



Kotler  
Business  
School

# KDDBA

KOTLER DOCTOR OF BUSINESS  
ADMINISTRATION





**Welcome to the Kotler Business School. We equip you with the business acumen needed to excel in a rapidly evolving, technology-driven world. Companies and their leaders need to understand what drives their post pandemic customers. The school's objective is to provide you with the latest knowledge on core business and management topics. The school will review the major global trends in business and management, the future of marketing, and creative, sustainable leadership for a better world.**

**This school uses five commandments: inception, immersion, innovation, inspiration, and involvement. This school will add greatly to your knowledge and skills. You will benefit from the courses and discussions**



**Philip Kotler**  
**Honorary Chairperson**







Kotler  
Business  
School

**AGE  
IS JUST A  
NUMBER**







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# Introducing our KDBA

Our Doctoral Program is fully online and globally accredited. It is designed to meet the demands of modern business organizations, with curriculum focusing on equipping you with the essential skills and in-depth knowledge required for successful leadership positions. From mastering strategic management principles to honing your leadership capabilities, our Doctoral program provides a transformative learning experience.

With online learning, you'll have the freedom and flexibility to manage your learning. Join our vibrant community of ambitious professionals and embark on a journey of personal and professional growth, preparing yourself for leadership roles and future business challenges.

## Global Virtual Campuses

Through partnerships with leading institutions, Kotler Impact offers a dedicated network of global virtual campuses, each a center of business excellence.

KBS campuses are strategically located in the Americas, Europe, the Middle East, Africa and Asia. KBS global network for doctoral, masters and bachelor programs are is the world's largest and most immersive network, providing unparalleled access to a wide spectrum of educational and career prospects for future leaders







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# Benefits of KDBA

Unlock your potential as a visionary leader with our **Doctor of Business Administration (DBA)** – Open Distance Learning (ODL) program.

## **24 MONTHS PROGRAM**

Incredible value and return on investment in a twenty-four months program that gets you back into the workforce quickly.

## **FULLY-ONLINE**

Our **fully online KDBA** program combines interactive learning with peer engagement, all accessible from anywhere in the world.

## **INTERNATIONAL GURUS**

Learn from the most influential gurus around the world.

## **SELF-LEARNING**

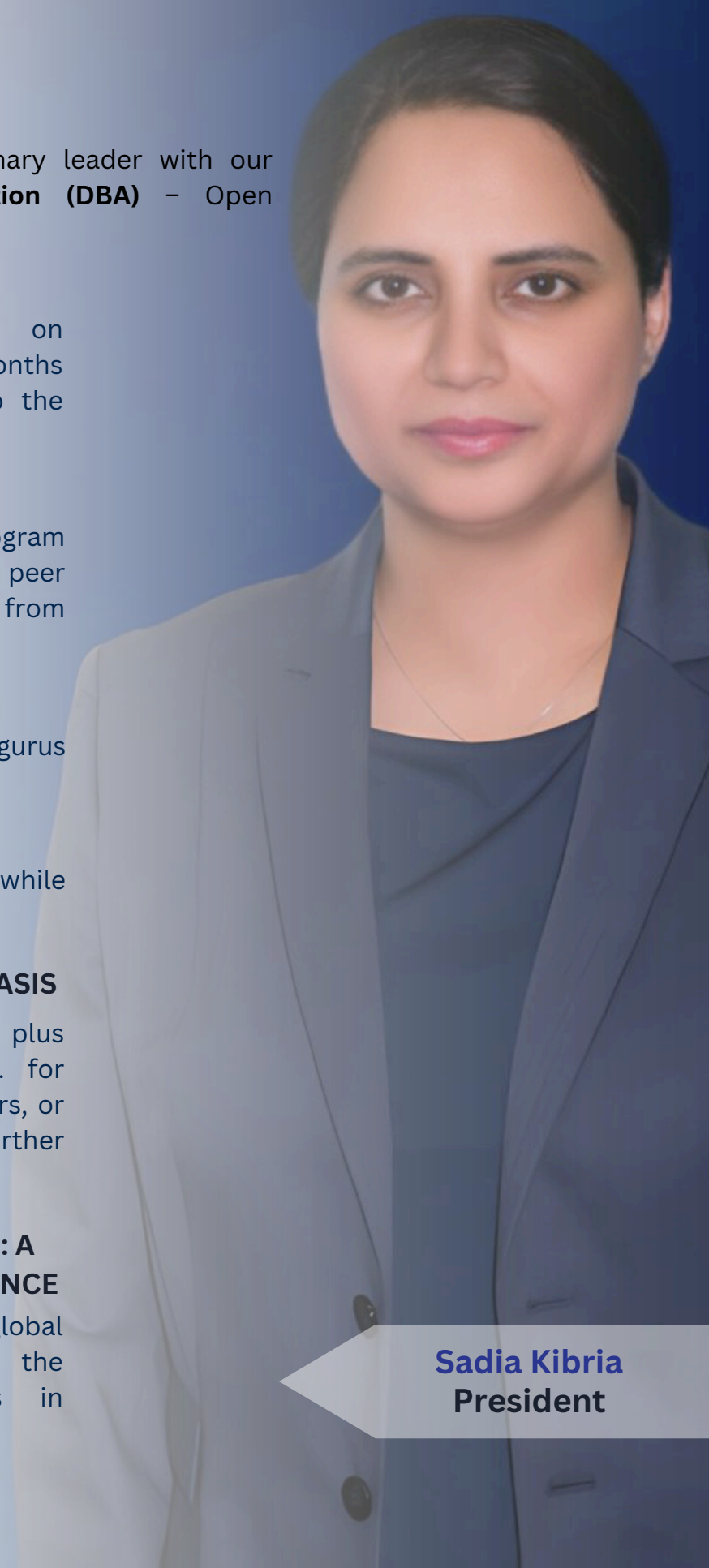
Maintain your professional career while completing **DBA** at your own pace.

## **COMMENCEMENT - MONTHLY BASIS**

On-demand courses curriculum, plus opportunity to choose electives. for career switchers, career accelerators, or those looking to formalize or further develop business education.

## **INTERNATIONALLY ACCREDITED: A GLOBAL STANDARD OF EXCELLENCE**

Our program boasts full global accreditation, ensuring it meets the highest international standards in education.



**Sadia Kibria**  
President





# What does online learning mean?

We recognise the time pressure that working professionals face. That's why at Kotler Business School, we've designed a unique, **100% online DBA** qualification that provides all the educational support of on-campus learning coupled with the flexibility to fit your busy professional lifestyle.

You'll gain access to leading business education anytime, anywhere, on the device of your choice. That means no stressful time stuck in traffic jams, wondering if you're going to make a class. Just sign up, log on, and prepare for a world-class education.

At Kotler Business School, we are committed to making online learning as engaging and inspiring as on-campus study.

This is an outstanding business qualification built on digital flexibility.



Intuitive online learning experience



Interactive online sessions



Better work-life-study balance



Digital engagement with peers



Fit study around your lifestyle



Comprehensive online support







Kotler  
Business  
School

**ELEVATE**  
**YOUR CAREER**  
*and*  
**EMPOWER**  
**YOUR FUTURE**  
**WITH**  
**KDDBA**





**Prof. Dr. Marc Oliver Opresnik**  
Global Dean

# Entry Requirements

A Master's degree in related fields as accepted by the KBS Senate;

————— **OR** —————

A Bachelor's degree with 10 years related work experience;

————— **OR** —————

A Master's degree in non-related fields as accepted by the KBS Senate and without relevant working experience, subject to passing prerequisite courses;

————— **OR** —————

A Master's degree in non-related fields as accepted by the KBS Senate, subject to having relevant working experience and rigorous internal assessment; and

Minimum IELTS overall band score of 6.0 or its equivalent.





**YOU  
WERE MADE  
FOR THIS.**

*This is your*

**OPPORTUNITY.**

**Prof. Dr. Asghar Zaidi**  
Global Dean





# Courses Offered

## MODULE 1

### **Leadership and Strategic Management in Turbulent Times:**

- This course delves deep into advanced leadership theories, practices, and strategies important to executive-level decision-making. The content of the course covers leadership styles, change management, organizational culture, and strategic thinking. This course enables to utilize benefits of gaining opportunities in a data-driven economy.

### Selected Courses on the Aristo Platform:

- A New Type of Leader #22
- Leadership Development #42
- Authentic Leadership and Empathy #314

### **Global Business Strategy and International Management:**

- This course provides a thorough understanding of global business dynamics and international management practices. This course explores topics such as global market entry strategies, multinational corporations, cross-cultural management, and global supply chain management (including disruptions).

### Selected Courses on the Aristo Platform:

- Winning Through Innovation Management and Culture #7
- Epidemic and Pandemic Leadership #176
- Network Cybersecurity Attacks – Management and Monitoring #207
- Customer Relationship Management #267





# Courses Offered

## MODULE 2

### **International Corporate Finance and Investment Analysis:**

- This course covers advanced topics related to capital budgeting, risk management, financial modeling, mergers and acquisitions, and investment analysis. In this course, an international perspective is taken which enables executives to gain in-depth insights into making complex financial decisions in dynamic and international business environments.

#### Selected Courses on the Aristo Platform:

- ESG and Sustainable Investing #197
- Investing in ESG Stocks #201
- Blockchain Revolution for Enterprises #367

### **Strategic Innovation and Corporate Entrepreneurship:**

- This course is dedicated to a thorough analysis of today's rapidly changing business landscape, innovation and entrepreneurship. In this course participants explore strategies for fostering innovation within organizations, including corporate entrepreneurship managing internal corporate ventures, and technology commercialization which today are key drivers of success. This course enables participants to use driving innovation and design for the benefit of the organizations.

#### Selected Courses on the Aristo Platform:

- Design Thinking for Creativity and Innovation #182
- Ways to Increase Creativity #345





# Courses Offered

## MODULE 3

### Dissertation Research, Applied Methodology Workshop:

- This course enables participants to study and apply advanced research skills necessary for conducting doctoral-level research. The course embeds a variety of research methodologies such as quantitative, qualitative, and mixed methods approaches, as well as research design, data collection, and analysis techniques.

## + PARTNER UNIVERSITY COURSES

## SUBMISSION

After successful completion of all required modules, candidates must submit their Dissertation/Thesis for evaluation to fulfill the requirements for the awarding of the **Doctor of Business Administration (DBA)** degree.







**Dr. V. Kumar**  
Global Dean - Strategy and Research

## Program tuition and Fees

Note that the average completion time for the **DBA** is two (2) Years. Fees below are based on the 2024-2025 fee framework and are subject to change.

### 2024/2025 TOTAL ACADEMIC FEE

Please contact our local partner

Financial aid &  
**SCHOLARSHIP**  
Programs  
up to  
**100 %\***

The Philip Kotler Award is designed for ambitious students with professional experience and financial need, helping you achieve your academic and career goals.

This prestigious scholarship is your ticket to academic success at the renowned KBS. Not only will you achieve your academic goals, but you'll also have the opportunity to impact your community and beyond positively.

Take advantage of this incredible opportunity – apply for the Philip Kotler Award today!

\*based on terms and conditions of Award Community





**Professor Luiz Moutinho**  
Global Dean

# DBA International Leadership and Impact Award

The DBA International Leadership and Impact Award is presented to an incoming student enrolled in the Kotler Business School DBA Program. The recipient must demonstrate excellence professionally in their career and demonstrate financial need. The Award is open to International Students.





# Invest in your future

Now is the time to invest in your future and develop the skills and experience to succeed in a changing business landscape.

**Ready to advance your career  
with the KDBA?  
Contact us today to start your  
journey!**

## **Website**

[www.kbsglobal.org](http://www.kbsglobal.org)

## **Email**

[info@kotlerimpact.com](mailto:info@kotlerimpact.com)

[info@kbsglobal.org](mailto:info@kbsglobal.org)

## **HQ Address**

Kotler Business School  
Global Hub, Atlanta, GA. USA.

