AeU
ASIA e UNIVERSITY

CENTRE OF GRADUATE STUDIES

PhD (Business Administration)

(R2-DL/0414/8/0040) (04/25) (A9150) - ODL / CVL

PROGRAMME OVERVIEW

The PhD in Business Administration at AeU is a research-focused programme designed for professionals and academics aiming to advance knowledge in business, management, and public administration. Candidates will develop original theories and conduct in-depth research with real-world impact. Ideal for those pursuing careers in academia, consultancy, or leadership, this programme empowers you to shape the future of business through scholarly excellence.

LEARNING OUTCOMES

- 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.

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

PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	3 years	4 years
Conventional (CVL)	3 years	4 years

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.

*Terms and conditions apply.

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