

## SCHOOL OF MANAGEMENT

### Doctor of Business Administration (DBA) JPT/BPP (A 9673) 04/19

The DBA programme of advanced professional studies is aimed at developing leadership in the field of business administration. It primarily focusses on theories and methodologies related to research and practice, breadth and depth of study, processes as well as best-practices in business management environments. Students of this programme will develop business acumens while at the same time, enhance their overall management capabilities.

This programme seeks to admit business leaders, senior management and rising managers who are motivated to go through formal doctoral training to solve the business problems of their organizations. Experienced practitioners could also choose to make a switch to academia or take up affiliate faculty positions at academic institutions.



**Syafiqah Ishak**  
Student  
Doctor of Business Administration

#### Learning Objective

The main objective of the DBA programme is designed to prepare future business leaders with in-depth knowledge and research skills in business administration and management.

#### Learning Outcomes

At the end of the programme, students are able:

- To develop skills and competencies in the business environment;
- To evaluate and create new body of knowledge.
- To demonstrate leadership in organisations.
- To research and effectively conduct business research and relate its implications to the industry.

## SUBJECTS

### Core Courses (28 credits)

1. Managerial Leadership in Asia
2. Accounting and Finance for Decision Making
3. Business Strategy and Policy
4. International Business
5. Marketing and Global Business
6. New Business Venture
7. Research Methods for Business

### Programme Structure

#### Phase 1

Coursework 28 credits

#### Phase 2

Research Proposal and Proposal Defense 10 credits

Research Colloquium before Viva Voce 10 credits

Dissertation and Viva Voce – PASS 32 credits

Viva Voce with corrections, if any

**Total 80 credits**



PROGRAMME FACTS			
Full Time		Part Time	✓
Fully Online	✓	Blended Learning	✓
Duration	3 years		
No. Of Subjects/Coursework	7		
Dissertation	Yes		
Frequency of Tutorials (Coursework)	Once a month on weekends with 3 tutorials per subject		
Assessment	Assignment	60%	
	Final Exam	40%	

### FINANCIAL INCENTIVES AND AID

#### For international & Malaysian students:

- \* AeU Merit Scholarship available for top-performing students
- \* 10% discount on tuition fee available through student loyalty schemes

#### For Malaysians Only:

- \* 10% discount on tuition fee for full payment of semester fees
- \* 50% discount on tuition fee for senior citizens who are 55 years of age & above
- \* 75% discount on tuition fee for disabled people
- \* EPF withdrawal assistance
- \* RM5,000 personal income tax relief

*\*Terms and conditions apply*

## Entry Requirements

#### For Malaysian Students:

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

#### For International Students:

- Master's Degree of relevant field
- A curriculum vitae (CV) or resume
- A statement of research intent, describing what you have already done and what you hope to accomplish in your doctoral research. This is your preliminary research intent or research proposal. You may be required to attend an interview in some cases
- For thesis written in English, there will be an English language competency requirement equivalent to International English Language Testing System (IELTS) 6.5 or Test of English as a Foreign Language (TOEFL) 550 or AeU English Placement test.

- Documents Required:**
- Completed application form
  - Scanned copies of your degrees and academic transcripts with certified translation in English
  - One scanned copy of your photo (jpeg, colour, minimum of 1MB)
  - Proof of English proficiency

### Asia e University

No. 4, Jalan Sultan Sulaiman, 50000 Kuala Lumpur, Malaysia.

Hotline: 1 300 300 238 • Speed Line: +603-2785 0023 / 0181 / 0182 / 0027 • General Line: +603-2785 0000

Fax: +603-2711 0436 • Email: enquiries@aeu.edu.my • www.aeu.edu.my



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Note: All information is correct at the time of printing. Updates will be posted at [www.aeu.edu.my](http://www.aeu.edu.my)