

## EXCELLENCE IN EDUCATION

# Capturing all your needs

**T**HE 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 results in a dissertation and possible journal publication that contributes to business practice.

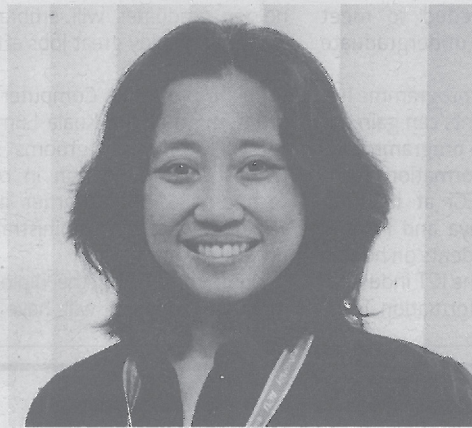
Asia e University (AeU) in Kuala Lumpur captures the needs of working professionals and caters to the demand for the DBA programme.

AeU offers highly-skilled education for working professionals via full-time and part-time modes.

The accredited AeU DBA Programme is administered by the School of Management to prepare future managers with knowledge and research skills in business administration and management.

SOM offers a three- to four-year doctoral programme with 10 subjects of modular type coursework during the first year, and a dissertation covering an eight-stage structured research monitoring programme and supervision for 36 to 48 months.

Admission requirement for the DBA programme regulates that candidates should have a recognised master's degree in a relevant field or other qualifications recognised by the AeU Senate. At AeU, no research proposal is needed at the



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point of entry while the transfer of candidature from other institutions is allowable.

In facilitating the research, AeU students have access to the library digital collection that holds more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles. Learning materials, assignments and recorded research workshops or clinics will be captured in videos that will be uploaded in myPLS for students.

Discussion among students will be facilitated

online by academic facilitators via the forum features available on the system.

Kopriana Baharuddin, a DBA student of AeU, said: "I am 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 solutions that are applicable for my workplace.

"All the academic staff members are supportive. I am happy with my choice to join AeU as a DBA student."

Professor Dr Juhary Ali, dean of the School of Management, said: "The AeU DBA programme is appropriate for professionals who are pursuing career advancement rather than academic careers.

"Its practical-oriented approach benefits working professionals as it allows the immediate integration of actionable knowledge and critical thinking skills to their working environment."

All programmes are internationally benchmarked, approved by the Education Ministry and accredited by the Malaysian Qualifications Agency.

There are three intakes annually: January, May and September. Though registrations are open based on the month of intakes, registrations for postgraduate programmes (by research) are open throughout the year. AeU will assist students to apply for their loans, EPF and MyBrain15.

**For details, call 1-300-300-238 or apply online at [www.aeu.edu.my](http://www.aeu.edu.my)**