA)** is the **University of Bordeaux's**, French University Degree program (DU) designed for professionals and executives. The program integrates *theory* and ***practice*** of actual business issues allowing participants to be proficient in applied research, so they can make sound managerial and business decisions.

This **DBA Degree** allows Doctorate students to use their high level skills while keeping their career and family's life to do an active doctoral research.. Participants who successfully complete the **DBA** will be equipped to work in numerous sectors including advanced and progressive business knowledge from the prestigious **University of Bordeaux**.

While DBA is open to all areas of business and management, candidates who work in the healthcare sector, have the opportunity via the ASAP and the IIE - PB UNESCO - University of Paris to have complementary and optional series of modules in Healthcare Management, with a certificate issued separately.



WORLD CLASS EDUCATION





# Université de Bordeaux

France

Ranked among the top universities in France, the University of Bordeaux is renowned for the quality of its academic courses and research. The University of Bordeaux welcomes over 50,000 students and nearly 6,000 staff members.

Bordeaux is a city renowned for many good things: listed as part of the UNESCO World Heritage, it was described as "an outstanding urban and architectural ensemble", has been ranked the number #1 city in France for quality of life, and last but not least, is the wine capital of the world.





## Connecting people, knowledge and ideas

The Doctor Degree Program has the capacity to bring the participants to an advanced and up to date knowledge in the **Management** field. The program is *in synch* with today's people needs to learn and exchange in a dynamic global environment.

It will trigger everyone's capacity to participate in high level discussions in group projects and create an impact on everyone who wishes to be differentiated. Due to the fact that these programs occurs in a multicultural environment combined with high quality of teaching, students can have access to a truly unique experience.



## Creating highly advanced knowledge

During the DBA you are trained not in solving typical managerial problems (this is often taught in a MBA) but learning methodological tools usage and how to generate advanced knowledge either to solve problems or to understand the reasons of a particular business phenomenon. Instead of having easy or «ready made» answers to business and managerial problems, one learns how to investigate a situation and see, for example, if the application of a certain rule or scenario is able to change or solve an issue. So, in a MBA/Masters, professors share their knowledge with you, but in a Professional Business Doctorate Program, you build up knowledge along with them. The Doctoral Professors and Supervisors are present to help on guidance and methodological consistency.

Coming to the the **Health Care Sector**, you find an opportunity to be an «actor» of creating knowledge or in short: you generate new knowledge. One of the biggest advantages of doing a DBA at the University of Bordeaux is that you can be exploring up-to-date subjects related to your professional areas understanding how best overcome challenges and promoting Innovative practices. The objective here is not to make you through the DBA program to transform or change the World, but rather to impact your own environment.



# Adapted

to your professional life

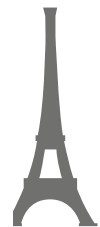
- 3 years Doctoral program
- 2 weeks «Fast-Track» in Europe during first year, 1 week immersion during second year,
- Lectures mostly concentrated on Saturday or Sundays (morning)
- Thesis subject related to your professional background
- Lectures in English
- Limited number of seats aiming closer interaction with Professors
- Practical doctoral workshops.



Local lectures / via ZOOM

## Lectures in Europe

Lectures at the **University of Bordeaux** occur in a intensive «*Fast-Track*» format,



# Coursework

Year 1-3 DBA Program

Structure of a typical 3 year program cycle

# DBA Program Cycle



# DBA

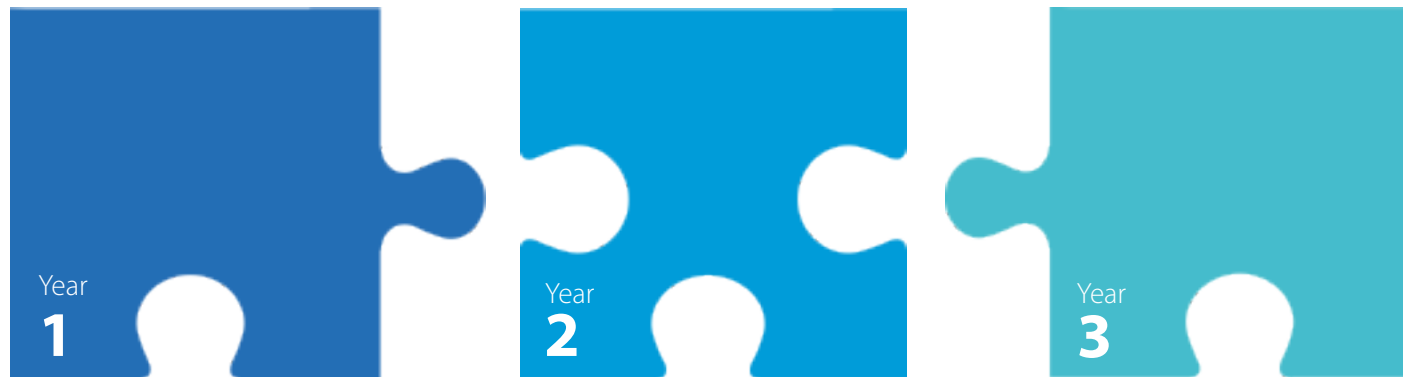
Structure

## INTERNATIONAL TRACK

(in English)



# DBA Thesis Process



## **Defining Topic**

Defining a topic for Doctoral dissertation that addresses an issue, concept, or problem to be researched.

Then, once defined, the Doctorate student will describe the design of the research.

## **Thesis Development**

Upon the thesis' research proposal approval, the doctoral student is conducted to the second year, which is dedicated to the research development.

## **Thesis Presentation**

After writing the conceptual framework and conducting the research, it is time to submit the thesis and present it to a board of professors.

**DBAs**, choice of topics



## Who will I learn from?

**DBA Faculty** - International DBA Faculty members are highly experienced professionals and engaged in rigorous academic researches on a wide range of business subjects. They also come from an international professional field to share their experiences as well their theoretical knowledge.

You are encouraged to ask questions so the lectures can be highly interactive. You will also be recommended prior and further readings to consolidate your learning. The program will require you to participate in collaborative learning environment.

**DBA Tutoring** - Following the 1st year, during the 2nd and 3rd year, each Doctorate student will have a tutor who will be guiding and assisting during the thesis process until the defense.

**DBA Coordination** - In addition to the DBA's individual tutoring, the Doctoral students will also have the support from the Program Coordinators who have an extensive international experience and who are available throughout the entire program duration.

DBA

# CALDENDAR

Example only. Subject to change.

université  
de **BORDEAUX**

e o ide  
In partnership with BORDEAUX for the development  
IPMA for the management



# SCHEDULE

## Year 1 Thesis Proposal Year

*The Certificate's Seminars are scheduled in additional to the methodological seminars, doctoral workshop and immersion at Bordeaux.*

|            |                                                                                           |                                                                                       |                               |
|------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------|
| 27/9/2026  | Program orientation                                                                       |    | 9 AM Brazil - morning session |
| 4/10/2026  | Applied vs theoretical research - Identifying managerial problems with research potential |    | 9 AM Brazil - morning session |
| 18/10/2026 | From problem to researchable question                                                     |    | 9 AM Brazil - morning session |
| 1/11/2026  | From problem to researchable question                                                     |    | 9 AM Brazil - morning session |
| 15/11/2026 | Systematic literature review (SLR) methods                                                |    | 9 AM Brazil - morning session |
| 29/11/2026 | Academic databases & search strategies                                                    |    | 9 AM Brazil - morning session |
| 13/12/2026 | Critical reading & synthesis techniques                                                   |   | 9 AM Brazil - morning session |
| 9/1/2027   | Theoretical frameworks in business research                                               |  | 9 AM Brazil - morning session |
| 24/1/2027  | Conceptual model development                                                              |  | 9 AM Brazil - morning session |
| 7/2/2027   | Your Title                                                                                |  | 9 AM Brazil - morning session |
| 21/2/2027  | Your Objective, Research Question & Relevancy                                             |  | 9 AM Brazil - morning session |
| 7/3/2027   | Conferences & presenting research                                                         |  | 9 AM Brazil - morning session |
| 21/3/2027  | Qualitative vs quantitative vs mixed methods                                              |  | 9 AM Brazil - morning session |

 IMMERSION - at the University of Bordeaux - In person

Immersion (attempt month ) April 2027

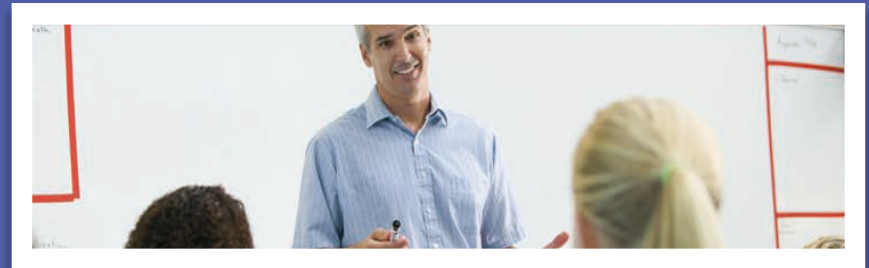
*Examples of Seminars that can be Covered:*

|                                                                  |
|------------------------------------------------------------------|
| • Sustainability Finance & Financial Markets                     |
| • Financial Information, Accounting, Reporting and Control       |
| • Corporate governance                                           |
| • Management of Business Models, Entrepreneurship and Innovation |
| • Intercultural & Project Management                             |
| • Human Resources and Organizational Behaviour                   |
| • International Business Economics                               |

|           |                                     |                                                                                       |                               |
|-----------|-------------------------------------|---------------------------------------------------------------------------------------|-------------------------------|
| 22/6/2027 | Research Methods                    |    | 9 AM Brazil - morning session |
| 5/6/2027  | Research Methods                    |  | 9 AM Brazil - morning session |
| 19/6/2027 | Research Methods                    |  | 9 AM Brazil - morning session |
| 3/7/2027  | Research Methods                    |  | 9 AM Brazil - morning session |
| 18/7/2027 | Survey design & measurement scales  |  | 9 AM Brazil - morning session |
| 1/8/2027  | Sampling strategies                 |  | 9 AM Brazil - morning session |
| 15/8/2027 | Descriptive statistics for research |  | 9 AM Brazil - morning session |

# Advanced Positive Healthcare Management

University of Paris Nanterre - Positive Business Chair - Certificate Program



Topics subject to change and according to Professor's agenda availability. They are all optional but require 75% attendance to earn the certificate



Designed for Healthcare Executives and Managers, with Complementary Module in  
Advanced Healthcare Management and a **Certificate** from the **UNESCO PB Chair** -



**Seminar 1: Health Systems as Social Protection and Employer Responsibility**

This module examines healthcare models, financing structures, coverage schemes, and regulatory frameworks, focusing on how responsibility for health is distributed among the State, companies, insurers, and individuals. The guiding question – how different countries allocate responsibility for health – frames a comparison between the Brazilian model and international experiences.

**Seminar 2: Corporate Health as Business Strategy**

This module marks a paradigm shift from wellness/quality-of-life programs to health management as a strategic architecture within the organization. Topics include diagnostics, priority-setting, governance, key indicators, population health management, and international case studies.

**Seminar 3: Psychosocial Risks, Mental Health, and Work Organization**

This module builds a technical, balanced, evidence-based debate on where corporate responsibility ends and social/individual factors begin, examining the impact of organizational design, Brazil's NR-1 regulation, and psychosocial risk factors on employee wellbeing.

**Seminar 4: Data, Artificial Intelligence, and Digital Health**

Covering analytics, key performance indicators, AI applications, and digital health tools, this module addresses how data can support better decision-making without turning corporate health programs into a mechanism for employee surveillance. Technology is framed strictly as a means, never an end in itself.

**Seminar 5: Organizational Culture, Leadership, and Sustainable Performance**

This module aims to position health as a core component of organizational culture and management models. Discussions cover leadership, culture, governance, sustainability, and the integration of health into overall business strategy.



# Bordeaux

## Where can I stay?

There are a few options for housing while doing the immersion at Bordeaux.

There are 3 hotels with a 3 minutes walk from the University which is very convenient for 1-2 week stays.

Also there are plenty of Airbnb options online.

Finally students can have access to a brand new Student Residence called Artémisia. The residence is near the University of Bordeaux business school, just 7 min walk, close to supermarket and tramway. Students can stay in a 19m<sup>2</sup> apartment with all the amenities and comfort, including wifi for a costs around €595 for a month. This is key as for rating students' housing or studios in France, in addition to the month's cost, there is usually a heavy application bureaucracy, security deposit, additional fees etc. This is pretty straightforward. A final and important advantage is the tramway which goes from the Airport to the Artemisia and fare costs around €2.

# Application

And Tuition Fees



# TUITION FEES

Fee depends your based location and language.

## LOCAL - RESIDING IN FRANCE | FRENCH RESIDENTS

 For fluent French speaking doctorants living in France, state subsidises most of tuition fees.

 **English** speaking doctorants **living in France** can join the English cohort of the DBA. French State partially subsidises the program.  
Tuition fee for the 3 years is about **€ 10-12 000**.

*Application via the University of Bordeaux's School of Management web site:*

<https://www.iae-bordeaux.fr/en/academic-programs/executive-doctorate-business-administration-dba>

## FROM ABROAD

 **English** speaking doctorants **living in abroad** can join the *International Fast-Track cohort of the DBA*. French State partially subsidises the program.  
Tuition fee for the 3 years is **€ 24 900** for the 3 years. Instalments options available.

[www.iie.global/DBA.html](http://www.iie.global/DBA.html)

# Application

Admission is based on your CV, interview and the following:

## Prerequisite qualifications include and may not be limited to:

- Post-Graduate degree (MBA or Master)
- Proof of command of written and spoken English.
- At least one language in addition to English
- Solid professional experience
- Candidates must demonstrate academic ability, to have a professional international outlook, ethics, business and leadership capacity.

## Document and Requirements

- \_\_\_ Copy of Passport
- \_\_\_ CV (English)
- \_\_\_ Copy of Bachelors Diploma + MBA or Master Diploma
- \_\_\_ Copy of transcripts of undergraduate and post-graduation (grades)
- \_\_\_ Photo ID (not selfie)
- \_\_\_ Online enrolment
- \_\_\_ Fee payments

# STEPS

[www.iie.global/DBA.html](http://www.iie.global/DBA.html)



1

Candidates must initially contact the **DBA's Executive Coordinator**

[contact@iie.global](mailto:contact@iie.global)

2

If accepted, an **online meeting / call interview** will be scheduled and will be conducted in English.

# Doctor of Business Administration (DBA)

**Université de Bordeaux**



[www.iie.global/DBA.html](http://www.iie.global/DBA.html)