

Flexible programme for working adults

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

The DBA requires coursework and research beyond the master's degree that normally results in a dissertation and possible journal publication that contributes to business practice. A DBA programme tends to lean more towards applied research rather than theoretical



research, especially during the thesis writing phase. Students can opt for full-time or part-time studies where they can pursue the research degree while still working.

Administered by the School of Management, the AeU DBA programme prepares future managers with

in-depth knowledge and research skills in business administration and management fields. The School of Management offers a three- to four- year doctoral programme, a dissertation and close supervision for a period of 36 to 48 months. The 10 core subjects include leadership,

economics, accounting and finance, marketing, statistics, international business, business strategy and policy, new business venture and research methodology.

Admission requirement for the DBA programme is a recognised Master's degree in relevant fields or other qualifications recognised by the AeU Senate.

"I'm enjoying my DBA study at AeU which provides a wealth of knowledge and stimulating discussions. The programme allows me to combine my expertise in academic research and working knowledge to come up with innovative solutions that are applicable for

my workplace.

"The academic staff members are supportive. I'm happy with my choice to join AeU as a DBA student," says Yap Boon Hup (*pic*).

"The AeU DBA Doctorate Degree programme is appropriate for professionals who are pursuing career advancement rather than academic careers. Its practical-oriented approach greatly benefits working professionals," says School of Management dean Professor Dr Juhary Ali.

The programme is ideal for senior business managers, independent consultants, government and policy makers and others in

leadership positions.

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

■ Registration for postgraduate programmes (by research) are open throughout the year. AeU will assist students to apply for loans, EPF and MyBrain15. For enquiries, call 1300 300 238, or apply online at www.aeu.edu.my.