

THE Doctor of Business Administration (DBA) is a research doctorate degree that is equivalent to a PhD. The DBA programme focuses on applied research rather than theoretical research.

It can be pursued on a full-time or part-time basis so that students have the flexibility of pursuing the research degree while working.

The Asia e University (AeU) DBA programme is administered by the School of Management (SOM) to provide future managers in-depth knowledge and research skills in the business administration and management fields.

The three-year doctoral programme encompasses seven core subjects in the first year and an eight-stage structured research monitoring programme that is closely supervised.

Students are required to submit a 60,000-word dissertation on their research and its outcome at the end of the programme.

The dissertation's workplace-based research may be centred on the candidate's specialisation.

Eye on applied research



Syafiqah Ishak (right), DBA student of AeU, with other AeU students participating in a CSR programme.

A multidisciplinary approach is adopted to provide students with a thorough understanding of multi-faceted business practices.

The approach also teaches them to present their findings and arguments in a clear, precise, measurable and

convincing manner.

The DBA programme is supported by research workshops, research colloquia and research clinics to assist students in their research development. In facilitating the research, AeU students have access to the

digital library collection of more than 100,000 e-books, 71,000 e-journals and 1.6 million e-thesis titles.

Through myPLS, the university's online learning management system, various learning resources such as web-based modules and multimedia courseware are made available for students to view or download any time.

The forum features available on myPLS allow students to discuss relevant subject matters with their peers and the academic facilitators. They can also communicate with one another via e-mail and video conferencing tools such as Skype.

"Through the DBA programme at AeU, I can pursue a wealth of knowledge in a structured manner and engage in stimulating discussions. I am happy with

my decision to join AeU as a DBA student," says Syafiqah Ishak, DBA student of AeU.

Assoc Prof Dr R. Jegatheesa, dean of AeU's School of Management, says, "The AeU DBA doctorate degree programme is appropriate for professionals who are pursuing career advancement rather than academic careers.

"The programme emphasises industry-based research where candidates are basically industrial practitioners. The outcomes of the research should add value to the current business processes of the candidate's organisation per se and the industry in general," he adds.

Admission requirement for the DBA programme is a recognised master's degree in a relevant field or other qualifications recognised by the AeU Senate. Registration for May intake is now open.

■ For more information, visit AeU's Special Preview Day on April 25 from 10am to 2pm at the main campus or call 1300 300 238 or visit www.aeu.edu.my