



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 program includes 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) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Organisational Dynamics in Hospitality• Technology Trends in Hospitality | 6 |
| Dissertation <ul style="list-style-type: none">• A Proposal and The Formal Thesis | 24 |

DBA (research area in International Tourism Management)

| Course Category | Total: 48 credits |
|--|----------------------|
| Core (3 credits / course) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Advanced Destination and Attractions Management• Tourism and Leisure Trends and Challenges | 6 |
| Dissertation <ul style="list-style-type: none">• A Proposal and The Formal Thesis | 24 |

DBA (research area in International Events Management)

| Course Category | Total: 48 credits |
|--|----------------------|
| Core (3 credits / course) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Events and Cultural Integration• Sustainable Event Management | 6 |
| Dissertation <ul style="list-style-type: none">• A Proposal and The Formal Thesis | 24 |

DBA (research area in Digital Marketing and Analytics)

| Course Category | Total: 48 credits |
|--|----------------------|
| Core (3 credits / course) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Digital Marketing Strategies• Data Mining and Analytics | 6 |
| Dissertation <ul style="list-style-type: none">• A Proposal and The Formal Thesis | 24 |

DBA (research area in General Management)

| Course Category | Total: 48 credits |
|---|----------------------|
| Core (3 credits / course) <ul style="list-style-type: none"> • 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) <ul style="list-style-type: none"> • International Hospitality Management <ul style="list-style-type: none"> i. Organisational Dynamics in Hospitality ii. Technology Trends in Hospitality • International Tourism Management <ul style="list-style-type: none"> i. Advanced Destination and Attractions Management ii. Tourism and Leisure Trends and Challenges • International Event Management <ul style="list-style-type: none"> i. Events and Cultural Integration ii. Sustainable Event Management • Digital Marketing Analytics <ul style="list-style-type: none"> i. Digital Marketing Strategies ii. Data Mining and Analytics | 6 |
| Dissertation <ul style="list-style-type: none"> • 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 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. |
| | 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. |

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| | <p>Qualitative Research Methods</p> | <p>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.</p> |
| | <p>Contemporary Business Issues</p> | <p>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.</p> |
| | <p>Independent Study in Business Management</p> | <p>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.</p> |

| Module | Course Title | Course Description |
|---|--|--|
| <p>Research Area – International Hospitality Management/ General Management</p> | <p>Organisational Dynamics in Hospitality</p> | <p>Hospitality Operations Management is the mix of service and product operations management, and is one of the core disciplines in the hospitality management field. To equip students with the competence to manage daily operations strategically, this course explains particular challenges that staff at managerial positions will face from various dimensions of hospitality business. Topics include, but are not limited to, revenue management, service delivery flow efficiency, resource productivity, and inventory management.</p> |
| | <p>Technology Trends in Hospitality</p> | <p>This course offers students a comprehensive, integrative, and practical focus on leadership and organisational behavior (OB). It is based upon a framework that analyses leadership and organisational behavior at different levels: individual, team, and organisation. The course covers contemporary leadership and OB theories/concepts. It also provides students the opportunity to apply these theories and concepts through case analysis and to enhance personal skill development through self-assessment exercises. Topics included in this course are ethics, networking, coaching, organisational culture, diversity, strategic leadership, and crisis leadership.</p> |
| <p>Research Area – International Tourism Management/ General Management</p> | <p>Advanced Destination and Attractions Management</p> | <p>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.</p> |
| | <p>Tourism and Leisure Trends and Challenges</p> | <p>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.</p> |

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| <p>Research Area – International Events Management/ General Management</p> | <p>Events and Cultural Integration</p> | <p>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, 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.</p> |
| | <p>Sustainable Event Management</p> | <p>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.</p> |
| <p>Research Area – Digital Marketing and Analytics/ General Management</p> | <p>Digital Marketing Strategies</p> | <p>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.</p> |
| | <p>Data Mining and Analytics</p> | <p>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.</p> |

| Module | Course Title | Course Description |
|--------------|----------------------------------|--|
| Dissertation | A Proposal and The Formal Thesis | <p>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 analyse research data in a systematic way and to a professional standard. Students will write the dissertation on the above content and pass the defence.</p> |