

AeU's unique international appeal on Doctor of Business Administration programme

ASIA e University's (AeU) Doctor of Business Administration (DBA) programme has got an international appeal that seeks to admit scholars, business leaders, senior management and rising managers who are motivated to go through formal doctoral training to solve the business problems of their organizations or aspire to pursue practice-driven research with the potential to create business impact. Experienced practitioners could also choose to make a switch to academia or take up affiliate faculty positions at academic institutions.

DBA graduate shares his learning experience

One such business leader is Dr. Nixon Alberth Simamora, aged 56, from Indonesia who is a change management and communications consultant, and recently graduated with an AeU's DBA degree in 2015. Dr. Nixon has over 20 years of experience with corporations and government in Indonesia, Japan, Australia, and US, principally in the service and manufacturing industry and the energy sector. His assignments included organisational changes, business process redesign, IT solution implementation, and quality improvement programs for state

owned electricity company, local and multinational manufacturers and distributors in consumer goods, plastic packaging, footwear, mineral water, cellular telecommunication, and crude palm oil.

In 2005, Dr. Nixon was involved in a project financed by the World Bank where he was a member of an Independent Validation and Verification (IVV) consultants, assisting the Ministry of Finance's counterpart team in the process of procurement of SPAN (Sistem Perbendaharaan dan Anggaran Negara / State Treasury and Budget System), providing change management and communications consultancy services procurement, and the development of bidding document to be used for acquisition of a Help Desk System. Currently, he is assisting a construction company to implement an ERP solution as the change management facilitator to help the employees adopt the ERP solution being introduced. Dr. Nixon shares his invaluable learning experience in DBA.

"Having a Bachelor and Master's degree both in Computing and Information Science from Roosevelt University in Chicago and has attained change management certification from PROSCI, I chose to do my DBA programme at AeU due its flexibility, accessibility and affordability. I believe this degree will open a window of opportunities for me.

"My journey in pursuing AeU's DBA programme was a challenging one which required high level of effort and conviction in my part as I have to juggle constantly between my family and work schedules. With good time management, I was able to tailor my studies around my work and lifestyle commitments," said Dr. Nixon.

"I did enjoy the time when taking the ten courses as required by the DBA programme where I met other students from different professions and background at AeU Kuala Lumpur campus. The most critical period was the process of writing the dissertation where most of the time I felt being left alone and getting confused about what to write. But, thanks to the professors of AeU especially my two supervisors and others who gave me the valuable guidance to complete the task. My degree has definitely taken me to greater heights in my career both professionally and personally," he added.

The unique appeal in AeU's DBA programme

The DBA programme introduces one research foundation course carefully designed for alignment to business practice while maintaining the rigour of a traditional doctorate programme. Students are trained in relevant forms of research design and methodologies to overcome complex business problems. A series of research workshops are also built into the programme to impart skills for data analysis, academic writing, case writing and teaching.

The DBA students will examine the

industrial applications of theory through coursework and develop pedagogical competencies through research colloquium. Students will develop a portfolio of skills for influencing management practice, conducting applied and field research, and teaching competently.

Total coursework, designed to fit the busy schedules of working professionals in phase one is 28 credit hours. In year 1, students will complete the coursework requirements that emphasizes on skills in research, teaching and presentation, and the ability to recognise, formulate and solve problems in practice. The foundation course helps to prepare students to review suitable research designs and methodologies for their dissertation project, while the core courses are structured to provide broad exposure across key business disciplines. The courses feature a combination of interactive seminars, assignments and project work.

In year 2, stage 1 of phase 2, students will design a research study and write a short Research Intent as a preparatory step towards the dissertation. On the basis of the Research Intent, AeU's School of Management will appoint a supervisor to guide the student to prepare a detailed Research Proposal.

The dissertation will comprise of 52 credit hours. In stage 2 of year 2, students will prepare their dissertation proposal to be submitted and orally defended to the Postgraduate Examination Review Committee.

In year 2, students will commence work on their doctoral dissertation and expected to submit a report on the completed dissertation by the end of stage 3 to the Postgraduate Examination Committee who will conduct a final examination in which the student will orally defend his/her dissertation. After examining the dissertation, the Committee will make a recommendation to the AeU's Senate regarding the fulfilment of the dissertation requirements for the degree

Fast Facts on AeU

AeU is a unique collaborative multinational university established under the auspices of the 33 Asia Cooperation Dialogue Countries (ACD). All academic programmes are internationally benchmarked, approved by the Malaysian Ministry of Education and accredited by the Malaysian Qualifications Agency.

Established since April 2007, AeU now has an enrolment of more than 22,000 students from 65 countries, and has graduated over 7,000 graduates thus far. As one of the leading provider of Open Distance Learning in Malaysia, AeU has a diverse and international community of over 1,000 fellow doctoral students from 46 countries. By delivering a world-class learning experience, AeU aspires to be the leader and the premiere educational hub in the promotion of affordable quality e-learning throughout Asia.

AeU has spread its wings to 18 non ACD countries such as Denmark, Hong Kong, Iraq, Kenya, Libya, Maldives, Mauritius, Namibia, Nepal, New Zealand, Nigeria, Sweden, Somalia, Taiwan, United Kingdom, Yemen, Zambia and Zimbabwe.

AeU's Financial Aids offered for Malaysian students

- 10% discount available through student loyalty schemes
- 50% discount for senior citizens who are 55 years of age & above
- 75% discount for disabled people
- EPF withdrawal assistance are available

Registrations for postgraduate programmes (by research) are open throughout the year. Apply online now at www.aeu.edu.my. For enquiries, call 1300 300 238.



DR. Nixon, a change management and communications consultant from Indonesia is an AeU alumnus, Doctor of Business Administration (DBA).