



# DBA

## DOCTOR OF BUSINESS ADMINISTRATION APEL.Q OR THESIS RESEARCH OPTIONS

The programme is aimed at developing leadership in the field of business administration. It primarily focuses 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 acumen 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.

- **Doctor of Business Administration**
- Doctor of Philosophy
- Other recognised equivalent qualification such as APEL.Q
- A curriculum vitae (CV) or resume
- Minimum score of 6.0 for IELTS; OR
- Other recognised equivalent test
- Those who have their tertiary education in English will normally be exempted from the above requirement
- 10% discount is offered to students who pay in full their annual tuition fee in one payment
- 50% discount on tuition fee for senior citizens who are 60 years of age & above
- 75% discount on tuition fee for the disabled

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# CORE MODULES



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

## STAGES OF DBA

- Research Methods for Business, Marketing & Global Business, Business Strategy & Policy
- International Business, Accounting & Finance Decision
- New Business Venture, Managerial Leadership in Asia
- Research Proposal and Proposal Defense
- Data Collection, Research Colloquium & Dissertation Writing
- Viva Voce Examination, Finalization of Thesis

### **PART-TIME Blended Learning APPROACH**

1. Face to Face Learning 10 hours
2. Self-Managed Learning 72 hours
3. Online Learning (Guided Non F2F) 26 hours
4. Assessment (Preparation of Assignment and Examination) 52 hours

### **FULL-TIME Blended Learning APPROACH**

1. Online Learning (Guided Non F2F) 36 hours
2. Self-Managed Learning 72 hours
3. Assessment (Preparation of Assignment and Examination) 52 hours

## LEARNING OUTCOMES

- Critique theories and concepts in business.
- Refine theories and concepts in decision making process in the business environment.
- Design appropriate research methods &
- Conduct research with minimal supervision and adhere to legal, ethical and professional practices.
- Demonstrate mastery of qualitative and quantitative research skills.
- Interpret research findings and recommend solutions using scientific and critical thinking skills.
- Demonstrate managerial and leadership qualities by communicating and working effectively