

## SCHOOL OF MANAGEMENT

### Doctor of Business Administration (DBA) (R/340/8/0407) 04/19

The Doctor of Business Administration (DBA) programme is a combination of coursework and independent research. It is a high-level business-oriented programme designed for professionals looking to advance their careers and leadership capabilities. Equivalent in status to a PhD, this programme encourages the development of doctoral-level critical thinking, research and decision making skills. Candidates aim to improve modern business practices by applying theory to real business problems and use their dissertation to contribute to new ideas to the field of Business Administration.



**Dr. Nixon Alberth Simamora**  
Director, PT. iForce Consulting, Indonesia  
DBA Graduate

#### Learning Outcomes

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

- 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
- Critiques theories and concepts in business
- Design appropriate research methods
- Conduct research with minimal supervision and adhere to legal, ethical and professional practices

#### Entry Requirements

##### **For Malaysian & International Students:**

- Master's Degree (MQF 7) as accepted the AeU Senate.
- Other equivalent qualifications with Master's degree (MQF Level 7) as accepted by the AeU Senate
- A curriculum vitae (CV) or resume
- A statement of research intent describing what you have already done and what you hope to accomplish in your doctoral research.

##### **English Language Competency Requirements For International Students:**

International students studying on-campus in Malaysia must attain English Language competency equivalent to IELTS band score of 6.0 or its equivalent that complies with the programme standards set by the Malaysian Qualification Agency International students from countries who have their tertiary education in English shall normally be exempted from the requirement. For more details, please visit <http://www.aeu.edu.my>

#### **Documents Required:**

- Completed application form
- Scanned copies of your degrees and academic transcripts with certified translation in English
- One scanned copy of your photo (jpeg, colour, minimum of 1MB)
- Proof of English proficiency

## SUBJECTS

### Core Courses (28 credits)

1. Managerial Leadership in Asia
2. Accounting and Finance for Decision Making
3. Business Strategy and Policy
4. International Business
5. Marketing and Global Business
6. New Business Venture
7. Research Methods for Business

### Programme Structure & Schedule

Year	Semester 1 (January – April)	Semester 2 (May – August)	Semester 3 (September – December)	Total Credits
Year 1	Research Methods for Business	International Business	New Business Venture	28
	Marketing & Global Business	Accounting & Finance Decision	Managerial Leadership in Asia	
	Business Strategy & Policy			
Year 2	Research Proposal and Proposal Defense			10
Year 3	Data Collection, Research Colloquium & Dissertation Writing, Viva Voce			42
<b>Total Credits</b>			<b>80</b>	

**Note:** Viva Voce for International students can be done onsite or offsite via Video Conferencing

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

FINANCIAL INCENTIVES AND AIDS*
<p><b>For Malaysian and International students:</b></p> <ul style="list-style-type: none"> <li>• 10% discount on tuition fee available through student loyalty scheme</li> </ul> <p><b>For Malaysian students only:</b></p> <ul style="list-style-type: none"> <li>• 10% discount offered to students who pay in full their Annual Tuition Fee (on taught courses only) in one payment</li> <li>• 50% discount on tuition fee for senior citizens who are 55 years of age &amp; above</li> <li>• 75% discount on tuition fee for the disabled</li> <li>• EPF withdrawal assistance</li> <li>• MyBrain15 assistance</li> <li>• RM6,000 personal income tax relief</li> </ul> <p><i>*Terms and conditions apply</i></p>



- Internationally benchmarked, approved by the Ministry of Education and accredited by the Malaysian Qualifications Agency
- Curriculum that applies cutting-edge research to practical problems in business and management.
- Modular type of delivery for the taught courses.
- Supported with workshops, seminars, 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: January, May and September.**

## Asia e University

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