

## • Application process

To apply for the programme the students have to submit a filled in application form of JyU, an application form of BIBS, a covering motivational letter and CV, and copies of university diplomas and other documents to provide evidence of prior education and language skills. Detailed information on the application process is available at [www.bibs.cz](http://www.bibs.cz).

### Programme in brief

**Name of programme:** Doctorate in Business and Administration (PhD)

**Academic title:** PhD, awarded by the School of Business and Economics, the University of Jyväskylä, Finland

**Duration of the programme:** typically 3 years, with the possibility of extending and also shortening

**Mode of delivery:** External form, seminars in Brno (or Prague), doctoral defence at the School of Business and Economics, the University of Jyväskylä, Finland.

**Language:** Delivered fully in English – seminars and lectures, written work, doctoral viva voce defence.

## Programme structure

The students must gain the following minimum numbers of ECTS credits during their studies:

- For the methodological modules (seminars): 18 ECTS credits
- For the so-called major discipline modules (seminars): 26 ECTS credits

The credits are gained by attending the following doctoral seminars.

If interested, the students can also attend other doctoral seminars, organised directly at the University of Jyväskylä; the credits gained would be recognized for the purpose of their doctoral studies in Brno.

### YEAR 1

<b>Introduction to international doctoral research</b> Methodological seminar, 4 ECTS credits, 2 days	Introduction to the doctoral programme. Introduction to theory of science, scientific writing, and methodology. Research ethics. Identifying and planning a research project.  Lecturers: doc. Juha Kansikas, PhD, MA (JyU), Ing. Alena Hanzelková, PhD, MBA (BIBS), and the BIBS lecturer team.
<b>Research Directions on Entrepreneurship, Management and Leadership</b> Major studies seminar, 6 ECTS credits, 3 days	Scientific research on entrepreneurship, management and leadership. Entrepreneurial organisation, innovations, intrapreneurship, innovativeness, rewarding in organisations. Contemporary research in leading journals such as Entrepreneurship: Theory & Practice, Journal of Small Business Management, Small Business Economics, Family Business Review, and the International Small Business Journal.  Lecturers: doc. Juha Kansikas, PhD, MA (JyU), doc. PhDr. Lubomír Kostoř, CSc., MA (BIBS), and the BIBS lecturer team.
<b>Qualitative and quantitative methodology I</b> Methodological seminar, 6 ECTS credits, 3 days	Research strategy, theory and empirical material, data collection, analysis, reporting of the results. Qualitative and quantitative research prerequisites.  Lecturers: prof. PhDr. Stanislav Hubík, CSc. (BIBS), doc. PhDr. Tomáš Urbánek, PhD (BIBS).
<b>International Entrepreneurship</b> Major studies seminar, 4 ECTS credits, 2 days	The course introduces the students to the field of international entrepreneurship. International entrepreneurship combines ideas from entrepreneurship and international business. It focuses on research on the internationalisation of entrepreneurial firms. The thematic entities of the course are: international entrepreneurship as a field of research, the Uppsala internationalisation model, the Network model of internationalisation, International new venture theory, international opportunity recognition, internationalisation process, market and entry mode selection, psychic / cultural distance, network relationships, and social capital.  Lecturers: Dr. Arto Ojala, MA, adjunct professor (JyU).

### YEAR 2

<b>Qualitative methodology II</b> OR alternatively <b>Quantitative methodology II</b> Methodological seminar, 4 ECTS credits, 2 days	Focusing the PhD dissertation on quantitative or qualitative methodology. The group will be split into two workshops offering methodological expertise on quantitative or qualitative research. Principles of qualitative or quantitative research, data collection, coding, analysis and reporting will be explored.  Lecturers: doc. PhDr. Tomáš Urbánek, PhD (BIBS), doc. Annika Hall, PhD (Sweden, BIBS).
<b>Change as an Opportunity</b> Major studies seminar, 4 ECTS credits, 2 days	Leadership and management of change. Change as the target of psychological ownership. Creating commitment to the implementation of change. Changes seen as the origins of entrepreneurial opportunities.  Lecturer: prof. Matti Koironen, PhD (JyU).
<b>Scientific writing workshop I and II</b> Methodological seminar, 4 ECTS credits, 2 days	Practices on writing a thesis: how to contribute on the introduction, research aims, theoretical framework, methodology, results, and conclusions.  Lecturers: Dr. Arto Ojala, MA (JyU) or/and doc. Juha Kansikas, PhD, MA (JyU).

### YEAR 3

<b>Entrepreneurial marketing</b> Major studies seminar, 8 ECTS credits, 4 days	The concept of entrepreneurial marketing and its origins in the marketing/entrepreneurship interface, a brief introduction to the development of marketing and entrepreneurial thought. The role of marketing in high tech/start-up/growth small firms. Entrepreneurial marketing versus conventional marketing strategies and tactics.  Lecturers: Ass. prof. Mari Suoranta, PhD (JyU).
<b>Further directions on entrepreneurship and management</b> Major studies seminar, 4 ECTS credits, 2 days	Entrepreneurial orientation, entrepreneurial mindset, risk taking, empowerment, enterprise education.  Lecturers: doc. Juha Kansikas, PhD, MA (JyU).

The complete list of the international team of lecturers and supervisors is available (incl. their professional CVs) at [www.bibs.cz](http://www.bibs.cz).

## Prices

The students entering the programme are registered as students of the Doctorate in Business and Administration (PhD) at JyU and BIBS and also of the so-called Central European Doctoral Support Programme delivered by BIBS and approved by JyU, through which the teaching and supervisions are delivered in the Czech Republic. The registration in the Doctorate in Business and Administration (PhD) at JyU and BIBS is in line with the Finnish higher education law free of charge. The prices for registering on the Central European Doctoral Support Programme are as follows:

- **Basic price (without VAT):**
  - Y1 – 130,000 CZK (approx. 4,900 EUR, exchange rate 27 CZK per EUR)
  - Y2 – 110,000 CZK (approx. 4,100 EUR, exchange rate 27 CZK per EUR)
  - Y3 – 110,000 CZK (approx. 4,100 EUR, exchange rate 27 CZK per EUR)
- **For every extra study year a fee of 30,000 CZK (without VAT) per year (approx. 1,100 EUR, exchange rate 27 CZK per EUR) – charged individually depending on the length of studies**

## Contacts

For more information on the PhD please contact **Mr. Bedřich Snášel, MSc, [snasel@bibs.cz](mailto:snasel@bibs.cz), tel. +420 775 958 732**. Detailed information about the programme, including profiles of the lecturers and supervisors, examples of doctoral thesis published at JyU, videos from lectures, etc., can be found at [www.bibs.cz](http://www.bibs.cz).

Note: Information presented in this leaflet is valid as of June 2009 and could be a subject to modification.

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# International Doctorate in Business and Administration (PhD) For MANAGERS and BUSINESS OWNERS



Finnish doctoral program  
BRNO-PRAGUE

# International Doctorate in Business and Administration (PhD)

## For MANAGERS and BUSINESS OWNERS

International Doctorate in Business and Administration (PhD) is a modern doctoral programme designed for **managers and business owners** who wish to gain the highest university degree – a doctorate (PhD). It is offered by the Brno International Business School (BIBS, [www.bibs.cz](http://www.bibs.cz)) and the School of Business and Economics, the University of Jyväskylä, Finland, based on the so-called collaborative agreement. **The School of Business and Economics, the University of Jyväskylä** (JyU, [www.jyu.fi](http://www.jyu.fi)) grants the successful graduates its **doctoral titles and diplomas** (PhD, Doctor of Science in Economics and Business Administration). The programme is accredited by the Finnish Ministry of Education.

### Studying a doctoral programme: Personal growth, intellectual challenge, breaking away from working life routines

Our doctoral students have different motives for deciding to study a doctoral level programme. By entering the International Doctorate in Business and Administration (PhD) you will:

- **Experience further professional growth and personal development:** theoretical knowledge and practical skills in the area of academic research and your researched subject area will take you beyond your existing intellectual frontiers and will further enhance your current business or management knowledge and skills; you will also expand your English language knowledge, make new international professional contacts and develop your skills in working in an international team.
- **Break away from work or other routines** by experiencing new unique intellectual challenges in an inspiring international environment.
- **Stand out in the labour market** with a modern type of education according to the standards of developed Western Countries.
- Be given, as a doctor, the **possibility to be involved in university teaching** (externally or internally) at universities both in the Czech Republic and abroad.

### Doctoral programme (PhD) at JyU and BIBS

There are several reasons why to decide for a doctoral programme at JyU and BIBS.

#### • Organisation of programme designed for the needs of practising business owners and managers

Our doctoral programme is designed so that it respects the time and organisational limitations arising from the working lives of our students - practising managers and entrepreneurs:

- The programme is delivered in a **part-time mode** (external form).
- During the school year, the students attend **2-4 seminars** (the so-called block teaching – each seminar lasting for 2 to 4 days in a row); where possible, the seminars take place over the weekend (or a combination of week and weekend days).
- Teaching takes place fully in the Czech Republic (**Brno**, possibly also Prague) so that the students do not have to spend additional time on long-distance travelling (the students need to travel to Finland only once during their studies, for their doctoral defence -viva voce- which takes place directly at the University of Jyväskylä).
- The teaching **time schedules are available at a minimum of 6 months in advance** so that the students can plan their studies at their own convenience and to harmonise their studies with the duties arising from their demanding jobs. In addition, we make a maximum effort to keep the once planned times and dates of the seminars **unchanged** (fixed) as we understand that any short-notice changes cause our doctoral students severe organisational problems.
- Apart from seminars, the students **independently develop their own doctoral research projects**, with regular support of two **individual supervisors** (face to face meetings, via the student intranet e-supervisions and phone or video-conferences).



#### • International character of the programme

The programme is, compared to other alternatives in the Czech market, of a truly **international character**:

- Teaching and supervision of students are provided by an **international team of lecturers** – from Finland, Czech Republic, Sweden, Great Britain, US, Portugal and other countries.
- Those students who wish to, are welcome to **attend individually some of the doctoral seminars directly at the University of Jyväskylä in Finland**. The credits gained in these seminars are recognised as if studied in the courses lectured in Brno.

#### Selecting your research topic - management, business, entrepreneurship or economic research

In its focus on topics arising from the business or management praxes of the doctoral students, the programme to some extent resembles DBA (Doctorate in Business Administration) programmes. The following are examples of topics researched currently by the DBA students at BIBS:

- Safety as an important attribute in FMCG marketing
- The influence of entrepreneurs' education upon their success in the first stage of the business life cycle of their enterprise
- Europe, globalisation and marketing tools
- Efficiency of in-store (POP) marketing tools
- Czech SMEs and their competitive advantages compared to Asian competitors
- Renewable sources of energy and company strategy
- International advertising adaptation
- Small and middle size companies (SMSC) in the Czech Republic and their integration into the EU SMEs network.

New doctoral (PhD) students are invited to research any topic falling into the broad areas of management, business, entrepreneurship or economics, in line with their professional interest.

For examples of full text doctoral dissertations defended at JyU please see [www.bibs.cz](http://www.bibs.cz).

#### Family business management research – a unique opportunity to differentiate

Apart from the standard fields such as management, strategic management, marketing, finance, operations management, HR and many others, our students have a unique opportunity to perform their research in a new progressive field – family business management. The School of Business and Economics, the University of Jyväskylä possesses extensive know-how in family business research and education and belongs to the world's top educational institutions in this area.

For more information on research in family business management please visit [www.bibs.cz](http://www.bibs.cz).

#### • Practical focus of the programme

Even though, as on any programme of the highest, doctoral level, the students cope with complex, often unstructured **theoretical problems** and perform academic research, the unique feature of this programme is its **focus on business and managerial praxes**:

- students are encouraged to scientifically **study a research subject which challenges them in their own business or managerial praxes**,
- the programme is designed so that teaching covers not only methodological seminars, but also numerous seminars on the so-called MAJOR studies – these represent a range of selected business and management disciplines, such as **International Entrepreneurship, Entrepreneurial marketing, Change as an opportunity etc.**



#### • University of Jyväskylä – a high profile European university

The quality of the doctoral programme is guaranteed by the fact that the University of Jyväskylä belongs not only to the **best universities** in Finland (5th position out of over 40 accredited universities), but also positions high up on

international comparisons. In the Top University ranking, which makes an annual selection of TOP 600 universities in the world, JyU positioned at 390th place (out of all of the Czech state accredited universities, only Charles University got onto the TOP 600 list).

Note: There are over 12,000 state accredited universities in the world registered by Unesco (<http://www.unesco.org/iauidirectories/handbook.html>).

The University of Jyväskylä is also known for its strong **international focus**. On a doctoral level, it currently hosts over 800 foreign doctoral students from more than 90 different countries (out of the total number of more than 1,700 doctoral students). The School of Business and Economics has been involved in numerous international research projects and cooperates with many leading universities around the world, such as Babson College (USA, Boston), the Jönköping International Business School (Jönköping, Sweden), Università Bocconi (Milan, Italy) and many others.

Also in the survey undertaken by the **Central Chamber of Commerce**, the representatives of economic life placed JyU **among the four most interesting universities in Finland**. Based on the number of **centres of excellence in research**, the University, with its nine centres, occupied a joint second place in Finland. A further significant achievement was the European Research Council ranking two of JyU young researchers in the top three percentile in Europe. Together with the Helsinki University of Technology, the University of Jyväskylä was the most active university participating in the activities of the strategic centres for science, technology and innovation.

**For more information on the University of Jyväskylä please see [www.jyu.fi](http://www.jyu.fi).**

#### • Easy organisation of studies

As any doctoral studies are themselves highly demanding, our policy is to simplify the study life of our students where we can. For this reason our doctoral students have available:

- Direct free of charge **online access to over 20 full text databases of literature** and other information on the University of Jyväskylä – covering databases such as Business Source Elite (EBSCO), Emerald and many more.
- Direct free of charge online access to **databases Proquest 5000 and a database of the Czech legislation LexData** via the BIBS intranet.
- **A free of charge start-up package of literature** covering a selection of books on research methods.
- Assistance with **booking accommodation** in the BIBS' partner hotels when coming for seminars to Brno.
- **Catering** during the seminars – lunch is provided in a high quality restaurant U Kastelána ([www.ukastelana.cz](http://www.ukastelana.cz)).
- Access to the **BIBS study intranet**, which allows in a simple and user friendly way:
  - > Communication with the supervisors, schoolmates, lecturers, and the BIBS and JyU staff
  - > Submission of the written course work
  - > Submission of all types of applications
  - > Registration for the seminars
  - > Booking of accommodation in some of the BIBS' contractual partner hotels in Brno while attending the lectures
  - > Finding personalised information about the dates, times and places of the doctoral seminars, including automated e-mail reminders and many other functions.

### Entry criteria and application process

#### • Entry criteria

A) Master's (MSc) level degree (in any field of science) or a foreign equivalent, recognised in Finland.

B) Prior working or studying experience in English, OR, alternatively IELTS or a TOEFL (Test of English as a Foreign Language) test score of 250 (computer-based test) / 600 (paper-based test).

C) Personal motivation to study the demanding PhD degree. The PhD candidate needs to commit for 3-5 years of scientific business school studying. Candidates' skills to study at a PhD level will be evaluated based on their previous diplomas.

