

SCHOOL OF GRADUATE STUDIES

Doctor of Philosophy (PhD) in Business Administration (R/345/8/0304) 04/18

The PhD (Business Administration) programme is specifically designed for those who wish to undertake extensive research and develop expertise in this discipline. This is a blended learning programme offered by Asia e University, a leading dual mode university supported by 34 member countries of the Asian Cooperation Dialogue (ACD).



Learning Outcomes

At the end of the programme, students are able to:

- Produce original research at the doctoral level.
- Conceptualise, design and implement projects for the generation of significant new knowledge and/or understanding.
- Create, interpret and disseminate knowledge which extends the forefront of the business discipline.
- Make informed judgments on complex issues in specialised business fields, and create innovations in tackling and solving problems.
- Appreciate research implications and effectively convey research findings according to business needs.
- Disseminate the research findings by publishing, conducting and participating in academic journals, forums and seminars, etc.

Highlights

- Approved by the Malaysian Ministry of Higher Education and accredited by the Malaysian Qualifications Agency.
- 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.
- Close monitoring process is our main focus.

RESEARCH FIELDS

Wholesale and Retail Sales - Auctioneering • Buying & Selling • Consumer Services • Dairy Retailing • Demonstration Techniques • Property Sales • Purchasing Procurement & Contracts • Real-Estate Business • Retailing Sales Representatives • Stock-Keeping • Telephone Selling • Warehouse • Wholesaling.

Marketing and Advertising - Advertising • Market Research • Marketing • Merchandising • Public Relations • Sales & Marketing

Finance, Banking, Insurance - Bank Teller Programmes • Banking & Finance • Business Finance • Finance Theory • Finance Banking Insurance • Financial Management • Insurance • Investment Analysis • Investment & Securities • Pension Insurance • Social Insurance • Stock-Broking

Accounting and Taxation - Accounting • Auditing • Bookkeeping • Tax Accounting

Management and Administration - Management Examples: • Education • Human Resources • Employment • Enterprise Training • Logistic • Science • Office • Quality Recruitment ; Other examples: • Business Administration • Public Administration • Start Your Own Business Courses • Performance Appraisal • Organisational Theory & Behaviour, etc.

Secretarial and Office Work - Administration & Secretarial Services • Business Correspondence • Court Reporting • Data Entry • Foreign Language Secretary Programmes • Information Processing • Legal Secretary Programmes & Management • Medical Secretary Programmes • Management Support Services • Office Automation • Operation of Office Machines • Receptionist Training, etc.

Working Life - Clients' Needs • Company Knowledge • Industrial Relations • Introductory Courses at Work • Organisation at Work • Quality Assurance • Trade Union Courses (General) • Work Development • Working Life

AUDIT SUBJECTS

- Research Methodology
- Quantitative Data Analysis
- Qualitative Data Analysis



NORMAL ENTRY

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.
- For thesis written in English, there will be an English language competency requirement equivalent to:
 - International English Language Testing System (IELTS) 6.0 or
 - Test of English as a Foreign Language (TOEFL) 550 or
 - Cambridge English: Advanced (CAE) or
 - Cambridge English: Proficiency (CPE) or
 - Cambridge First English (CFE) or
 - Pearson Test of English (PTE) or
 - Malaysian University English Test (MUET)
- Those who have their tertiary education in English shall normally be exempted from the requirement.

For both Malaysian and International Students:

- 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.
- A curriculum vitae (CV) or resume.

PROGRAMME DELIVERY

Stage 1	Proposal Development
Stage 2	Data Collection
Stage 3	Report Writing
Stage 4	Thesis Examination/Viva Voce

PROGRAMME FACTS

Full-Time	✓	Part-Time	✓
		Fully Online	✓
		Blended Learning	✓
Duration	3 - 4 years		
No. of Semesters	9-12 (1 Semester is 4 months)		
Frequency of Research Workshops / Colloquia (Optional)	Once a month - Saturday & Sunday		
Supervisor	Provided by AeU		

FINANCIAL AID AND INCENTIVES*

For Malaysian and International students:

- Merit Scholarship available for top-performing students
- 10% discount on tuition fee available through student loyalty scheme

For Malaysian students 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 the disabled
- EPF withdrawal assistance
- RM7,000 personal income tax relief

*Terms and conditions apply

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