



# Doctor of Business Administration

## Duration

Full Time: Min 3 years

Part time: Min 4 years

## Programme Code

(R2/0414/8/0119) 02/33 (MQA/FA2966)

## Intake

January, April, June, August & October

## Faculty/Centre

Faculty of Business, Management and Accounting

## Carrer Prospects

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)
- Chief Strategy Officer (CSO)
- Business Strategy Consultant
- Director of Business Development
- Organisational Development Consultant
- University Lecturer or Professor (Business/ Management)
- Corporate Trainer or Executive Coach
- Policy Advisor or Government Consultant
- Research Consultant
- Entrepreneur/Business Owner



Scan the QR code for more information about this programme.

The professional doctoral programme designed for experienced managers, executives, and entrepreneurs who seek to deepen their expertise in business leadership, strategy, and applied research. The programme focuses on developing advanced analytical, critical thinking, and research skills to address complex business and organisational challenges.

Throughout the programme, students explore advanced topics in strategic management, organisational leadership, innovation, and global business environments, while applying rigorous research methods to real-world business problems. It also emphasises the integration of academic theory with professional practice, enabling students to generate practical insights that contribute to organisational improvement and industry development.

## Key Learning Areas Include

- Strategic leadership and high-level executive decision-making
- Applied research for solving complex business challenges
- Innovation management and organisational change
- Global strategy and sustainable competitive advantage
- Ethical leadership and corporate governance
- Data analytics for informed business decisions
- Effective communication and stakeholder influence

## Entry Requirements

### Master's Degree (Level 7, MQF) in related fields

- A Master's Degree (Level 7, MQF) in related fields as accepted by the University Senate; OR

### Master's Degree (Level 7, MQF) in non-related fields

- With relevant working experience: A Master's Degree (Level 7, MQF) in non-related fields as accepted by the University Senate, subject to a rigorous internal assessment; OR
- Without relevant working experience: A Master's Degree (Level 7, MQF) in non-related fields as accepted by the University Senate, subject to passing pre-requisite courses; OR

### Other qualifications equivalent to a Master's

**Degree (Level 7, MQF)** recognised by the Malaysian government

## English Competency Requirements (International Student)

- Achieve a minimum of Band 4 in MUET; OR equivalent to CEFR (Mid B2); OR
- IELTS: 6.0; OR
- TOEFL iBT: 60; OR
- Pearson English Test (PTE): 59; OR
- Cambridge English Qualifications and Tests: 169

## Course Structure

### Year 1

- Advance in Human Resource Management
- Advance in Strategic Marketing
- Economic Analysis for Managers
- Seminar in Managerial Accounting and Finance
- Advanced Research Methodology
- Business Management and Ethics
- Business Analytics and Digital Business
- Strategic International Management
- Consultation Project 1
- Consultation Project 2

### Year 2

- Dissertation Colloquium 1
- Dissertation Proposal Defense
- Dissertation Data Collection and Analysis

### Year 3

- Dissertation Colloquium 2
- Dissertation Thesis Write Up
- Thesis Viva Voce

