The DBA programme is designed to prepare future managers with in-depth knowledge and research skills in the business administration and management fields. Comprehension, evaluation and creation of new knowledge are some of the areas covered in the programme that develop and enhance your leadership capabilities. Furthermore, you will gain a better understanding of not only theories and methodologies, but best-practices in your chosen field of research. This is a blended learning programme offered by Asia e University, a leading dual mode university recognised by 33 member countries of the Asia Cooperation Dialogue (ACD).

Learning Objectives
- To equip you with advanced skills and competencies to overcome challenges and manage changes in the work environment.
- To nurture skills in understanding, evaluating and creating new knowledge within your profession and therefore encouraging contribution to the development of professional practice in Business Administration.
- To enhance your capabilities in leadership.
- To increase appreciation of research implications and effectively convey research findings.
- To develop in-depth understanding of theories, methodologies and practices in the chosen area of research.

Entry Requirements
- Possess a recognised Master’s degree in the relevant field, OR
- Other qualifications recognised by the AeU Senate.

Highlights
- No proposal is needed at the point of entry.
- Transfer of candidature is possible.
- Supervised by local or international supervisor - that suits your research needs.
- Supported with research workshops, research colloquia and research clinics.
- Students will follow a unique 8-stage structured research monitoring programme including close supervision in the first 12 months of the research phase.

Mode of delivery: Student can choose to pursue this programme FULLY ONLINE or BLENDED MODE where face-to-face tutorials are provided in our Learning Centres.
SUBJECTS

Core
1. Organisational Leadership
2. Advanced Economic Analysis
3. Advanced Accounting and Finance
4. Strategic Marketing
5. Advanced Statistics
6. International Business
7. Business Strategy and Policy
8. New Business Venture
9. Research Methodology 1
10. Research Methodology 2

Coursework:
10 Subjects

Dissertation:
Not exceeding 80,000 words

PROGRAMME DELIVERY

Phase 1: Coursework (10 core subjects) (12 months)
Phase 2: Dissertation (36-48 months)
- 8-stage structured research monitoring programme
- Close supervision for the first 12 months of the research phase

PROGRAMME FACTS

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<th>Full Time</th>
<th>Part Time</th>
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