

SCHOOL OF GRADUATE STUDIES

PhD (Business Administration) (R2-DL/345/8/0304) 04/25

The PhD (Business Administration) programme is specifically designed for those who want to synthesise knowledge and contribute to original research that broadens the frontier of knowledge in business and administration. Graduates of this programme are able to appraise problems in business and administration critically using scientific skills, adapt practical skills leading to innovative ideas, provide expert advice to society, and display leadership qualities through communicating and working effectively with peers and stakeholders. They are poised for upper-level positions whether in organisations, consulting or academia, and are expected to contribute towards improvement in their places of employment and to the nation.



Learning Outcomes

Upon completion of the programme, students will be able to:

- Produce original research at the doctoral level.
- Conceptualise, design and implement projects for the generation of significant new knowledge and/or understanding.
- Create, interpret and disseminate knowledge which extends the forefront of the business discipline.
- Make informed judgements on complex issues in specialised business fields, and create innovations in tackling and solving problems.
- Appreciate research implications and effectively convey research findings according to business needs.
- Disseminate the research findings by publishing, conducting and participating in academic journals, forums and seminars, etc.

Highlights

- Internationally benchmarked, approved by the Ministry of Education and accredited by the Malaysian Qualifications Agency
- No proposal is needed at the point of entry.
- Supported with research workshops, research colloquia and research clinics.
- Access to the physical and digital library comprising of around 190,000 e-books, 95,000 e-journals, and 2.4 million e-theses titles accessible anywhere anytime.
- Transfer of candidature is possible, if compliant-requirements are fulfilled.

Intakes for all research programmes are open throughout the year.

RESEARCH FIELDS

Wholesale and Retail Sales - Auctioneering • Buying & Selling • Consumer Services • Dairy Retailing • Demonstration Techniques • Property Sales • Purchasing Procurement & Contracts • Real-Estate Business • Retailing Sales Representatives • Stock-Keeping • Telephone Selling • Warehouse • Wholesaling

Marketing and Advertising - Advertising • Market Research • Marketing • Merchandising • Public Relations • Sales & Marketing

Accounting and Taxation - Accounting • Auditing • Bookkeeping • Tax Accounting

Management and Administration - Management Examples: • Education • Human Resources • Employment • Enterprise Training • Logistic • Science • Office • Quality Recruitment ; Other examples: • Business Administration • Public Administration • Start Your Own Business Courses • Performance Appraisal • Organisational Theory & Behaviour, etc.

Secretarial and Office Work - Administration & Secretarial Services • Business Correspondence • Court Reporting • Data Entry • Foreign Language Secretary Programmes • Information Processing • Legal Secretary Programmes & Management • Medical Secretary Programmes • Management Support Services • Office Automation • Operation of Office Machines • Receptionist Training, etc.

Working Life - Clients' Needs • Company Knowledge • Industrial Relations • Introductory Courses at Work • Organisation at Work • Quality Assurance • Trade Union Courses (General) • Work Development • Working Life

AUDIT SUBJECTS

- Research Methodology
- Quantitative Data Analysis
- Qualitative Data Analysis

PROGRAMME DELIVERY

Stage 1	Proposal Development
Stage 2	Data Collection
Stage 3	Report Writing
Stage 4	Thesis Examination / Viva Voce

PROGRAMME FACTS

Scheme of Study	Full-time	Part-time
Duration	Normally 3 years	Normally 4 years
Number of Semesters (1 semester = 4 months)	Normally 9	Normally 12
Mode of Delivery	Full-Time (On-Campus) Learning; Blended Learning; Open & Distance Learning; Online Interaction Learning; Research; & Thesis Examination	
Frequency of Research Workshop / Colloquia (Optional)	Once a month (Saturdays & Sundays)	

FINANCIAL AID AND INCENTIVES*

For Malaysian and International students:

- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students only:

- 50% discount on tuition fee for senior citizens who are 55 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance
- MyBrain15 assistance
- RM6,000 personal income tax relief

*Terms and conditions apply

For Malaysian & International Students:

- Posses a recognised Master's degree in the relevant field
- Other qualifications recognised by the AeU Senate

Additional Information

- A statement of research intent, describing what you have already done and what you hope to accomplish in your doctoral research.
- A curriculum vitae (CV) or resume

English Language Competency Requirements For International Students:

For international students studying on campus in Malaysia, they must attain English Language competency equivalent to IELTS (6.0) / TOEFL (550) / CAE / CPE / PTE / MUET that complies with the programme standards set by the Malaysian Qualification Agency (MQA). Those who have their tertiary education in English shall be exempted from the above requirement.

For details, please go to <http://www.aeu.edu.my>

This programme is registered with the Hong Kong Education Bureau, registration no. 272263

It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.



Asia e University

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1 University 34 Countries