

École des Ponts  
business school

**École des Ponts Business School**  
**EXECUTIVE DBA (E-DBA) PROGRAM**  
**Intake 2015-2016**

**Program starts November 2015**

# Executive DBA program

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## Introduction

### The Executive Doctorate of Business Administration (E-DBA)

The Executive Doctorate of Business Administration (E-DBA) is a professional doctoral (terminal) degree for experienced executives who wish to pursue a degree beyond the MBA, E-MBA, or other advanced professional degree (e.g. MSc or LLB) to formalize and share the experience gained through their professional careers successful, add a significant professional qualification to their work portfolio, to enhance the possibility of accessing senior management and/or governance positions, and to create teaching and consulting opportunities.

The DBA is a doctoral level, research-based qualification, designed to make a contribution to the enhancement of interdisciplinary professional practice in management as well as a contribution to knowledge via the formalization of knowledge, methods and information gathered via the practice of one's career. This formalization often includes application to or development of theoretical frameworks, methods, and techniques, which emphasizes best practices or the novel applications of theories to business practices (rather than the creation and testing of theory in PhD programs).

### E-DBA applicant profiles

All E-DBA applicants should have a minimum of 10 years of professional experience, and most have significant managerial experience.

The E-DBA applicant typically has professional expertise as well as an academic leaning. He or she is typically an experienced business manager or expert who would like to frame and formalize his/her knowledge, methods and experience and communicate them to a wider audience. Other E-DBA applicants seek to leverage their experience while establishing their expertise in a new or related area to evolve in step with their sector and/or the broader market.

In essence, typical E-DBA applicants seek to:

1. formalize, structure, and share the expertise;
2. move into a senior consulting role that requires recognized expertise;
3. learn to conduct high-level research to apply research to practice;
4. gain teaching opportunities at renowned business schools and universities;
5. fill executive management, consulting and/or governance roles;
6. work in areas that require a doctoral level of mastery based on direct experience rather than theory;
7. establish a new area of expertise based on a mix of practice and theory; and
8. ensure credibility as a manager of graduate degree holders (e.g. MBA, MSc).

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More formally, according to the International Associations of MBAs (AMBA), our international accrediting body, the purpose of a DBA is to allow candidates to:

- i. contribute to the enhancement of trans-disciplinary professional practice in management;
- ii. undertake business management research;
- iii. develop scholarship through business management research; and
- iv. solve real and unique business problems through the application of research, scholarship and critical thinking.

In essence, the focus of the E-DBA is practical, rather than theoretical. The profile of applicants is therefore different than most PhD programs. Our E-DBA program is for “thinkers and doers” or for “doers who are also thinkers”. It is tailored for those individuals who have gained valuable knowledge through their professional experiences and who now are reflecting upon what they have learned formally and informally, complementing their practical knowledge with theoretical groundings in an easy and effective way to share with others, and to further establish themselves as experts in their field.

This unique two-year E-DBA program was designed for professionals, effectively minimizing the time required away from work to attain a professional doctorate. The program is concentrated into four, two full weeks and two half-weeks, residential sessions. The first and last weeks include two unique “learning labs” led by the world-renowned Architects of Group Genius. The first lab sets the tone for the entire learning segment of the program, and the second establishes the path to success as “doctoral students” change status to “doctoral candidates” (the writing segment of the program). Overall we have created a program that offers a smoother path to completion than most doctoral programs in addition to an original interactive and reflective learning lab element.

All doctoral candidates will be matched with a “doctoral supervisor” in the second half of the program, who, through regular monthly meetings, will mentor candidates (guiding their thinking, research and writing) to help them complete their doctoral project, defend their research and complete the program effectively and efficiently.

Once the program is completed, the E-DBA degree gives graduates the unique opportunity to add the title “doctor” to their curriculum vitae, to teach as adjuncts and/or full-time faculty in undergraduate and graduate programs (e.g. MIB, MM, MBA, EMBA, DBA, E-DBA), to conduct high-level consulting that requires internationally-recognized credibility, and, for many managers, the ability to efficiently lead and differentiate themselves from many of the master’s-level staff they manage.

Many E-DBA graduates discover the attraction of conducting serious research and writing/publishing practical and theoretical articles. Thus, the E-DBA also allows graduates to pursue research-oriented opportunities and endeavors.

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### Curriculum Design

The design of the École des Ponts Business School Executive Doctorate in Business Administration (E-DBA) curriculum ensures a unique, high quality and time-effective experience that builds on and extends the reputation of academic excellence of the École des Ponts, which was established in 1747, nearly 280 years ago.

Since the E-DBA is intended for working professionals, the number of residential sessions has been minimized, grouping the first year of learning in only four sessions – two one-week long sessions and two four-day sessions.

The residential sessions are designed to include a progression of “research methods” modules. The doctoral project (or “thesis”) format is also unique in that it is in three parts – one research case, one teaching case study, and one article – and expands the module work done during the doctoral residential sessions.

The curriculum design aims to create a unique experience such that this doctoral program is not “just another doctoral program”, but a program that has a distinctive character, creates significant value for graduates, and ensures an educational experience that will be a tipping point in the life and careers of those who complete the program. Integrating the learning lab approach with the research methods course progression is a unique curriculum design element that offers a unique and holistic doctoral experience to all participants in the program.

### Learning Labs: A reflexive and interactive learning experience

The École des Ponts Business School has joined forces with Architects of Group Genius ([www.architectz.eu](http://www.architectz.eu)) to co-design a doctoral experience that cannot be found elsewhere.

The program includes two learning labs. During these labs doctoral students explore the contours of the doctoral journey, define and explore their own “practice” (area of expertise), understand how to create “brain trusts” (groups of peers to support them through their journey), and identify the areas where their work can create the most value for their careers and society.

The first learning lab focuses on the “doctoral *student* experience” (the learning portion of the program), while the second learning lab focuses on the “doctoral *candidate* experience” (the thinking, researching, and writing portion of the program).

### Research Method Modules: Helping thinkers to ground practice in theory

The research methods modules have been designed to ensure that practitioners are able to complement the experience acquired through their practice with the application of qualitative, quantitative, and mixed research methods.

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From reviewing literature to designing and implementing various research survey methods (e.g. interviews, questionnaires, focus groups, statistical analysis, cross-sectional analysis) to testing to validity and statistical significance, these courses modules are designed to ensure that the significance and value of the participant's qualified and quantified practice are robust and respect the international rigors of the scientific method.

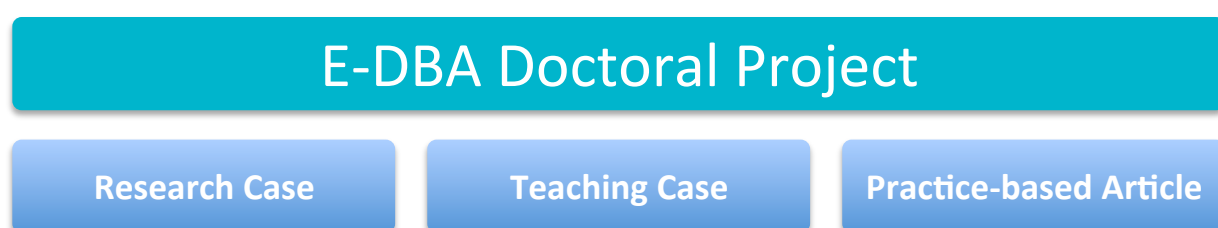
The research method modules are offered in a progressive manner from introduction to capstone, and for all intent and purpose should be taken in order. In addition, each research method course paves the way for a rapid completion of the E-DBA doctoral project. Each module requires a mini-version of the three elements of the doctoral project. Once the four modules are completed, the doctoral student officially becomes a "doctoral candidate".

### The E-DBA Project: Innovative in form, effective in timeframe

Following completion of the four research methods modules and the submission of a research proposal, the final requirement prior to receiving the E-DBA is writing three discrete research projects and defending them viva voca (orally) before a scientific committee.

The school has chosen an innovative E-DBA "dissertation" approach (see Figure 1 - the "E- DBA doctoral project") for E-DBA matriculated candidates who write three papers that together constitute the doctoral dissertation experience. Each paper is supervised and vetted by an appointed dissertation faculty, who "mentors" each doctoral candidate through the process. One of three papers must be of publishable quality and intended for publication in a respected (listed) journal following an established peer-review process. In order to satisfy the doctoral requirement, the paper must be deemed "of publishable quality", based on generally-acceptable international standards, by the E-DBA Scientific Committee .

Figure 1 Ecole des Ponts Business School E-DBA doctoral project



### Language

In order to encourage a multicultural approach to the E-DBA program and broaden the scope of participants and program output, the three doctoral papers may also be written in French or another foreign language, as long as they are accompanied by official translations of the original work into English.

Generating papers in a wide range of languages will facilitate the publication of many doctoral papers and ensure their inclusion in the École des Ponts Business School International Case Study

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Center (forthcoming), and *École des Ponts Business School Practitioner Journal* (forthcoming in the second year of the E-DBA program).

### Module Descriptions

The E-DBA curriculum consists of four residential sessions that include two learning labs, four research method modules, a “next steps” session. Academic supervision by a doctorally qualified experienced faculty member and is provided throughout the second half of the doctoral program.

#### Program details

##### Residential Session 1: Action Learning Lab + Introduction to Research

###### Learning Lab #1: Your doctoral journey through enquiry, practice, and research

The doctoral journey begins inside a new form of laboratory – a live interactive and reflective laboratory dedicated to personal and group enquiry about the doctoral journey. This “learning lab” will help define the field of the doctoral student’s research, the boundaries of each student's practice and the value each student hopes to derive and share as a result of the doctoral experience. This module primarily aims to develop a deep and personal immersion in the meaning, structure, and possibility of each student’s doctoral project, while creating the conditions for peer-based mutual support and encouragement at the cohort level.

The first step of this journey offers insights on the various ways that students will explore the body of knowledge acquired through the doctoral program and the ways that student learning will have an impact on the evolution of student “practice” (or area of expertise).

During this module, doctoral students will form their “Learning Sets” (the brain trust of doctoral peers who will support them throughout the doctoral program) and apply new techniques and methods to working with a group of doctoral level peers.

The themes for this first module include:

- Defining your individual practice
- Personal Inquiry: Scope, breadth and depth
- A “modernist” approach to research and practice
- The social life of your doctoral project: Working inside a brain trust
- Applying design thinking to your doctoral project
- The Doctoral journey: Milestones, rhythm, discipline, traps and secrets

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### Introduction to Research Methods

This focus of this module is to introduce students to doctoral level research skills. It offers students background information on structuring the final papers, where to locate appropriate reference materials including academic and practitioner research. It serves an initial testing ground for the development of ideas and proposals for the papers required as part of the degree. Explaining the nature of ranked journals and the process of submitting an article for publication will also be part of this module.

The themes for this first module include:

- Overview and introduction to the doctoral program
- Presenting the use of doctoral resources: databases, e-library and e-resources
- Analysis of an article, teaching case study, and research case
- The 22 major elements of a research case
- The literature review
- Writing the literature review
- Interviewing skills
- Writing a research case
- Writing a paper
- Presenting a paper

Students will submit a brief paper of 5-6 pages for the final assignment of this module. Doctoral students may use this paper as a basis for practice-based article of their doctoral project.

### Residential Session 2 (4 days): Qualitative Research Methods

The focus of this module centers on qualitative research methods and data collection activities. Doctoral students learn the elements of qualitative research and data collection methods, interview design methods (e.g., structured, semi-structured), saturation points and interview samples, practical techniques for securing interviews, ways to record interview data, and ways to synthesize data and to integrate findings into the narrative.

The themes for this first module include:

- Interviews
- Qualitative design
- Advanced interviewing skills
- Advanced research case methods
- Live cases (Manager and CEO interviews)
- Presenting the case(s)
- Debrief on interviewing methods and research cases

The final assignment for this module is a mini-paper of 5-6 pages that may be used by the doctoral student as a basis for paper #1 of the doctoral project.



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### Residential Session 3 (4 days): Introduction to Quantitative Methods

This module focuses on descriptive statistics and conducting and validating research using modern quantitative methods and tools. Doctoral students will learn to use and apply simple or more elaborate statistical and analytical research methods in their research, which can be used alone, or in conjunction with qualitative research methods (mixed methods).

The themes for this first module include:

- Statistics for managers
- Descriptive statistics, inferential statistics, regression analysis, and correlation (e.g., T, Z and chi square tests)
- Survey design
- Sampling techniques
- Data analysis and decision making

The final assignment for this module is a quantitative survey or problem sample that may also be used in the final practice-based article.

### Residential session 4 (7 days): Research and Teaching Case Development + Learning Lab

#### Research and Teaching Case Development

This module focuses on case study research and the development of teaching cases. It extends the qualitative research methods course by doctoral students to case study methods. It relies heavily on the work of Yin (2013) and helps students shape case research by guiding them through the case research process. It also teaches doctoral students how to prepare, write, and use a teaching case based on a managerial/leadership dilemma or decision. Doctoral students learn methods to identify and define a topic, basic and advanced elements of case writing (case framework) and preparation of a teaching note (TN).

The themes for this first module include:

- Case study methods from research to writing
- Writing a Research Case Study
- Writing a Teaching Case study and teaching notes

The final assignment for this module is the development of a mini case study of 7-8 pages with a teaching note (TN) that may also be used as a teaching case element of the doctoral project.

#### Action Learning Lab #2: Making sense of your doctoral journey

This module invites doctoral students to reflect on the path of their learning, the evolution of their thinking, and the structure of their research work. This second Laboratory is dedicated to the production of a first-draft of each student's Practice-Based Article.

The themes for this last module include:

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- Reframing the Individual Practice
- Defining the depth of enquiry and the scope of the doctoral project
- Developing a Researcher's Mind
- "Writing" for non-writers - audience, impact, and story
- An expert for which market - hints for the next stage of your practice
- Taking a doctoral project beyond design thinking
- Getting to the finish line: working solo and advancing together

### From doctoral student to doctoral candidate: Next steps

As doctoral students complete the learning element of the doctoral program and prepare to become doctoral candidates, i.e. in the process of writing their doctoral project, this section of the module informs doctoral candidates of the next steps in the doctoral program.

The themes for this first module include:

- Writing the doctoral thesis
- Supervisor appointment and interaction
- Submitting your doctoral papers
- Revising your doctoral papers
- The Viva Voce (oral defense)
- Next steps

### Schedule of Modules

The 2015-2016 E-DBA module schedule

Session	Dates	Location
<b>Residential session 1:</b> <ul style="list-style-type: none"><li>• Learning Lab #1</li><li>• Introduction to Research Methods</li></ul>	<b>November 16-22, 2015</b>	Paris*
<b>Residential session 2:</b> <ul style="list-style-type: none"><li>• Qualitative Research Methods</li></ul>	<b>March 3-6, 2016</b>	Paris
<b>Residential session 3:</b> <ul style="list-style-type: none"><li>• Quantitative Research Methods</li></ul>	<b>June 23-26, 2016</b>	Paris
<b>Residential session 4:</b> <ul style="list-style-type: none"><li>• Research &amp; Teaching Case Development</li><li>• Learning Lab #2</li><li>• Next steps</li></ul>	<b>October 10-16, 2016</b>	Paris

\* All modules take place at the school's Executive Campus facility, 77 rue de Miromesnil in the 8th arrondissement, Paris, France (unless otherwise stated).

### The Process

#### Admissions

In order to be accepted to the E-DBA Program, prospective students must generally hold an advanced degree such as an MBA, E-MBA, specialized Master's or a comparable graduate business degree (i.e. MIB, MIM, LLB or a degree deemed acceptable by the admissions team). Applicants should also have a minimum of ten years of work experience, preferably demonstrating managerial/leadership skills, increasing levels of managerial/leadership responsibility, and/or the a discernible area and level of expertise.

The admission process into the E-DBA program is online and supported by "The Bridge" a proprietary admissions and Learning Management System (LMS) platform. Applicants are required to follow the ten (10) step process below:

1. Connect to the online application at <https://www.pontsbschool.com/admission/welcome>
2. Create an account.
3. Pay the admissions fee by credit card.
4. Once payment is received, you will receive a notice saying that your account was created. A one-time password will be sent to you by email (at the address you provided when creating your account) that allows you to connect to the system and continue the process.
5. Once connected, you will need to create a personal password.
6. You then have access to a Dashboard (see below) with the different sections relative to the admissions process – personal information, professional information, academic background and essays. (Please note: the tests section does not apply to this degree).
7. Upload a portrait photo, copies of your graduate level transcripts and/or diplomas, a CV and other information relative to your degrees and professional experience.
8. Download, complete and upload a document called "Essay questions" (available on the Bridge) in English expressing fully your answers and thoughts about the essay questions.
9. Once the application file is complete, our admissions team will contact you to schedule an admissions interview either face-to-face at our Paris campus, or via videoconference.
10. Once the application and the admissions interview are completed you will be contacted with our admissions decision and, if applicable, with a deadline to accept the admissions offer.

Please contact admissions at +331-6415-2212 for help, if necessary.

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Once you start your application you will see an application dashboard (see Figure 2).

Figure 2 - Admissions dashboard screen shot (example)

Welcome to your admission Dashboard

Home Application in process [Executive Doctorate in Business Administration]

Personal message board

Continue your application process >>

**Application Overview**

**Admission progression**

Your application is 0% complete

Need help?

**Application Form**

- Personal detail Edit
- Professional background Edit
- Diplomas & transcript Edit
- Tests Edit
- Essays Edit
- Recommendations Edit

**Interviews**

**Admission Decision**

### The 10 Step Process: From inquiry to degree

The 10-step process serves as a guideline for prospective E-DBA students and provides doctoral students with an overview of the process from their initial point of contact through the awarding of the E-DBA degree by the École des Ponts ParisTech ([www.enpc.fr](http://www.enpc.fr)), the mother school of École des Ponts Business School (EPBS).

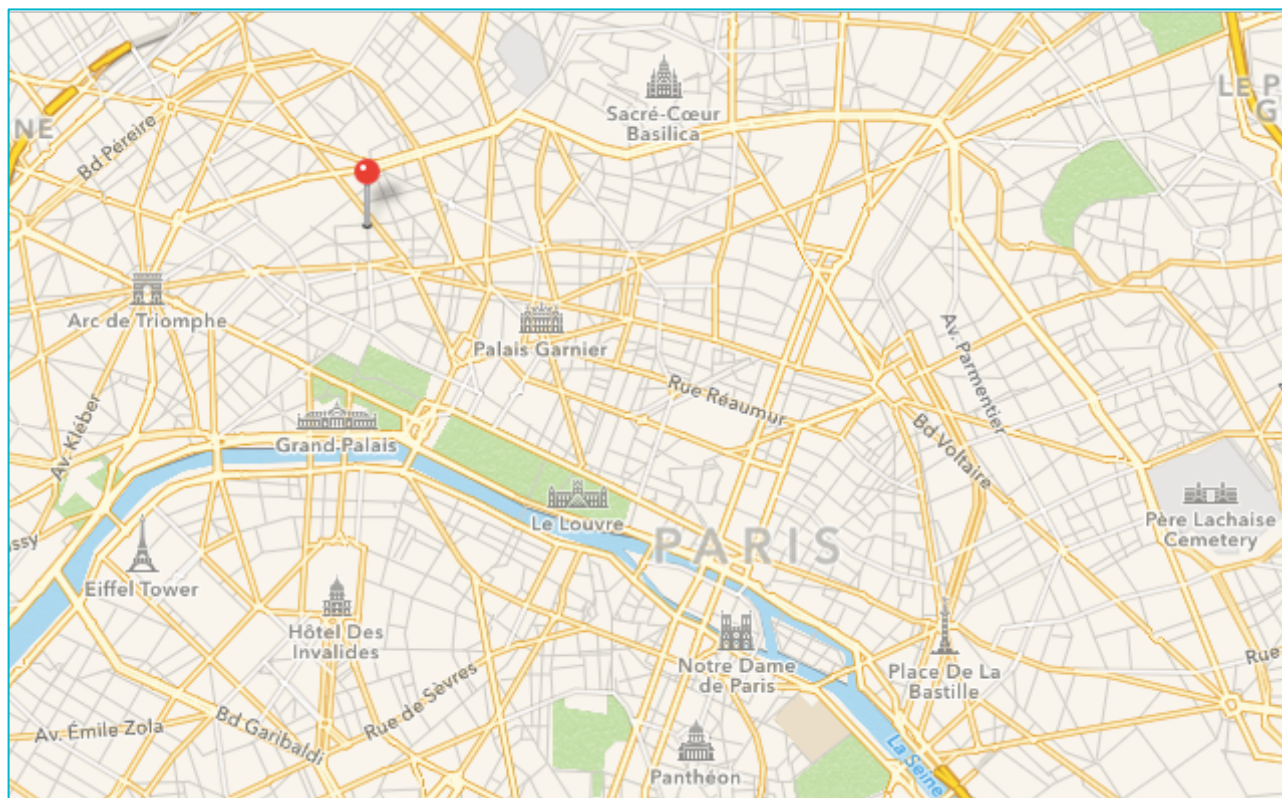
1. Contact with school or school representative
2. Validation of E-DBA project and respect of admissions requirements
3. On-line admissions
4. Admission interview(s), including one with the E-DBA director
5. Admission decision
6. Submission of a declaration of research interest(s)
7. Learning labs and research method courses
8. Submit research proposals and academic supervisor assignment
9. Doctoral project: Research case, teaching case, practice-based article
10. Viva Voce (oral defense) and awarding of degree

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### Location

Doctoral modules will be offered in Paris at the École des Ponts Business School Executive Campus in the center of Paris (five minutes from the Champs Élysées, Opera Garnier, and Gare Saint Lazare) as depicted in Figure 3 (below), unless otherwise specified.

Figure 3 - Executive Campus Access Map



Starting in 2016 the school will explore opportunities to offer research method modules 2 and 3 in a different location every year outside of France.

### Duration

The minimum time estimated to complete the program is two years with a maximum allowable duration of five years. Any request for special exemption to this duration must be discussed with the director of doctoral programs before the five years elapse.

While our E-DBA has been designed as a two-year program, we estimate the average time to completion of the E-DBA for graduates at three years. However, candidates have up to a maximum of 5 years from the start of program to graduate.

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### Tuition fees

E-DBA tuition fees are as follows:

- E-DBA tuition fees: €35,000
- E-DBA tuition fees for École des Ponts alumni: €26,000
- First-year launch price for alumni and European residents: €20,000

Tuition fees cover all course materials, the residential sessions, doctoral supervision and access to our e-library (notably European Business Source Complete) only. All other expenses relative to the program including accommodation, travel, food and entertainment are at the student's expense.

Payment: tuition fees cover the first three years of the program.

The "Admissions offer letter" given to each accepted student details payment and financing options. . The two tuition payment options follow but may vary over time:

Option 1: tuition fees paid in full upon admission with a €500 "early payment" tuition reduction.

Option 2: tuition fees paid in three (3) installments

- 1<sup>st</sup> installment: payment of €5000 upon acceptance of admissions offer
- 2<sup>nd</sup> installment: November 1 (or two weeks before start of first module): 50% of tuition
- 3<sup>rd</sup> installment: May 1 (or 6 months after start of first module): remaining tuition (50% - €5000) + €500

At the end of three years from the start of the program, in the event that a doctoral candidate has yet to defend their doctoral project, an additional €3,500 per year will be due at the start of each of the two remaining years in order to maintain active doctoral candidate status.

### Financing:

- Payment in additional installments can be arranged with the admissions department for an additional financing fee.
- Some doctoral students may also qualify for bank loans from one of our partner banks. Special conditions do apply; contact the admissions department for information.

### Scholarships and financing

The school has not created a scholarship fund for those interested in pursuing the E-DBA. External grants or funding, depending on the country of origin and/or residence, may be available for the program. In addition, some doctoral students may be able to obtain partial or full tuition funding from their employer and some doctoral students may qualify for government or other forms of financing schemes in their country.

# Executive DBA program

## Accreditation

The École des Ponts Business School is accredited by the International Association of MBAs (AMBA) for its MBA and E-MBA programs. The School will apply for initial desk accreditation for the E-DBA program at the start of the program in November 2015. The accreditation of the E-DBA degree will be granted unofficially immediately but will only become official when the school, as per AMBA policy, grants the third E-DBA degree.

## E-DBA Faculty

E-DBA faculty include admissions, teaching and dissertation faculty, as well as a scientific committee as detailed below:

### Admissions faculty

Admissions faculty are responsible for validating the applications of doctoral students for admission, including the relevancy of the DBA research project proposal. This includes Prof. Joseph Santora, Director of the Program, Prof. Suman Modwel, the second member of the Executive E-DBA Team, and Prof. Alon Rozen, the Executive Dean of the Business School.

### Teaching faculty

Teaching faculty are responsible for leading the residential learning sessions. These include, but are not limited to, the following:

- Professor Joseph Santora
- Mr. Maurizio Travaglini
- Professor Nickolas Harkiolakis
- Professor Tawfik Jelassi

### Doctoral supervisory faculty

Doctoral supervisory faculty are responsible for supervising doctoral candidates throughout the second part of the program. These include, but are not limited to, the following:

- Dr. Gil Bozer
- Dr. Nickolas Harkiolakis
- Dr. Dominique Jacquet
- Dr. Tawfik Jelassi
- Dr. Suman Modwel
- Dr. Joseph C. Santora
- Dr. James C. Sarros
- Dr. Wendy Wan

This list will be expanded over time as a function of the specific expertise required by the doctoral candidates.

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### Dissertation faculty

Dissertation faculty (the “doctoral supervisors”) work directly with E-DBA doctoral candidates to shape the three doctoral papers required for the doctoral project. Doctoral supervisors have experience mentoring doctoral candidates in teaching case study writing, writing academic and/or practitioner articles, case writing and, often, supervising doctoral dissertations.

### E-DBA teaching and dissertation faculty qualifications

Faculty involved with the academic aspects of the program hold a doctoral degree from a recognized university, as well as graduate level teaching experience in E-DBA, DBA or PhD programs and/or international senior business/consulting experience. E-DBA faculty have appropriate academic and /or practitioner publications in their respective fields.

### Scientific Committee

The members of the scientific committee include faculty who validate the doctoral projects of DBA candidates. Members of the scientific committee members have doctorates from leading international institutions of higher learning. In some cases, members may have the French title of “habilité de recherche” (HDR). The members of the Scientific Committee have published in peer-reviewed journals, often peer-review articles for publication in professional journals, are members of journal editorial boards and supervise doctoral dissertations.

### The E-DBA Executive Team

Professors Joseph C. Santora and Suman Modwel represent the E-DBA executive team. Both are adjunct faculty, doctoral supervisors, and members of the advisory doctoral committee. All doctoral candidates to the program must complete an admissions interview with one of them prior to admission to the doctoral program.

### Background of Immediate Team

Dr. Joseph C. Santora (EdD, Fordham) is the director of research and doctoral programs at the École des Ponts Business School, Paris, France. He has held two deanships, one in Europe and one in the US. He also served as director of doctoral studies, and a director of research at graduate business school and has taught in MBA, E-MBA, DBA and PhD programs. He was an adjunct senior research fellow (associate professor rank), department of management, Monash University (Australia). He also served as a visiting professorial fellow at the Leadership Centre, Monash Mt-Eliza Business School (Australia). He was a tenured full professor of business and management in the US. He has been a visiting professor at several business schools in Australia, Europe (Austria, France, Germany, Portugal, Switzerland), Croatia, Georgia, Russia, and Taiwan, the UK and the US. He has led 30 DBA/PhD dissertations and served as an external DBA/PhD examiner for more than 20 dissertations. At the MBA level, he has evaluated more than 100 MBA theses. Professor Santora’s research focuses on leadership, change, coaching, family businesses, founders, nonprofits, and



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executive succession. He published more than three dozen refereed articles and teaching cases and 150 academic and practitioner papers, cases, book chapters, and reviews in several leading academic and practitioner outlets including *Academy of Management Perspectives*, *Career Development International*, *Development and Learning in Organizations*, *Journal of Cases in Educational Leadership*, *Journal of Organization & Leadership Studies*, *Journal of Management Development*, *Journal of Management Studies*, *Journal of Management Education*, *Management Decision*, and *Personnel Review*. In recent years, he received the Outstanding Paper Award Winner for Excellence in 2009 for a co-authored paper in *Development and Learning Organizations (DLO)*, Highly Commended Paper Award for a co-authored paper in *DLO* in 2013, and Highly Commended Paper Award Winner at the Emerald Literati for Excellence in 2014 for a co-authored paper in *Leadership & Organizational Development Journal*. His co-authored paper in *Leadership and Organization Development Journal* was listed among the Top 10 Downloaded Articles in the 30-year history of the journal. Dr. Santora has presented papers at international conferences in more than a dozen countries on three continents and for the past six consecutive years he received the best paper presented award at several international conferences.

Professor Santora is the founding and current editor of the *International Leadership Journal*, an on-line refereed academic journal devoted to exploring multi-disciplinary organizational leadership issues, and an associate editor of the *International Journal of Teaching and Case Study*. He currently serves on 11 editorial boards. He founded and served as the managing director of a two for-profit companies, one of which has consulted to more than three dozen organizations. He has done post-doctoral work at Harvard, Princeton and New York.

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**Dr. Suman Modwel** (PhD, Institut d'Etudes Politiques, Paris (Sciences Po) with "habilitation nationale") is the Emeritus Professor of Business Policy at the Ecole des Ponts Business School, Paris. Formerly in the Indian Administrative Service of India where he participated in the development process of his country both at the district and national policy making levels, especially in the international trade policy area as Director General of the Indian Institute of Foreign Trade and as Chairman of a 50, 000 employee public sector textile conglomerate. Prior and subsequent research and publications focus on international economics and trade. His responsibilities include teaching international economics, strategic marketing and trade policy. He has published more than 30 diverse books, papers, cases and articles in these areas.. In addition to managing the Master's thesis process, Modwel has supervised hundred of Master's theses and final professional projects for MBA and E-MBA programs in France, Morocco, China, India, and Argentina.

Dr. Modwel is attached to the Groupe d'Economie Mondiale at Sciences Po, Paris as a researcher and a doctoral supervisor. He is a visiting professor the EHTP-Ponts MBA at École Hassania, Casablanca, at Tongji-Ponts SIMBA at Tongji University, Shanghai, and was visiting professor at IIT, New Delhi (2003-2010). He is a member of the Conseil de Surveillance of MIB Développement, the governing body of the École des Ponts Business school.

## Executive DBA program

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### École des Ponts Business School Management

#### Executive Dean

Alon Rozen, PhD (ABD), is the Executive Dean of the École des Ponts Business School. With research and teaching interests ranging from innovation, wine marketing, entrepreneurship, key success factors, business modeling, to business planning, Dean Rozen has worked closely with the E-DBA expanded team to create a unique Executive DBA which leverages the history of academic excellence of the École des Ponts and the pedagogical cutting edge of the École des Ponts' business school.

Work experience includes over 20-years of consulting to a wide array of businesses, while he has been teaching since 1997 at various business schools in France and internationally. He has experience teaching and training a wide range of subjects and populations. Dean Rozen teaches innovation, entrepreneurship, business modeling, business planning, finance and entrepreneurship, and business communications. Less recently he taught marketing and strategy. As an executive trainer, he enjoys helping executives improve their communication and presentation skills, business modeling and business planning skills, key account management skills, as well as thinking about the future and strategic scenario-building.

In recent years Dean Rozen has designed several unique executive education curricula for a wide range of corporate customers.

Prof. Rozen brings continuity and longevity to the École des Ponts Business School. He has spent the last six years there in his administrative and faculty role as executive dean and associate dean. He received his MBA degree from the school (class of 1996).

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#### Director of Corporate and Alumni Relations

Dr. Desmond McGetrick is a professor of business in society (ethics, sustainable development, corporate social responsibility) and was, until recently, the President of the École des Ponts Business School Alumni Association. Dr. McGetrick is an active leader in connecting École des Ponts Business School programs alumni, the École des Ponts and ParisTech alumni networks and linking these networks to the broader corporate community in France and internationally.

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## Executive DBA program

### Director of Marketing and Admissions

François Blanchet is the director of the marketing and admissions department at the school. He and any member of his team assist prospective doctoral applicants to navigate the on-line admissions process.

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### École des Ponts Business School Regional Representatives

Jo Anne Lee is the school's representative for several regions in Asia and is the preferred first point of contact for candidates from this region.

- Jo Anne Lee [joanne.lee@pontsbschool.com](mailto:joanne.lee@pontsbschool.com)

**For more information:**

**[www.pontsbschool.com/](http://www.pontsbschool.com/)**

**To start the admissions process:**

**[www.pontsbschool.com/admission](http://www.pontsbschool.com/admission)**