



# Building a European DBA Joint Degree

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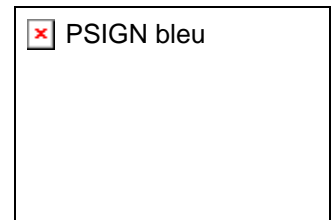
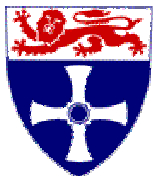
**Grenoble Ecole de Management & LINC Lab**

<http://www.grenoble-em.com/linclab>

**NPhD Workshop: Structuring a Community  
of Practice for Doctoral Education**

**EIASM, Brussels, February 11-12, 2010**

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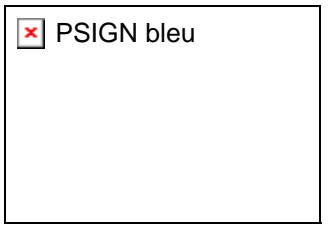




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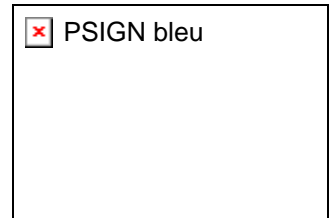
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# 1. Origins of the Programme

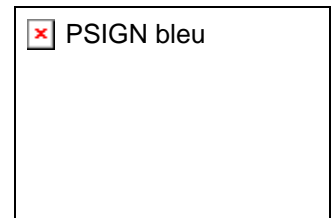
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## Origins of the programme

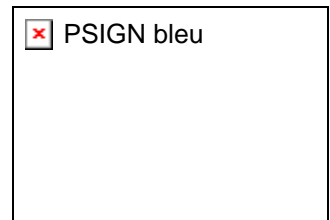
- Links between Newcastle and Grenoble based on common research interests in managing technological and organizational innovation and change
- Grenoble desire for doctoral-level study
- Newcastle and Grenoble desire for international expansion
- First intake of students January 2000
- 19 Graduates, one of the best internationally





## 2. Programme Philosophy and Structure

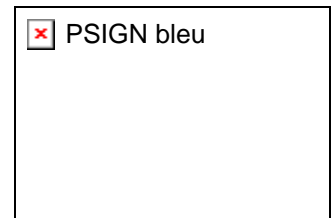
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## Our vision

- Leading international DBA that introduces students to world-class research
- Supported Newcastle's ambition to be a 'top-10' research-led University and Grenoble's ambition to develop a doctoral program
- Support internationalisation strategy
- Obtain / retain international accreditations

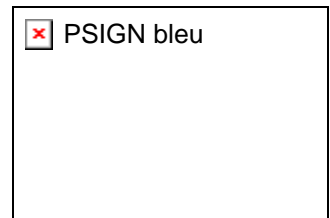




## Objectives

- Engage students in world-leading research (joint publication). *Measures: publications, completions*
- Further develop an international vigorous community of researchers. *Measures: publications, grant applications.*
- Develop the DBA as a focus for promoting international research.

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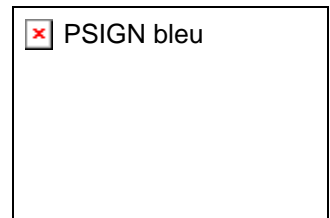




## Supporting internationally distributed students

- Further develop programme workshops.
- Develop conference forum for students in Stage 2 of the DBA.
- Fully exploit new technology

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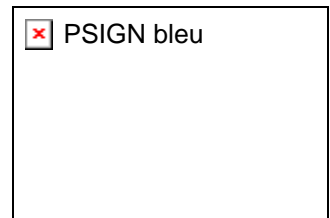




## Exploiting technology

- Provide 'virtual research environment' for students using virtual learning environment.
- Develop the use of e-portfolios to encourage reflective learning with selective sharing of information.
- Develop shared working environment between students and staff//Student profiles
- Develop streaming / conferencing approaches/E-prints
- E-conference / e-journal systems / E-theses

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## Code of Practice

- Provides foundations for quality assurance, effective programme management and delivery.
- Auditable processes.
- Underpins other accreditations.
- Targets for completion and awards.
- Implementation of portfolios (documentation and reflective learning).

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## Development of Faculty

- Increase international collaboration. *Measures: joint publications, grant application, programme delivery.*
- Increase research activity through applied research.
- Develop structured training for supervisors – both theoretical and practical aspects.
- Encourage more staff to become involved with the programme.

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## Distinctiveness of the programme

- International nature
- Thematic focus on management of technology, innovation and organisational change
- Research workshops focused on milestones and deliverables for part I

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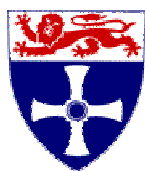
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## Programme structure: part I – years 1 and 2

- four 4-day workshops
- training in research design and methods
- divided between UK and France
- supervision through primary / secondary supervisors at the two schools
- written work requirements

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## Programme structure: part II – years 3 to 5

- Main fieldwork, analysis and writing up
- Annual review of progress
- Annual Symposia for bringing all cohorts together
- Towards the final dissertation and viva voce

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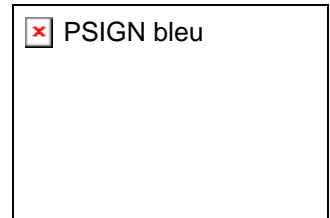


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### 3. Overcoming the negatives

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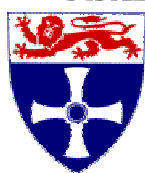




## Supervisory capacity

- intake of around 12 students per year
- allocation of supervisors in the first 6 months
- concentration on research strengths
- movement towards research focus
- staff development through DBA

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## International communication

- Language and cultural barriers
- Communication / work in English
- Physical distance among supervisors / students
- Quarterly, alternating workshops
- Attractiveness of locations
- Electronic communication

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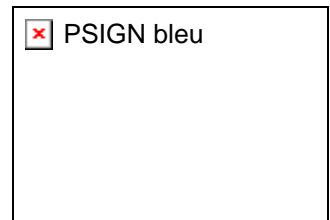


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## 4. Developing the Positives

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## International dimension

- international student body
- joint French/UK supervision
- encouragement of international doctoral projects

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## Thematic focus

- Managing technology, innovation and change
- quality of supervision
- student access to existing projects
- part of an ongoing community of practice

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## Success of the programme

- students applying, registered, graduating
- build supervisory critical mass
- application of research findings
- financial benefits for the two schools and students

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## 5. Future of the Programme

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- Going from strength to strength
- Grenoble triple accredited (AACSB, EQUIS, AMBA)
- Newcastle ESRC recognized (only 4 UK Universities)
- Cranfield is the only other European DBA that has achieved all four recognitions
- 19 Graduates completed so far

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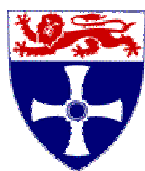
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## Developing a European joint degree DBA

- a Two-step approach / transcending two distinctive organisational cultures
- Timetable for a MoA (Faculty Committees, etc.)
- Co-ordinating Marketing Actions
- Managing Press Relations

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## Future of the programme

- Beginning of the first Anglo-French DBA joint degree in October 2005
- First Graduate of the Joint degree in 2010
- Possible expansion of the programme beyond the EU, through the Erasmus Mundus programme

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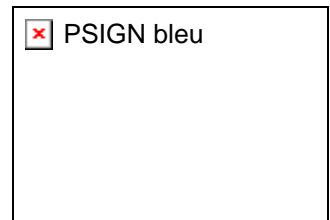


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## 6. Lessons Learned

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## Lessons Learned

- Build trust among Program Directors and Faculty
- Manage a dynamic learning relationship for the two Schools for improving quality, accreditation and student progress
- Maintain the thematic focus of the Program
- Develop the international and cross-cultural dimensions of the program to address the nature of global business and management today.

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Thank you !

- QUESTIONS AND DISCUSSION

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