PhD (Business Administration) is specifically designed for those aspiring to do research in specific areas in Business and Management.

**Learning Objectives**

- Provide the opportunity for students to engage in academic research, which will provide them skills in problem solving, systematic analysis, communication and collaboration.
- Increase the knowledge and expertise of students in the chosen research area.
- Enhance your capability in providing innovative solutions to issues faced in career development and growth.
- Enhance your business communication skills.

**Entry Requirements**

- Possess a Master's Degree in relevant fields
- Other qualifications recognised by AeU Senate.

**Highlights**

- Accredited by Malaysian Qualifications Agency (MQA), Ministry of Higher Education.
- No proposal is needed at the point of entry.
- Transfer of candidature is possible.
- Supervised by local or international supervisor that suits your research needs.
- Supported with research workshops, research colloquia and research clinics.
- Close monitoring process is our main focus.

Mode of delivery: Student can choose to pursue this programme **FULLY ONLINE** or **BLENDED MODE** where face-to-face tutorials are provided in our Learning Centres.
**RESEARCH AREAS**

**Specialisations**
- Management
- Economics
- Leadership
- Marketing
- Finance

**Audit Subjects**
- Research Methodology
- Quantitative Data Analysis
- Qualitative Data Analysis

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### FREQUENTLY ASKED QUESTIONS

1. **When are the intakes?**
   - Anytime.

2. **How do you apply?**
   - Go to our website: [www.aeu.edu.my](http://www.aeu.edu.my)
   - Click on “Apply Online”
   - Submit the form

3. **How is the grading system for postgraduate programmes?**
   For PhD (Business Administration) there is no coursework but candidates are expected to go through several stages of research phases. Research work is graded either as Satisfactory ‘S’ or Unsatisfactory ‘U’. No point value is given to the research work.

4. **How frequently do I need to be in contact with my supervisor?**
   - As frequently as you can but you are advised to have at least 3 meetings per semester.

5. **Am I able to embark on a research area other than the ones listed?**
   - Yes. We shall assist you to suit your research interest.

6. **If I have done some initial work for my research at a previous institution, can I transfer it to AeU?**
   - Yes, you are allowed to apply for transfer of candidature and continue your research work subject to Senate approval.

7. **Can I maintain my supervisor(s) from my previous institution to complete my research?**
   - Yes, with approval from AeU Senate.

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### PROGRAMME DELIVERY

<table>
<thead>
<tr>
<th>Stage</th>
<th>Details</th>
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<tbody>
<tr>
<td>1</td>
<td>Proposal Development</td>
</tr>
<tr>
<td>2</td>
<td>Data Collection</td>
</tr>
<tr>
<td>3</td>
<td>Report Writing</td>
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<tr>
<td>4</td>
<td>Thesis Examination/Viva Voce</td>
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</tbody>
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### PROGRAMME FACTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>Full Time</td>
<td>✓</td>
</tr>
<tr>
<td>Part Time</td>
<td>✓</td>
</tr>
<tr>
<td>Fully Online</td>
<td>✓</td>
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<tr>
<td>Blended Learning</td>
<td>✓</td>
</tr>
<tr>
<td>Duration</td>
<td>3 - 4 years</td>
</tr>
<tr>
<td>No of Semesters</td>
<td>12 (1 Semester is 3 months)</td>
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<tr>
<td>Frequency of Research Workshops / Colloquia (Optional)</td>
<td>Once a month - Saturday &amp; Sunday</td>
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<tr>
<td>Supervisor</td>
<td>Provided by AeU</td>
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<tr>
<td>MOA Accreditation</td>
<td>KPT/JPS (KN 9150) 4/13, A 9150</td>
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<tr>
<td>EPF &amp; HRDF Claimable (For Malaysians)</td>
<td>YES</td>
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</tbody>
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enquiries@aeu.edu.my • www.aeu.edu.my • 1 300 300 238