

SCHOOL OF MANAGEMENT

Doctor of Business Administration

(R2-DL/340/8/0739) (08/26) - ODL

PROGRAMME OVERVIEW

This programme is designed to cultivate visionary leaders in the field of business administration. It offers a rigorous and comprehensive exploration of advanced theories, research methodologies, and best practices that drive success in today's complex business environments. With a balanced emphasis on both strategic insight and operational excellence, participants will deepen their business acumen while significantly enhancing their leadership and management capabilities.

Ideal for senior executives, high-potential managers, and experienced professionals, this programme provides the opportunity to engage in doctoral-level training aimed at solving real-world business challenges. Whether your goal is to drive innovation within your organization or transition into academia or faculty roles, this programme equips you with the tools, credibility, and intellectual foundation to lead with confidence and impact.

LEARNING OUTCOMES

- Demonstrate managerial and leadership qualities by communicating and working effectively.
- Demonstrate mastery of qualitative and quantitative research skills.
- Interpret research findings and recommend solutions using scientific and critical thinking skills.
- Refine theories and concepts in decision making process in the business environment.
- Critique theories and concepts in business.
- Design appropriate research methods.
- Conduct research with minimal supervision and adhere to legal, ethical and professional practices.

PROGRAMME DELIVERY

| Delivery Mode | Part-Time Study |
|--------------------------------|-----------------|
| Open & Distance Learning (ODL) | 4 years |

RESEARCH AREAS

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 & Advertising

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

Finance, banking, insurance

- Bank Teller Programmes
- Banking & Finance
- Business Finance
- Finance Theory
- Finance Banking Insurance
- Insurance Investment Analysis
- Investment & Securities
- Pension Insurance

- Social Insurance
- Stock-Broking

Accounting & Taxation

- Accounting
- Auditing
- Book-Keeping
- Tax Accounting

Management & Administration

- Administration
- Business Administration
- Educational Management
- Employment Management
- Enterprise Training
- Human Resource Management
- Local Public Administration
- Logistic Management
- Management of Education
- Management Science
- Management Skills
- Office Management
- Organisational Theory & Behaviour
- Performance Appraisal
- Personnel Administration
- Public Administration
- Public & Institution Management
- Quality Management Recruitment
- Start Your Own Business Courses
- Training Management

Secretarial & Office Work

- Administration & Secretarial Services
- Business Correspondence

- Clerical Programmes
- Court Reporting
- Data Entry
- Foreign Language Secretary Programmes
- Information Processing/Data Entry
- Keyboard Skills
- Legal Secretary Programmes & Management
- Management Support Services
- Medical Secretary Programmes
- Office Automation
- Operation of Office Machines
- Receptionist Training
- Secretarial Programmes

Working Life

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

AUDIT COURSES

- Research Methodology
- Quantitative Data Analysis
- Qualitative Data Analysis

ENTRY REQUIREMENTS

Doctoral Degree by Coursework and Mixed Mode

1. A Master's degree (Level 7, MQF) in related fields as accepted by the HEP Senate; OR
2. A Master's degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment; OR
3. A Master's degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to passing pre-requisite courses; OR
4. Other qualifications equivalent to a Master's degree (Level 7, MQF) recognised

ELCR Band (International Students Only):

Achieve a minimum Band 4 in MUET OR equivalent to CEFR (Mid B2).

EXEMPTION:

However, an international student from a country using English as an official medium of instruction or from an academic institution using English as a medium of instruction, shall normally be exempted from the above requirement.

* Terms and conditions apply

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**Information is accurate as of June 2025 and is subject to change without prior notice, if applicable.