A Flexible but Rigorous PhD in Business Administration Programme Crafted for Working Professionals

Flexibility in learning, independence in study, research with deep impact, outstanding faculty members who are leaders in their fields, and the finest resources in academia—these are the distinguishing characteristics of PhD (BA) programme at Asia e University (AeU).

The programme’s format makes it feasible and practical to pursue this high quality doctoral degree while still meeting your commitments to work and family. Designed to fit individual schedules, the programme can be successfully completed from home, work or even while travelling.

The programme is perfect for the independent, self-motivated student who has the strong desire for a world-class education. No matter where you live, by enrolling to earn your PhD (BA) at AeU, you’ll join a vast network of professionals who are making a difference around the world.

The programme is tailored for you:
• Designed for full-time, part-time and fully online students
• 100% online supervision, so you can pursue your degree anytime, anywhere
• Research workshop/colloquia is optional
• Research proposal defense and viva voce examinations are held via Video-conferencing
• World-class examiners
• No residential requirements; no need to travel to a physical campus
• No group classes or projects to interfere with your schedule
• You plan your own schedule

Experience it for yourself.

Meet AeU’s PhD(BA) Graduate, Dr. Ashraf Abdul Raheem from Maldives
Passion in education

BY YEE JIE MIN

Dh. Ashraf Abdul Raheem’s ultimate goal was to attain the highest accolade one can achieve in education and that was to acquire a Doctorate of Philosophy (PhD) certificate. His journey began in Kudahare in Noorma Atoll, Maldives where he was born. Until the age of six, Ashraf went to school in Kudahare where the population was just about 700.

In 1987 he moved to Pakistan to continue his studies. After eight years there, he returned to Maldives and by then he had attained a good grasp of English and was fluent in speaking and writing Urdu.

Ashraf got a job as a teacher in a private school and to fulfill his ambition to become a qualified teacher, he enrolled in a certificate programme at the Maldives College of Higher Education. After graduating, he began teaching Dhivehi, the local language in a public school in the capital of Male. He then enrolled in the Bachelor of Arts (Dhivehi Language) degree course at Maldives College of Higher Education. Ashraf said it was the first Dhivehi language programme in the world as the language was only used in his country.

Upon graduation, he was promoted as lead teacher in the Dhivehi Department of the Centre for Higher Secondary Education, the only secondary school in Male. He later worked as a Curriculum Developer for the Educational Development Centre. His job responsibilities included running workshops for teachers and preparing teaching materials for Dhivehi teachers. He also wrote the current syllabus that is used from Grade 8 to 12. Due to his insatiable desire to excel in teaching and spend his thirtieth year of more knowledge, Ashraf left for Malaysia to pursue his Masters. After two arduous but rewarding years, he was conferred Masters in Management from the Islamic University of Maldives.

After the presidential elections of 2004, Ashraf was appointed as Director at the Attorney General’s Office of Maldives. He was in charge of the Legal Awareness Project, which conducted legal awareness programmes for secondary school students and teachers.

He left this job in 2007 to join Sun Foundation as the general manager. He has been largely responsible for making the foundation, a non-profit organization, one of the corporate social responsibilities of Sun Group of Companies. He was later also appointed general manager in charge of the legal affairs department.

In recognition of his progressive work to promote good governance and ethics in the country, the president of Maldives appointed him the chairman of the Capital Market Development Authority, a position he holds to date.

Ashraf began his journey to his ultimate goal by getting admitted to the PhD programme in Business Administration at Asia University (AUE). His principal research interest is in the area of job motivation, quality of working life and work performance of local teachers. The primary focus was particularly derived from the many years he spent as a teacher.

The research expressed his love to improve the sector and work with the present government of Maldives. It is also based on many sensitive issues of concern to local teachers. The three years spent completing his research took him to complex undertakings and various parts of the island’s territory.

His research has several practical and helpful solutions, which include building new norms of performance appraisal and appreciating and viewing the workload of teachers in completely new and challenging perspectives.

“I did the programme in Male which gave me the opportunity to work and take care of my family while studying. With the library, it was very easy for me to find the journals and articles I needed that was one of the best assistance I got. In the first year, I attended four workshops in AUE’s campus in Maldives. I can understand how many emails that need to be replied to students all over the world, but a single reply gave me the satisfaction that I have a relationship with the university. They always responded to my request for study materials. It was good motivation otherwise I would have given up,” he said.

Ashraf was conferred his PhD in AUE’s convocation recently. The first of his three plans for the future is to advise the chairman of the Sun Foundation to establish an education institute affiliated with international universities through online or dual mode like AUE.

“This will give more benefits to the country and is more cost efficient than sponsoring students overseas. If he agrees to it, I will be committed to it for the rest of my life. If I fail, I will suggest to the chairman that I would like to join the government in a political post. That kind of plan is to leave the private sector and start my own small education institute,” he added.
Keeping his eyes on the goal

ASIA e University (AU) celebrated its fifth convocation ceremony at the Putra World Trade Centre, Kuala Lumpur, on Sept 20. International graduates totalled 537 from 15 foreign countries, signifying AU’s increasing recognition in the international arena.

Among the PhD graduates was Dr. Ashraf Abdul Rahim, a graduate in PhD (Business Administration) from the Maldives, whose ultimate goal was to acquire a Doctorate of Philosophy (PhD) certificate.

Until the age of 11, Dr. Ashraf went to school in Kandakere. In 1978, he moved to Pakistan to continue his studies. After eight years, he returned to Maldives with a good grasp of English and fluency in speaking and writing Urdu.

Dr. Ashraf got a job as a teacher in a private school. To fulfill his ambition to become a qualified teacher, he enrolled in a certificate programme at the Maldives College of Higher Education. After graduating, he began teaching Dhivehi, the local language in a public school in Malé.

He then enrolled in the Bachelor of Arts (Dhivehi Language) degree course at Maldives College of Higher Education—the first Dhivehi language programme in the world at that time—generously funded by his country.

Upon graduation, he was promoted to lead teacher in the Dhivehi Department of the Centre for Higher Education. He later worked as a curriculum developer for the Educational Development Centre and wrote the current syllabus used from Grade 8 to 12.

Due to his insatiable desire to excel in teaching and gain more knowledge, Dr. Ashraf pursued his education in Malaysia and was conferred a Masters in Management.

After the presidential elections of 2018, Dr. Ashraf was appointed in the Attorney-General’s Office of Maldives director in charge of the Legal Awareness Project.

He left this role for Sun Foundation as manager and was later also appointed general manager in charge of the legal affairs department.

In recognition of his progressive way to promote good governance and ethics in the country, the Maldives president appointed him Capital Market Development Authority chairman, a position he holds to date.

Dr. Ashraf began his journey to his ultimate goal by getting admitted to the PhD programme in Business Administration at AU.

His principal research interest is an area of job satisfaction, quality of work life and work performance of local teachers. The primary focus was particularly derived from the many years he spent as a teacher.

His research has several practical and helpful solutions, which include building new norms of performance appraisal and appreciating and viewing the workload of teachers.

Dr. Ashraf Abdul Rahim is AU’s alumnus in PhD (Business Administration) from Maldives.