

## ENTRY REQUIREMENTS

### For Malaysian and International Students:

- A recognised Master's degree; OR
- Other recognised equivalent qualification

### 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

### Minimum English Language Requirements for International Students:

- Minimum score of 6.0 for IELTS; OR
- Minimum score of TOEFL IBT 60; OR
- Minimum score of 5.5 for MUET; OR
- Other recognised equivalent test
- Those who have their tertiary education in English will normally be exempted from the above requirement

For more details, please visit

<https://aeu.edu.my/study/entry-pathway/>

## HOW TO SUBMIT YOUR INTENT OF RESEARCH

Your research intent can be submitted through the application form (maximum 1,000 words) or as an email attachment. It should be in the form of a brief description of the specific research area. Some areas may require a more detailed research intent. However, projections can be further negotiated during the admission process.

If you are applying for a predefined project scholarship or a doctoral training centre programme, you do not need to provide a research proposal at the application stage, but the project title have to be stated clearly on the application form.

## FINANCIAL AIDS 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 60 years of age & above
- 75% discount on tuition fee for the disabled
- EPF withdrawal assistance

\*Terms and conditions apply

FA: Full Accreditation

Note: While the information published in this brochure was accurate at the time of publication, Asia e University reserves the right to alter, amend or delete details and other information published here. For the most up-to-date information please view our website at [aeu.edu.my](http://aeu.edu.my).

## HOW TO APPLY

### STEP 1

Explore the research interests of the Schools to find out what projects or research areas are available

### STEP 2

Submit a completed application form for postgraduate research study online. [http://myaeu.aeu.edu.my/student\\_signup.jsp](http://myaeu.aeu.edu.my/student_signup.jsp)

### STEP 3

#### Other submissions to complete the application

##### a. Required items for all applicants:

- 1 certified true copy of Identity Card (A4 size, front and back on 1 page / Passport (A4) size)
- 1 set of certified true copy of highest entry academic certificates and transcript
- Two recent passport size colour photograph, with name written on reverse
- A recent portrait colour photo (size of a minimum 1 MB or 1000 KB or more)
- Research Intent
- CV or Resume in English

##### b. For international applicants only:

- Four photocopies of passport (A4 size), all pages including blank pages
- Eight passport size photograph (3.5cm x 5.0cm) with light blue background and name written on reverse
- Certified true copy of academic certificates and transcripts (if academic records in language other than English, it must be accompanied with approved translation)
- Certification letter on completion of studies from previous institutions, if applicant is still waiting for final results
- Certified copy of TOEFL, IELTS or Intensive English programme certificate (if any)
- A recent portrait colour photo (size of a minimum 1 MB or 1000 KB or more)
- Research Intent
- CV or Resume in English

#### The international applicant is advised to submit these documents:

- If not in Malaysia – 2 months before the new semester begins
- If in Malaysia – 1 month before the new semester begins

## PhD (Business Administration)

(R2-DL/345/8/0304) (A9150) (04/25) FA



- Internationally benchmarked, approved by the Ministry of Education and accredited by the Malaysian Qualifications Agency
- Supported with research workshops, 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
- Viva Voce for international students can be done on-campus or off-campus via video conferencing
- No proposal is needed at the point of entry but only a brief research intent
- Transfer of candidature is possible, if compliant-requirements are fulfilled

The programme focuses intensively on preparing candidates for academic careers and to conduct highly specialised scholarly research, both in theory and application. The focus will be more on the development of new theory in management, public administration, consulting, economics and several other related business fields.

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# SCHOOL OF GRADUATE STUDIES

## PhD (Business Administration)

(R2-DL/345/8/0304) (A9150) (04/25) FA

The PhD (Business Administration) programme is specifically designed for those who want to synthesise knowledge and contribute to original research that broadens the frontier of knowledge in business and administration. Graduates of this programme are able to appraise problems in business and administration critically using scientific skills, adapt practical skills leading to innovative ideas, provide expert advice to society, and display leadership qualities through communicating and working effectively with peers and stakeholders. They are poised for upper-level positions whether in organisations, consulting or academia, and are expected to contribute towards improvement in their places of employment and to the nation.

I commenced my PhD studies with AeU in 2014 and took pride for being the youngest graduate to earn a PhD degree in 2017 at age 27 while working as an academician. I was able to complete my PhD in time under the guidance of an experienced eminent supervisor. AeU's excellent online learning platform serves as an icing on the cake because it enables exploratory and effective learning to take place with ease and flexibility beyond any boundaries. Adding glitter to gold, AeU met all my expectations. It is a journey of self-discovery, personal transformation and self-development. I had gained a wealth of new knowledge, developed good management and critical thinking skills.

### Dr. Owais Shafique

Graduate of 2017, Pakistan

PhD (Business Administration)

Lecturer at Islamia University of Bahawalpur (IUB), Punjab



### 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.

### PROGRAMME DELIVERY

LEARNING MODE	DURATION
FULL-TIME (On-Campus)	3 years (9 semesters)
PART-TIME Blended Learning Fully Online Learning	4 years (12 semesters)

### APPROACH

1. Lectures
2. Field research
3. Supervision of thesis
4. Problem-based learning
5. Research seminars/workshops
6. Colloquia Clinics
7. Interactive learning

### ASSESSMENT

Proposal Defence, Thesis and Viva Voce



### PROGRAMME STRUCTURE

#### RESEARCH FIELDS

##### Wholesale and Retail Sales

- Auctioneering
- Buying & Selling
- Consumer Services
- Dairy Retailing
- Demonstration Techniques
- Property Sales
- Purchasing
- 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

- Administration
- Business Administration
- Educational Management
- Employment Management
- Enterprise Training
- Human Resources 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 and 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
- Shorthand | Stenography
- Switchboard Operating
- Typing

##### Finance, Banking, Insurance

- Bank Teller Programmes
- Banking & Finance
- Business Finance
- Finance Theory
- Finance Banking Insurance
- Financial Management
- Insurance
- Investment Analysis
- Investment & Securities
- Pension Insurance
- Social Insurance
- Stock-Broking

##### 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

### STAGES OF RESEARCH

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
FULL-TIME	Semester 1 - 2	Semester 3 - 5	Semester 6 - 7	Semester 8 - 9
PART-TIME	Semester 1 - 3	Semester 4 - 7	Semester 8 - 11	Semester 11 - 12
ACTIVITIES	1. Audit subjects 2. Appointment of Supervisor 3. Preparation of research proposal 4. Proposal defense	5. Research / data collection	6. Thesis report writing	7. Thesis submission 8. Nomination & appointment of thesis examiners 9. Thesis evaluation by examiners & supervisors & their recommendations 10. Thesis examination / viva voce 11. Graduation