

POSTGRADUATE EDUCATION

Sharpen your business acumen with AeU doctorate

THE Doctor of Business Administration (DBA) is equivalent to a PhD in business administration.

It requires coursework and research that results in a dissertation and leads to journal publications that improve business practices.

The DBA programme tends to have more research than theoretical studies, especially in thesis writing. Students can opt to study full-time or part-time. Asia e University's (AeU) flexible learning programmes allow students the ease of studying at home or at work while enjoying a steady income.

The AeU DBA programme, conducted by the School of Management (SOM), equips future managers with in-depth knowledge and research skills in business administration.

The programme aims to explore the aspects of diversity and excellence by promoting the comprehension, evaluation and creation of new knowledge.

The dissertation will develop and enhance the graduates' research and problem-solving capacity.

It is tailored to meet the needs of the industry and hone the student's research skills and competencies in business. It is highly flexible and able to accommodate candidates from all levels of management.

The programme encompasses 10 coursework subjects in the first year and a dissertation under an eight-stage structured research monitoring programme for 36 to 48 months.

The 10 core subjects include leadership, economics, accounting & finance, marketing, statistics, international business, business strategy & policy, new business venture and research methodology.

The dissertation is a crucial part of

the DBA, which aims not only to equip graduates with a thorough grounding in business studies, but will expose them to current and in-depth knowledge of good corporate governance and best business practices.

The admission requirement for the DBA programme is a master's degree in a relevant field or other qualifications recognised by the AeU Senate. At AeU, students do not need to prepare a research proposal before enrolling and the transfer of candidature from other higher-learning institutions is allowed.

The AeU DBA has two purposes:

TO contribute to theory and practice in relation to business and management; and,

TO develop professional practice and contribute to professional knowledge.

The dissertation is based on research at the students' workplace and may centre around their specialisation, such as management science, technology management, business ethics, social impact, organisational behaviour, economics or finance.

The DBA programme is supported by workshops, colloquia and clinics. AeU has a digital collection of more than 100,000 e-books, 71,000 e-journals and 1.6 million e-theses titles in its library.

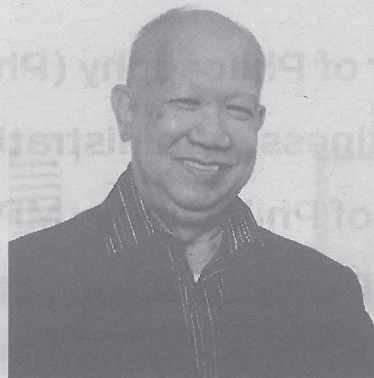
Learning materials, assignments and videos of workshops or clinics will be uploaded into the university's myPLS network for students to refer at any time. Discussion among students will be facilitated online by academic facilitators via forum features.

Students can also communicate with their facilitators and peers via email and video conferencing tools, such as Skype.

Student Nurul Aqma Anis feels that a



DBA student **Nurul Aqma Anis** says she is **happy to enrol in AeU**, enjoying a wealth of knowledge and having stimulating discussions during her studies.



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doctorate is a good way to get a deeper understanding of a specific topic which she is passionate about, and to use it as a method to learn how to do research in a logical, practical way.

"All the academic staff members are supportive of my studies. I am happy to join AeU as a DBA student, enjoying a wealth of knowledge and having stimulating discussions. The programme teaches a unique approach that allows me to combine my expertise in aca-

demical research and working knowledge to come up with innovative solutions for my workplace."

SOM dean Professor Dr Juhary Ali says the students' research should contribute and add value to the business practices in their organisation per say, and industry in general.

The DBA provides unique experience for working professionals who wish to advance their careers. This programme is ideal for senior managers, independent consultants, government policymakers and other leaders.

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

As one of the leading provider of Open Distance Learning (ODL) in Malaysia, AeU has a diverse and international community of about 940 fellow doctoral students from 46 countries.

Since its inception in 2007, AeU now has an enrolment of more than 19,000 students internationally in 61 countries, and has produced more than 6,000 graduates.

The university offers more than 40 programmes ranging from diplomas to PhDs at its five schools — the School of Management, School of Education & Cognitive Sciences, School of Information & Communications Technology, School of Arts, Humanities & Social Sciences, and School of Graduate Studies.

It also offers more than 170 executive and professional programmes through the School of Professional & Executive Education and School of Technical Education, Engineering & Reskilling.

AeU offers various financial aids and incentives to assist students that include the AeU Merit Scholarship.

Discounts of tuition fees will be given for student loyalty (10 per cent), full payment of semester fees (10 per cent), senior citizens aged 55 and above (50 per cent) and disabled people (75 per cent).

AeU also assists students in applying for EPF withdrawals and the My-Brain1.5 Sponsorship (for Malaysians doing PhD & masters only).

Registration for postgraduate by research programmes are open throughout the year. For more information, call 1-300-300-238 or apply online at www.aeu.edu.my