

SCHOOL OF GRADUATE STUDIES

PhD (Business Administration) (R/340/8/0407) 04/19

The Doctor of Philosophy (PhD) (Business Administration) programme is specifically designed for those who wish to undertake extensive research and develop expertise in this discipline. This Doctoral programme is offered at Asia e University, a leading multinational university supported by 34 member countries of the Asian Cooperation Dialogue (ACD).



Learning Outcomes

At the end of the programme, students are 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 judgments 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

- Approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.
- 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.

Intakes for all PhD Programmes (by research) 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

Entry Requirements

For Malaysian & International Students:

- Posses a recognized Master's degree in the relevant field
- Other qualifications recognized by 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 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/future-students/entry-requirements>.

Asia e University

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