

# Shaping business professionals

THE degree of Doctor of Business Administration (DBA) prepares leaders to shape the world of business. DBA is a research doctorate in business administration that is equivalent to a PhD in business administration.

A DBA programme tends to be more towards applied research rather than theoretical research, especially during the thesis-writing phase. It can be completed on full-time or part-time basis for working individuals.

The accredited AeU DBA programme is administered by the School of Management (SOM) to prepare future managers with the in-depth knowledge and research skills required for business administration and management fields.

SOM offers a three- and four-year doctoral programmes that encompass 10 core subjects of modular type coursework during the first year and a dissertation that covers an eight-stage structured research monitoring programme and close supervision for 36 to 48 months.

The core subjects include leadership, economics, accounting and finance,

marketing, statistics, international business, business strategy and policy, new business venture, and research methodology.

Similar to other DBA programmes, AeU's DBA serves dual purposes. The first is to contribute to both theory and practice in relation to business and management. The second is to develop professional practice and to contribute to professional knowledge.

Christopher Chew, a DBA student at AeU, says, "I am enjoying my DBA studies at AeU, which provides a wealth of knowledge and stimulating discussions. The programme inculcates unique approach and allows me to combine my expertise in academic research and working knowledge to come up with innovative solutions that are applicable at my workplace."

Prof Dr Juhary Ali, the dean of the School of Management at AeU, says, "The AeU DBA programme is appropriate for professionals who are pursuing career advancement. Its practical-oriented approach allows the immediate integration of knowledge and critical thinking skills into the workplace."

AeU's flexible learning offers students the ease of studying online at home or at work as the DBA programme is available via part-time mode through its fully online and blended learning, where learning materials are easily accessed by students anytime.



Christopher Chew, a Doctor of Business Administration student at AeU

For more information, call 1300 300 238 or visit [www.aeu.edu.my](http://www.aeu.edu.my)