

FACULTY OF BUSINESS, ECONOMICS
AND FINANCE

DOCTOR OF BUSINESS ADMINISTRATION

JPT/BPP(N/0410/8/0003)(MQA/PA15835)10/29

Intake



September

Duration



Full-time : 3 years
Part-time : 5 years

OVERVIEW

The Doctor of Business Administration (DBA) programme is aimed at providing excellence in management and business education, research and service, making the University one of the premier universities in the world. This programme is aligned to the mission of the University in providing enlarged opportunities to train professionals to acquire and create knowledge, think critically and achieve their full intellectual potential in serving humanity in accordance with the highest professional and ethical standards. This programme equips the professionals with fundamental knowledge and skills to play an effective role in the business, managerial functions and leadership of organisations.

This is accomplished through a holistic education programme and curriculum that will lead to career advancement by providing essential academic and practical knowledge and skills which meet the demands of the market-place in terms of the substantive content and quality. Consistent with the vision and mission of the University, the programme will be conducted via full-time and part-time blended learning mode of education as this mode provides greater opportunities and access for learners throughout the country.

The offering of PUScB DBA programme supports the University's effort to cultivate a highly qualified and motivated human capital with the capacity for life-long enhancement that will contribute towards fulfilling the needs of the nation for a knowledge-based society.



ENTRY REQUIREMENTS

Master's Degree

Related fields as accepted by the HEP Senate

OR

Non-related fields as accepted by the HEP Senate and without relevant working experience subject to passing pre-requisite assessment approved by the University

OR

Other qualifications equivalent to a Master's degree recognized by the Malaysian Government

OR

First class Bachelor's Degree or equivalent qualification or CGPA of at least 3.67 either from academic or professional certification or Technical and Vocational Education and Training (TVET) programmes subject to internal assessment and approved by the HEP Senates as a candidate for the Doctorate of Business Administration programme.

Local Students

MUET score minimum band 4

International Students

TOEFL score minimum 550

OR

IELTS score minimum 6.0

OR

Cambridge Lingua skill score minimum 169



Curriculum Structure

FULL-TIME

YEAR 1

SEMESTER 1

- Organisational Behaviour
- Entrepreneurship and Innovation
- Economic Theories and Policy
- Research Methodology I
- Management Theories and Philosophies

SEMESTER 2

- Corporate Finance & Accounting
- Strategic Marketing
- Crafting Corporate Strategy
- Research Methodology II
- Advanced Academic Writing

YEAR 2

SEMESTER 1

- Dissertation

SEMESTER 2

- Advanced Data Analysis

YEAR 3

SEMESTER 1

- Dissertation

SEMESTER 2

- Dissertation

PART-TIME

YEAR 1

SEMESTER 1

- Organisational Behaviour
- Entrepreneurship and Innovation

SEMESTER 2

- Economic Theories and Policy
- Research Methodology I

YEAR 2

SEMESTER 1

- Strategic Marketing
- Crafting Corporate Strategy

SEMESTER 2

- Corporate Finance & Accounting
- Research Methodology II

YEAR 3

SEMESTER 1

- Management Theories and Philosophies
- Advance Academic Writing

SEMESTER 2

- Dissertation

YEAR 4

SEMESTER 1

- Advanced Data Analysis

SEMESTER 2

- Dissertation

YEAR 5

SEMESTER 1

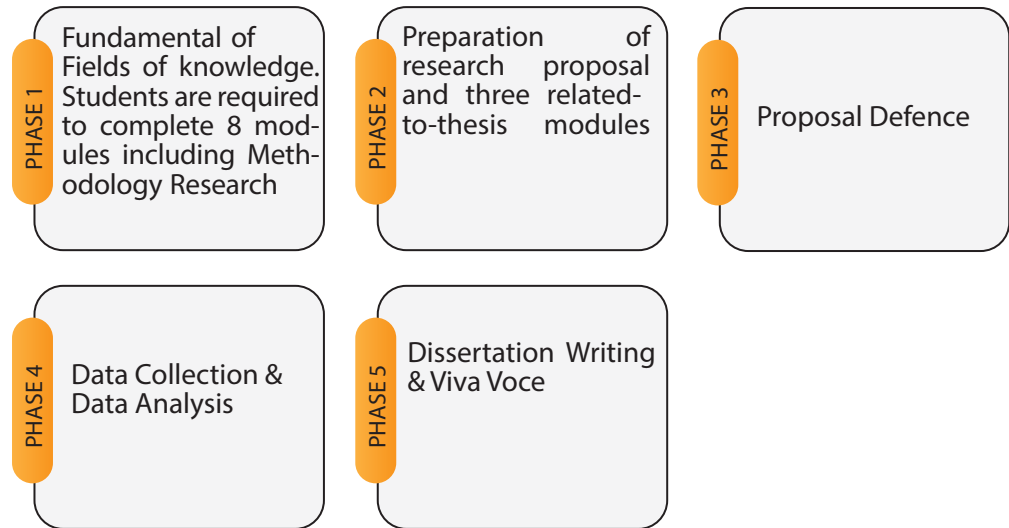
- Dissertation

SEMESTER 2

- Dissertation

This programme encompasses the following five (5) phases

Phases



Mode of Study

Weekdays or Weekends

► Blended learning conducted via e-learning platform

Upon completion of the programme, the students will be able to

Critique theories and concepts in business management disciplines and integrate advanced knowledge from various subject areas to advance the frontiers of knowledge through research

Resolve complex problems and contemporary issues by using innovative management tools, technologies and methods to craft contemporary strategies for organisations and to provide novel solutions and new practices through research

Develop fundamental knowledge and practical skills in analysing empirical data through a rigorous and comprehensive analysis of numerical, qualitative and graphical data to resolve complex problems and contemporary issues in research

Demonstrate a professional level of written and oral communication skills to interact with management stakeholders

Adapt a broader range of digital skills to continuously learn and enhance analytical technique and competencies in applying contemporary business research

Practice professionalism, social responsibilities, ethical and legal principles in managing own research



Why Doctor of Business Administration at Perdana University?

- Accredited by the Chartered Management Institute (CMI).

- Flexible classes

- Industrial-based case study

- Access to International network and job opportunities worldwide

- Lecturers and adjunct professors with industrial experience.

- Skim Bantuan Latihan (SBL) HRDF Claimable for local employees.

Fully Accredited by



Perdana University



Speak to our friendly Counsellors now at

+6 019 912 6828

+6 019 217 6547

enquiry@perdanauniversity.edu.my
www.perdanauniversity.edu.my

Perdana University, Suite 5.3, 5th Floor,
Wisma Chase Perdana, Changkat Semantan,
Damansara Heights, 50490 Kuala Lumpur,
Malaysia