GLOBAL DOCTORATE OF BUSINESS ADMINISTRATION

WITH A SPECIALISED TRACK IN DATA SCIENCE AND AI

RENNES SCHOOL OF BUSINESS

EXECUTIVE EDUCATION

UNFRAMED THINKING

SUMMARY

EDITORIAL

" LEADING SUCCESSFUL DATA TRANSFORMATION

In 2022, Forbes reported that 70% to 95% of digital transformations fail to achieve their objectives—yet only 20% of failures are attributed to technical skills. Similarly, a 2024 study by Bain & Company revealed that 88% of business transformations fail to achieve their original ambitions, often due to factors such as overloading top talent and lack of focus. The real challenge lies in strategic execution, leadership, and innovation.

Rennes School of Business is at the forefront of accelerating data-driven transformation by integrating world-class education, cutting-edge research and deep industry expertise.

With triple crown accreditation, five distinguished research centres, over 600 faculty publications, and globally ranked graduate and executive programmes, Rennes School of Business provides an unparalleled ecosystem for high-impact research and real-world business applications.

Leveraging its strong expertise in business and management, data science and AI, along with insights from renowned partner institutes, the school empowers businesses and leaders to drive meaningful, sustainable digital transformation in a rapidly evolving world. "

DR SAQIB AZIZ
Professor of Finance
Director Global DBA Programmes

AI AND DATA SCIENCE:
A UNIQUE OPPORTUNITY TO ENHANCE YOUR SKILLS

THE GLOBAL DOCTORATE OF BUSINESS ADMINISTRATION (GLOBAL DBA) is an executive programme designed to balance advanced studies with your professional career, leading to a doctorate degree and high-quality research publications. It offers a unique opportunity to enhance your AI and data science skills while applying them to your area of expertise, supported by Rennes SB and its renowned partner institutes. Additionally, the programme allows you to build an extensive international network, connecting with professionals and experts worldwide.

PROGRAMME HIGHLIGHTS

> A **triple-crown (EQUIS, AACSB, AMBA) accredited international school** (top 1% of business schools worldwide);

> **DBA for executives** and **practitioners**;

> Highly flexible and truly global programme;

> A **stimulating learning** and **research environment**;

> **Cutting-edge applied research in data science**, **AI** and **business** and **management fields**;

> **Thorough supervision by competent** and **research-active faculty**;

> Rigorous technical support and mentorship;

> **Global residency** (France, UAE, China) - a vibrant platform to network and collaborate;

> An **extensive Alumni network** and **strong global partnerships**.

SOME KEY TOPICS *TRACK IN DATA SCIENCE AND AI*

- Studying how AI and machine learning help real-time auditing for financial institutions;
- Redesigning personal data collection in marketing applications;
- Technology strategy and framework for deploying autonomous AI agents for collective decision-making;
- Building trust in AI and machine learning by reducing or mitigating bias in the pharmaceutical industry;

- Examining how Early Warning System (EWS) frameworks use AI to predict exchange rate volatility in major markets;
- Qualitative and quantitative analysis of explainable AI models;
- Defining a framework to create evaluation metrics for an AI programme for better business alignment and corresponding return on investment (ROI);
- Outbreak management systems to handle disaster recovery and system failures during a disease outbreak.

YOUR SCHOOL

RENNES SCHOOL OF BUSINESS

Rennes School of Business is one of the most international business schools in Europe. With **90% of its Faculty coming from outside of France**, courses taught in English and a network of more than **360 partner universities worldwide**, Rennes School of Business provides a unique opportunity to learn in an international environment.

EQUIS ACCREDITED   AACSB ACCREDITED   ASSOCIATION AMBA ACCREDITED

Rennes School of Business is among the top 1% of business schools in the world (triple crown accredited) which attests to the excellence of Rennes SB's teaching and research programmes.

DIVERSE COHORTS FROM ALL BACKGROUNDS

> **Experience:** 20 years

> **Backgrounds:** 65% Technical - 35% Non-technical

> **Country of origin:** Brazil, Canada, France, Hong Kong, India, Mexico, Nigeria, Poland, Qatar, Saudi Arabia, Singapore, Spain, Switzerland, Thailand, Trinidad and Tobago, Tunisia, UAE, UK, USA

> **Roles:** Executive, Managing Director, Manager, Director, Senior Executive, CEO

> **Interests:** Artificial Intelligence, Data Management, Data Science, Applied Research

PROGRAMME

OVERALL CURRICULUM STRUCTURE

The Global DBA programme offers nine modules covering business, management, and data sciences, with a strong focus on qualitative and quantitative research methods. Courses address key business disciplines and current issues, tailored to Rennes School of Business's expertise. The programme is led by permanent and visiting faculty, with thematic areas varying by cohort.

The programme is taught 100% in English, lasts 3 years part-time (max. 4 years), and follows an academic track followed by a research track.

The academic track is mostly covered in Year 1 and focuses on the delivery of salient research (quantitative and qualitative) and specific modules on management sciences.

GLOBAL DBA (200 ECTS CREDITS)
MODULE CALENDAR

YEAR 1

GLOBAL RESIDENCY 1 (PARIS-RENNES)

- Research Methodology and Process
- Qualitative and Mixed Research Methods
- Quantitative Methods and Data Analytics
- Organisational Behaviour
- Strategy
- Specialised Research Topics Workshop- 1

YEAR 2

GLOBAL RESIDENCY 2 (DUBAI)

- Specialised Research Topics Workshop- 2
- Research Development Workshop
- DBA Proposal Defence

YEAR 3

FINAL THESIS DEFENCE

- Research Seminars

DATA SCIENCE AND AI TRACK (200 ECTS CREDITS)
MODULE CALENDAR

YEAR 1

GLOBAL RESIDENCY 1 (PARIS-RENNES)

- Foundations of Stats, Machine Learning and Optimisation (not mandatory)
- Foundations of AI and Machine Learning (not mandatory)
- Research Methodology and Process
- Qualitative and Mixed Research Methods
- Quantitative Methods and Data Analytics
- Digital Organisation and Workforce
- Digital Strategy
- Advanced Optimisation
- Data Science and AI application- 1

YEAR 2

GLOBAL RESIDENCY 2 (DUBAI)

- Research Development Workshop
- Data Science and AI application- 2
- DBA Proposal Defence

YEAR 3

FINAL THESIS DEFENCE

- AI and ML Research Seminars

A GLOBAL
PERSPECTIVE

The Global DBA in Data Science and AI at Rennes School of Business is built on a strong international foundation – at the core of Rennes SB's identity. The programme offers a uniquely global experience, featuring:

- A faculty that is 90% international, partnerships with top-tier institutions worldwide, and a multicultural learning environment.

- DBA cohorts representing nearly every continent.

- Cross-border collaboration and knowledge-sharing opportunities, not just among participants, but also with DBA Alumni and industry professionals.

- A truly international approach that equips leaders with the strategic insights and global expertise necessary to drive AI-powered business transformation worldwide.

GLOBAL RESIDENCY: EXPAND YOUR HORIZONS, CONNECT, AND LEAD

Experience the world through the **Global Residency** of the Rennes School of Business **Global DBA** program. Held in dynamic business hubs such as **Paris-Rennes (France), Dubai (UAE), and China**, these immersive sessions offer **unparalleled networking opportunities** with industry leaders, renowned academics, and fellow executives from around the globe. Gain **first-hand insights into international business practices**, collaborate on cutting-edge research, and **immerse yourself in innovation-driven environments.** More than just an academic journey, the **Global Residency** is a transformational experience that broadens your vision, strengthens your leadership, and empowers you to drive global impact.

GRADUATES' TESTIMONIALS

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My experience with the Global DBA in Data Science and AI was transformative, thanks to its comprehensive curriculum, world-class professors, and global residency. The insightful thesis supervision from my professors refined my research and analytical skills, significantly impacting my professional trajectory. The programme's knowledge base helped me earn accolades like "Chief Data Scientist of the Year 2023" and "Middle East Visionary AI Leader 2024." I am deeply grateful to the RSB team for their exceptional support in making this journey an unparalleled experience that has prepared me to lead and innovate in AI and data science.

Safdar HUSSAIN, Head of Data Science and Artificial Intelligence (Cohort 1 INSOFE)

Completing my Doctorate in Business Administration in Data Science and AI at Rennes School of Business through online classes was a transformative journey. The flexible format allowed me to balance my studies with professional commitments seamlessly. The curriculum, crafted by field experts, provided deep insights into data science and AI, fostering critical thinking and innovation. Collaborative, online classes enriched my perspectives and expanded my global network. This programme has equipped me with the skills to drive innovation and excel in the dynamic field of AI and business administration.

Pavan NAGULA, Director Data Science - Vialto Partners (Cohort 2)

The Global DBA programme at Rennes School of Business perfectly aligned with my aspirations three years ago. Now, as I approach graduation, I can confidently vouch for its value. What sets this programme apart is its focus on nurturing thought leaders in research, artificial intelligence, and innovation. Starting with a clear research proposal, the programme's structure ensures a seamless transition from foundational coursework to advanced research under expert supervision. The annual residency in Paris and Rennes was a highlight, offering enriching discussions, peer coaching, and invaluable networking opportunities - all complemented by unforgettable experiences with peers and faculty.

Naveen G YERI, Head of Enterprise Analytics and Data Science – Wells Fargo (Cohort 3)

"

AN ENVIRONMENT
OF EXCELLENCE IN RESEARCH

THE RESEARCH AT RENNES SB IS ORGANISED INTO:

› An Institute for Advanced Study (IAS)
› The Centre for Unframed Thinking (CUT) aims to foster interdisciplinary research at the highest international level

5 SPECIALISED RESEARCH CENTRES

■ Agribusiness (Agribusiness, Sustainable Development and CSR)
■ AI-Driven Business (Intelligence, Data-Driven Global Business)
■ Green, Digital and Demand-Driven Supply Chain Management (G3D)
■ Rethinking Tomorrow's Organisation (RTO)
■ Financial Market and Corporate Outcomes (FMCO)

CONFERENCES, SEMINARS AND WORKSHOPS organised on the school campuses in Paris and Rennes throughout the year.

The article L.6316-4 II of the French Labour Code recognises the quality of the higher education institution in the 4 categories of actions contributing to the development of skills.

TO APPLY

ACADEMIC CALENDAR › **Next intake:** May 2025

DURATION › **A 3-year, part-time programme**

TUITION FEES › **DBA:** €35,000 - **DSAI:** €40,000
Early bird discounts available.

APPLICATION FEE › **€100 - 2 interviews**

ADMISSION

› **A strong academic background**
› **Master's degree or equivalent with a minimum of 5 years of experience**
› **Applicants with Bachelor's degree and extensive work experience can be considered on an exceptional basis.**
› **Strong references**
› **Presentation of a research proposal**

› **English proficiency (one of the following)**
- TOEFL › 80 - TOEIC › 750 - IELTS › 6.0
- Cambridge Proficiency Exam › B2
- Or native language
- Previous studies taught in English (minimum 2 years)

APPLY HERE
↖ **apply.rennes-sb.com**

SCAN QR CODE ▶
FOR MORE INFORMATION ON THE PROGRAMME

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OUR PROJECT
IS TO HELP YOU MAKE YOURS A REALITY.

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