Enhancing research skills in business

THE doctor of business administration (DBA) qualification is a research doctorate in business administration that is equivalent to a PhD in business administration. DBA programmes focus more on applied research than theoretical research, especially in the thesis-writing phase.

With its main campus in the heart of Kuala Lumpur and learning centres in every state across the nation, Asia e University (AeU) meets the needs of working professionals and presents them the opportunity to revive their career by climbing the corporate ladder. AeU offers this programme for highly skilled professionals via full-time and part-time mode of studies.

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

It is suited to the needs of the industry and aims to hone the student's research skills and competencies in business. It is a highly flexible programme and can accommodate candidates from all levels of management.

"I am certainly enjoying my DBA studies at AeU. The programme has provided me with a wealth of knowledge and has allowed me to engage in stimulating discussions with my peers. Its unique approach allows me to combine my expertise in academic research and work knowledge to look for innovative solutions that are applicable to my workplace. The academic staff is very supportive. I am very happy that I chose AeU to pursue my DBA programme at," says Lee Sook Ling, DBA candidate at AeU.

"The AeU DBA programme is suitable for professionals who are pursuing career advancements and not just academic careers. Its practical-oriented approach will greatly benefit working professionals as it allows the immediate integration of actionable knowledge and critical thinking skills into their working environment," says Prof Dr Juhary Ali, dean of SOM.

The admission requirement for the DBA programme is a recognised master's degree in a relevant field or other qualifications recognised by the AeU Senate. Students who are enrolling will not need to submit a research proposal at their point of entry. AeU also allows the transfer of candidature from other institutions.

The DBA programme is supported by research workshops, colloquia and clinics to assist students in research development. In facilitating their research, AeU students have access to a digital library that holds more than 100,000 e-books, 71,000 e-journals, and 1.6 million e-theses titles.

Learning materials, assignments and research workshops or clinics will be recorded and uploaded in myPLS (AeU's personalised portal) for students to refer to at any time. Discussion among students will be facilitated online by the university's academic facilitators via the forum features available on the system.

These forums act as a platform for students to discuss relevant subject matters with their peers as well as with academic facilitators. Students can also communicate with their academic facilitators and peers via e-mail and video conferencing tools.

There will be a unique eight-stage structured research monitoring programme upon the completion of the dissertation, which includes close supervision for the first 12 months. An academic supervisor will be appointed to supervise the research based on the research needs. Students will be required to submit a dissertation at the end of the programme.

The dissertation must satisfy the university's standards of quality as determined by the examiners and the student must successfully defend the dissertation and research work in a viva voce conducted by the examiners in order to be awarded the DBA qualification.

■ For further inquiries, call 1300 300 238 or visit *www.aeu.edu.my*

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