

# Doctor of Business Administration (DBA)

## Overview

The Doctor of Business Administration (DBA) postgraduate degree programme is a doctoral programme by coursework. It is designed to provide executives, professionals, and leaders in both private and public sectors the chance to pursue a qualification beyond that of an MBA. Being one of the more challenging yet rewarding levels in education, the UNIMAS DBA will equip you with practical knowledge based on the latest business research, theories, and trends, thus positioning you as a scholar-practitioner expert in your organization. To achieve this goal, the UNIMAS DBA programme is committed to bring you a team of academicians and practitioners to guide you on your doctoral journey.

## Duration

Candidates may complete the DBA programme within a duration of:

for full-time basis 3 - 6 years and;

for part-time basis 4 - 8 years .

The DBA programme is based on trimester system: February, June and October in an academic year.

## Who Should Apply ?

- Employers and entrepreneurs who intend to enhance your marketing, management, leadership and organizational skills and performance.
- Employees from relevant sectors of industries who are determined to develop their human capital and expand their social network for better job performance and prospects.

## Programme Schedule

All teaching and learning activities are conducted during the weekends (Saturday and Sunday) for both modes of study (full time and part time).

# Programme Structure

## Core Modules

- EBD7014 Business Strategy and Leadership
- EBD7034 Strategic Global Marketing
- EBD7054 Strategic Financial and Risk Management
- EBD7064 Global Business Economics
- EBD7074 Advanced Research Methodology
- EBD7084 Advanced Data Analysis
- EBD7094 Industry 4.0 and Business Innovation
- EBD7104 Business Consultancy and Training
- EBD7114 Government, Public Policy and Sustainable Business
- EBD7124 Seminar in Corporate Management
- EBD7164 Strategic Human Resource Management
- EBD71412 Dissertation I
- EBD71516 Dissertation II

## Elective Modules (Choose 2)

- EBD 7024 Strategic Corporate Entrepreneurship
- EBD 7134 Corporate Governance and Corporate Social Responsibility
- EBD7174 Organizational Behaviour
- EBD7044 Operations Management

## Course Fee

### Full Time Study

Malaysian student RM40,658.00

International student RM61,140.00

### Part Time Study

Malaysian student RM41,004.00

### Note

The fees is to be paid in eight (8) trimesters. Students will have to pay further administrative fees and recurring fees if they extend their studies. Dissertation examination (viva-voce) fees is RM2,000.