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.

SCHOOL OF MANAGEMENT

Doctor of Business Administration (DBA)

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 to 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.

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

- A Master’s degree recognised by the AeU Senate; OR,
- Other equivalent qualifications recognised by the AeU Senate.

Highlights

- No proposal is needed at the point of entry.
- Transfer of candidature is possible.
- Supervised by prominent local or international supervisor - to suit your research needs.
- Supported with research workshops, research colloquia and research clinics.
- Close monitoring process is our main focus.
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

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
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<tbody>
<tr>
<td>Coursework (10 core subjects)</td>
<td>Dissertation (36-48 months)</td>
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<td>(12 months)</td>
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<tr>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
<th>Stage 4</th>
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<tbody>
<tr>
<td>Proposal Development</td>
<td>Data Collection</td>
<td>Report Writing</td>
<td>Dissertation Examination / Viva Voce</td>
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PROGRAMME FACTS

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<tr>
<th>Full Time</th>
<th>Part Time</th>
<th>Fully Online</th>
<th>Blended Learning</th>
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<tbody>
<tr>
<td>Duration</td>
<td>3 - 4 years</td>
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<tr>
<td>No. of Subjects</td>
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<tr>
<td>Dissertation</td>
<td>Yes</td>
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<tr>
<td>Frequency of Tutorials</td>
<td>Once a month - Saturday &amp; Sunday</td>
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<td>Grading</td>
<td>Assignments 60%</td>
<td>Final Exam 40%</td>
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<td>MQA Accreditation</td>
<td>KPT/JPS(KA 9673)4/14, PA 9673</td>
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<td>EPF Withdrawal &amp; HRDF Claimable (For Malaysians)</td>
<td>YES</td>
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FREQUENTLY ASKED QUESTIONS

1. When are the intakes?
   - 5 intakes per year: February, May, July, October and December.

2. How do you apply?
   - Visit our website: [www.aeu.edu.my](http://www.aeu.edu.my)
   - Click on "Application"
   - Submit the form

3. How many subjects per module?
   - There are 5 modules with 2 subjects per module. You can complete your coursework in 12 months.
   - The examination is carried out at the end of each module.

4. When are the tutorials and research workshops held?
   - Once a month on Saturday and Sunday. Attendance is optional.

5. How frequently do I need to be in contact with my research supervisor?
   - As frequently as you want but you are advised to have at least 3 meetings per semester.

6. Where is the venue of the tutorials?
   - Any centres located throughout Malaysia.