



GENEVA
Global Institute

DBA Genève

Doctorate of Business Administration



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A WORD FROM THE DIRECTOR

Dear Students,
Dear Partners and Colleagues,

It is with great pleasure that I present to you the Doctorate of Business Administration (DBA) Geneva offered by Global Institute, a program of excellence designed for professionals who wish to take a decisive step forward in their careers. This DBA is intended for executives, senior managers, entrepreneurs, and public sector leaders who seek to gain a deeper understanding of the transformations shaping their organizations and industries.

Combining academic rigor, managerial innovation, and professional ethics, this program is grounded in applied research. It invites you to critically examine your practices, challenge your intuitions through research methodologies, and generate knowledge that can be directly applied in professional settings.

Our various specializations in management, strategy, finance, artificial intelligence, organizational intelligence, political science and diplomacy, as well as business law management, are designed to address real-world challenges such as change management, digital transformation, regulation, risk management, and strategic decision-making in uncertain environments.

Joining the DBA Geneva means becoming part of an international community of practitioner-researchers who share a common ambition: to better understand in order to act more effectively, and to place research at the service of strategic decision-making, innovation, and the public good.

I would be delighted to welcome you among our doctoral candidates and to support you, together with the entire team, throughout this demanding yet exciting stage of your academic and professional journey.

Yours sincerely,
Dr. Itidel Fadhloun
Director of the DBA Geneva
Global Institute

WHO IS THE DBA GENEVA DESIGNED FOR?

The DBA we offer in Geneva is designed for executives, managers, entrepreneurs, public sector leaders, and experts who wish to take the time to reflect deeply on the transformations taking place within their sectors.

Beyond the degree itself, it is a genuine applied research approach: you will be invited to question your practices, exchange perspectives, confront your intuitions with research methodologies, and produce useful knowledge that can be directly applied within organizations.



Our various specializations in management, strategy, finance, AI, organizational intelligence, political science and diplomacy, as well as legal business management, address concrete challenges: change management, digital transformation, regulation, risk management, and strategic decision-making in an uncertain environment.

Each pathway is designed to combine high academic standards, operational relevance, and critical reflection on the responsibilities of leaders within society.





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THE CORE OF OUR PROGRAMS

Our DBA stands out through a unique scientific ecosystem, designed for leaders who wish to transform technological disruptions into drivers of organizational performance.

International Scientific Committee: Composed of world-renowned professors and academic experts from leading global institutions, ensuring impeccable rigor and thesis quality.

International Scientific Journal: The program is supported by a reference publication, offering our doctoral candidates a privileged platform to disseminate their work and influence the standards of modern management.

Rigorous Support: Each candidate benefits from personalized tutoring by researchers who actively publish in recognized scientific journals.

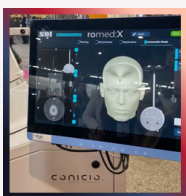
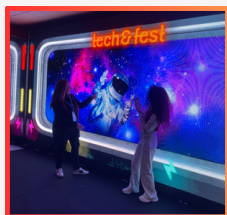
The “Doctor AI” Experimental Laboratory

At the heart of our research framework, the Doctor AI laboratory represents our first center of excellence. This applied research center is dedicated to exploring the impact of artificial intelligence on the business world.

Real-World Experimentation: A testing space to validate AI-assisted management models.

A Doctoral School with Global Reach:

Our doctoral school does more than supervise; it propels your academic thinking through an elite structure:



Young members of the Doctor AI research unit at the Tech and AI Fair to present their projects. Wednesday, February 5, 2026, at Alpeexpo, Grenoble.



Our innovative virtual campus supports students in an engaging digital environment.

Learn, interact, explore! Everything in one virtual universe.



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5 FIELDS OF EXCELLENCE

1. DBA in Management, Innovation and Organizational Transformation

Objective: To train management experts capable of rethinking organizational strategies and driving innovation in a globalized context.

Preferred themes:

- Digital transformation strategies, leadership and change management.
- Managerial innovation and corporate governance.
- Artificial intelligence and decision-making.

2. DBA in Finance and Strategic Governance

Objective: To develop in-depth expertise in corporate finance, risk management and financial governance.

Preferred themes:

- Financial engineering and investment strategies.
- Behavioral finance and decision-making.
- Blockchain and innovations in finance.
- Management control and strategic auditing.

3. DBA in Political Science and Economic Diplomacy

Objective: To train leaders capable of understanding and influencing international political and economic dynamics.

Preferred themes:

- Geopolitics and economic strategies.
- Public policies and international regulations.
- Diplomatic relations and trade negotiations.
- Influence of global institutions on the economy.



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5 FIELDS OF EXCELLENCE

4. DBA in International Law and Business Law

Objective: To train experts capable of combining corporate strategy, international regulation, and legal security in order to support organizations in an environment marked by the globalization of trade, the increasing complexity of standards, and the rise of transnational litigation risks.

Preferred themes:

- Corporate governance, international compliance, and the legal responsibility of executives.
- International contract law, negotiation, and management of cross-border commercial disputes.
- International arbitration, alternative dispute resolution methods (ADR), and investment protection.
- Business law and market regulation: competition, anti-corruption, economic sanctions, and the extraterritoriality of legal standards.
- Data protection, intellectual property, and digital contracts in the global economy.
- ESG, human rights, and duty of care in international value chains.

5. DBA in Computer Engineering and AI Business

Objective: To train leaders capable of designing, managing, and evaluating value-creating artificial intelligence and digital transformation solutions, while integrating technical, strategic, ethical, and regulatory dimensions at the heart of business decision-making.

Preferred themes:

- Data & AI strategies: data governance, cloud architectures, and analytical platforms serving business needs.
- Design and deployment of AI solutions: machine learning, NLP, and computer vision for the optimization of business processes.
- Generative AI, intelligent automation: RPA, conversational agents, and new business models.
- Cybersecurity, information system resilience, and technological risk management.
- Ethics, AI regulation: AI Act, GDPR, sector-specific frameworks, and impact on managerial decision-making.
- Management of hybrid teams: engineers, data scientists, and business professionals, as well as change management in AI projects.

Program Methodology: The WES'SUP Geneva DBA program is structured over three years, alternating between advanced seminars, applied research, and thesis writing.

Year 1: Development of the research project — Methodology and epistemology.

Year 2: Deepening of the research — Case studies and field analyses.

Year 3: Finalization and thesis defense.

Doctoral candidates benefit from tailored support provided by an international faculty and industry experts, thereby ensuring a real and operational impact on their careers.



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AN INTERNATIONAL PRESENCE

Our schools are present in France, Great Britain, Morocco, Mali, Tunisia, India, and Nepal. More than 15 years of pedagogical expertise dedicated to knowledge... Around twenty international partners and a large professional network in Switzerland and throughout Europe.



*Join us and become a key
player in change and
innovation on an
international scale.*



Candidate recruitment in Morocco, Rabat — June 2024.



Members of the Scientific Committee



Online seminar in India, New Delhi — April 2023.



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ADMISSION AND REGISTRATION PROCEDURES

Prerequisites:

- Master's degree or equivalent.
- Significant professional experience: minimum 3 years.
- Presentation of a research project.

Selection process:

- Application file: CV, diplomas, research project.
- Interview with the Scientific Committee.
- Validation and final registration.

Admission requirements:

- Intended for candidates holding a Bac+5 degree and/or with a minimum of 5 years of professional experience in the field of expertise chosen for the DBA.
- Targeted level of qualification: Equivalent to Bac+8 level.

Schedule:

- Session 1: Registration from February 16 to July 10, 2026.
- Session 2: Registration from August 15 to September 30, 2026.

Registration is open from the beginning of each session: complete the form, prepare the application file, and send it to us together with a research project.

For any further information, please contact the program director:

Dr. Itidel Fadhloun — Itidel@wes-sup.ch

