Doctor of Business Administration (DBA)

DBA and research areas

- DBA (research area in International Hospitality Management)
- DBA (research area in International Tourism Management)
- DBA (research area in International Event Management)
- DBA (research area in Digital Marketing Analytics)
- DBA (research area in General Management)

Programme Description

The DBA programmes offer a transformative educational experience that integrates rigorous academic study, advanced research methodologies, and practical application in the context of the business and service industries. They are designed for professionals who aspire to make a significant impact in the business world through leadership, research, and innovation. Graduates of these programmes will be equipped with the knowledge, skills, and mindset to excel as industry leaders, consultants, policymakers, and academic scholars.

With a focus on innovation, industry relevance, and global perspectives, the DBA programmes aim to cultivate visionary leaders who can drive positive change and shape the future of the business and service industries in Macao, mainland China and beyond.

The programmes include the following learning modules:
- Core
- Research Area (International Hospitality Management; International Tourism Management; International Event Management; Digital Marketing Analytics, General Management)
- Dissertation

Modules and Courses

DBA (research area in International Hospitality Management)

Course Category	Total: 48 credits
Core *(3 credits / course)* • Global Strategy and Leadership • Theories and Concepts in Business • Quantitative Research Methods • Qualitative Research Methods • Contemporary Business Issues • Independent Study in Business Management	18
Research Area - International Hospitality Management *(3 credits / course)* • Organisational Dynamics in Hospitality • Technology Trends in Hospitality	6
Dissertation • A Proposal and The Formal Thesis	24

DBA (research area in International Tourism Management)

Course Category	Total: 48 credits
Core *(3 credits / course)* • Global Strategy and Leadership • Theories and Concepts in Business • Quantitative Research Methods • Qualitative Research Methods • Contemporary Business Issues • Independent Study in Business Management	18
Research Area - International Tourism Management *(3 credits / course)* • Advanced Destination and Attractions Management • Tourism and Leisure Trends and Challenges	6
Dissertation • A Proposal and The Formal Thesis	24

DBA (research area in International Events Management)

Course Category	Total: 48 credits
Core *(3 credits / course)* • Global Strategy and Leadership • Theories and Concepts in Business • Quantitative Research Methods • Qualitative Research Methods • Contemporary Business Issues • Independent Study in Business Management	18
Research Area - International Events Management *(3 credits / course)* • Events and Cultural Integration • Sustainable Event Management	6
Dissertation • A Proposal and The Formal Thesis	24

DBA (research area in Digital Marketing and Analytics)

Course Category	Total: 48 credits
Core *(3 credits / course)* • Global Strategy and Leadership • Theories and Concepts in Business • Quantitative Research Methods • Qualitative Research Methods • Contemporary Business Issues • Independent Study in Business Management	18
Research Area - Digital Marketing and Analytics *(3 credits / course)* • Digital Marketing Strategies • Data Mining and Analytics	6
Dissertation • A Proposal and The Formal Thesis	24

DBA (research area in General Management)

Course Category	Total: 48 credits
Core *(3 credits / course)* • Global Strategy and Leadership • Theories and Concepts in Business • Quantitative Research Methods • Qualitative Research Methods • Contemporary Business Issues • Independent Study in Business Management	18

Research Area - General Management) *(3 credits / course, choose any two courses from the following multiple areas)*
 	
• **International Hospitality Management**
  i. Organisational Dynamics in Hospitality
  ii. Technology Trends in Hospitality
 	
• **International Tourism Management**
  i. Advanced Destination and Attractions Management
  ii. Tourism and Leisure Trends and Challenges
 	
• **International Event Management**
  i. Events and Cultural Integration
  ii. Sustainable Event Management
 	
• **Digital Marketing Analytics**
  i. Digital Marketing Strategies
  ii. Data Mining and Analytics
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Dissertation • A Proposal and The Formal Thesis	24

Remarks:
- *Each DBA candidate is required to complete a dissertation.*
- *Students' thesis topic must be related to the chosen research area.*

Course Description

Module	Course Title	Course Description
Core	Global Strategy and Leadership	This course provides a comprehensive understanding of global business strategy and effective leadership in a dynamic international context. Students will explore theories, frameworks, and practical approaches to formulating and implementing global strategies. Topics covered include global market analysis, competitive advantage, strategic decision-making, cross-cultural management, and leadership theories. Through case studies and interactive discussions, students will develop the skills and knowledge necessary to navigate the complexities of global business environments and lead organisations to success.
	Theories and Concepts in Business	This course introduces students to key theories and concepts in various areas of business. Students will explore fundamental principles and frameworks that underpin business practices, including organizational behavior, marketing, finance, operations, and entrepreneurship. Through critical analysis and practical examples, students will develop a solid foundation of theoretical knowledge that can be applied to real-world business situations. The course aims to enhance students' ability to think strategically, make informed decisions, and understand the interdependencies of different functional areas within an organisation.
	Quantitative Research Methods	This course equips students with the essential quantitative research skills necessary for conducting rigorous business research. Students will learn various quantitative research methods, including statistical analysis, data collection techniques, and hypothesis testing. Through hands-on exercises and data analysis, students will gain proficiency in using statistical software and interpreting research findings. The course emphasises the application of quantitative methods to address business problems and supports students in developing research skills that are valuable for making evidence-based decisions.

	Qualitative Research Methods	This course focuses on qualitative research approaches employed in business research. Students will explore different qualitative research methods, such as interviews, focus groups, case studies, and content analysis. They will learn how to design research studies, collect, and analyse qualitative data, and interpret findings. Through practical exercises and critical evaluation of qualitative research literature, students will develop the skills necessary to conduct rigorous qualitative research and gain insights into complex business phenomena.
	Contemporary Business Issues	This course examines current and emerging issues that impact the business landscape. Students will explore a range of contemporary topics, such as sustainability, ethical considerations, innovation, technology disruption, and globalisation. Through discussions, case studies, and analysis of real-world examples, students will develop a deep understanding of the challenges and opportunities faced by businesses today. The course aims to foster critical thinking and analytical skills to enable students to navigate and respond effectively to the ever-evolving business environment.
	Independent Study in Business Management	This course provides an opportunity for students to pursue an in-depth study of a specific topic in business management under the guidance of a faculty advisor. Students will develop a research proposal, conduct independent research, and produce a comprehensive report or project. The course allows students to explore areas of personal interest within the field of business management, deepen their knowledge, and enhance their research and analytical skills. Independent study encourages self-directed learning and offers a platform for students to demonstrate their ability to apply theoretical concepts to practical business scenarios.

Module	Course Title	Course Description
Research Area – International Hospitality Management/ General Management	Organisational Dynamics in Hospitality	This course focuses on understanding the dynamics of organisations within the hospitality industry. Students will explore topics such as organisational behaviour, leadership, team dynamics, and organisational culture. Through theoretical frameworks and practical applications, students will analyse and evaluate organisational structures, communication patterns, and human resource practices within hospitality organisations. The course aims to enhance students' understanding of how organisational dynamics impact employee performance, guest satisfaction, and overall organisational effectiveness.
	Technology Trends in Hospitality	This course examines the latest technology trends and innovations in the hospitality industry. Students will explore topics such as revenue management systems, property management systems, guest experience technologies, and digital marketing strategies. Students will gain practical insights into the implementation and management of technology solutions in hospitality operations. The course aims to equip students with the knowledge and skills to leverage technology for enhancing guest experiences, optimising operations, and driving business success.
Research Area – International Tourism Management/ General Management	Advanced Destination and Attractions Management	This course delves into the strategic management of destinations and attractions within the tourism industry. Students will explore destination marketing, tourism planning, visitor management, and attractions development. Through analysis of successful case studies and industry best practices, students will learn how to effectively plan, develop, and manage destinations and attractions to attract and satisfy visitors. The course aims to equip students with the skills to create unique experiences and contribute to the sustainable development of tourism destinations.
	Tourism and Leisure Trends and Challenges	This course examines the emerging trends, challenges, and opportunities in the tourism and leisure industry. Students will explore topics such as experiential travel, niche tourism markets, destination branding, and crisis management. Through critical analysis and case studies, students will gain insights into the changing consumer preferences, market dynamics, and socio-cultural impacts that shape the tourism and leisure sectors. The course aims to develop students' ability to identify trends, adapt to market changes, and contribute to the sustainable growth of the industry.
Research Area – International Events	Events and Cultural Integration	This course explores the intersection of events and cultural integration. Students will examine how events can be used as a platform to foster cultural understanding,

Management/ General Management		celebrate diversity, and promote social cohesion. Topics covered include event planning, cultural sensitivity, cross-cultural communication, and the role of events in community development. Students will develop the skills to design and manage culturally inclusive events that promote intercultural dialogue and appreciation.
	Sustainable Event Management	This course introduces students to the concepts of innovation and sustainability in the context of event management. Students will explore how innovative approaches and sustainable practices can be integrated into event planning, organisation, and execution. Through case studies, guest lectures, and interactive discussions, students will examine successful examples of innovative and sustainable events from around the world. They will learn about emerging trends, technologies, and strategies that promote innovation and sustainability in the events industry, as well as the related challenges and opportunities, including stakeholder collaboration, budget considerations, and measuring event impact.
Research Area – Digital Marketing and Analytics/ General Management	Digital Marketing Strategies	This course explores the role of digital marketing in the business world. Students will examine various digital marketing channels and strategies, including social media marketing, content marketing, search engine optimisation, and email marketing. They will learn how to develop effective digital marketing campaigns to promote products or services, engage audiences, and drive sales. Students will gain the skills to leverage digital platforms and tools to enhance event marketing and reach target audiences effectively.
	Data Mining and Analytics	This course introduces students to data mining and analytics techniques and their application in the business world. Students will learn how to collect, clean, analyse, and interpret event-related data to gain valuable insights and make data-driven decisions. Topics covered include data visualisation, predictive analytics, and performance measurement. Through hands-on exercises and case studies, students will develop proficiency in using data mining tools and techniques to optimise business planning, marketing, and operations.

Module	Course Title	Course Description
Dissertation	A Proposal and The Formal Thesis	The dissertation emphasises the application of research to practical business issues. It can involve analysing real-world organisational problems, developing, and implementing strategies, and evaluating outcomes. The focus is on generating actionable knowledge and providing solutions to complex business challenges. Students will consolidate and analyse the literature on selected topics, identify research objectives, design process and collect data, and learn how to analyses research data in a systematic way and to a professional standard. Students will write the dissertation on the above content and pass the defence.