

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-Brokering

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

MALAYSIAN

The minimum entry requirements are as follows:

- Possess a recognised Master's degree; OR
- Other equivalent recognised qualifications with a Master's degree

Additional Requirements:

- 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

Any of the above conditions would require student's research proposal to be approved.

INTERNATIONAL

The minimum entry requirements are as follows:

- Possess a recognised Master's degree; OR
- Other equivalent recognised qualifications with a Master's degree

Additional Requirements:

- 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

Any of the above conditions would require student's research proposal to be approved.

Minimum English Language Requirements for International Students:

- Minimum score of 5.0 for IELTS; OR
- Minimum score of TOEFL IBT 40; OR
- Minimum score of 5.0 for MUET; OR
- Other recognised equivalent test

Those who have their tertiary education in English will normally be exempted from the above requirement.

Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APELA)
- Accreditation of Prior Experiential Learning for Credit Award (APELC)
- Accreditation of Prior Experiential Learning for Qualification (APELQ)
- Micro-credentials (speed.aeu.edu.my/speed-micro.php)

* Terms and conditions apply

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