

# Doctor of Business Administration

(N-DL/340/8/0786) 10/28 (MQA/PA15067)



## Delivery Mode:

Full-Time / Part-Time (Online)

## Duration of Study:

Min: 3 Years, Max: 6 Years (Full-Time)

Min: 4 Years, Max: 8 Years (Part-Time)

## Intakes

- January, May and September

## Academic Schedule

- January : 14 weeks
- May : 14 weeks
- September : 14 weeks

## Prepares Competent Practitioners for A Firm Grounding in Business and Management Field

The Doctor of Business Administration programme, is a practice doctorate programme which consists of a mixture of coursework, doctoral seminars, and research dissertation is directed towards sharpening your business strategies to drive competitive businesses. The supervised research work will equip you with in-depth knowledge of Business and Management and a focused set of insights to drive implementation in your chosen area of expertise. This industry-focused doctorate will enhance your credibility and empower you to demonstrate competencies in your field to advance your professional goals. Having a DBA can open many doors; as a DBA graduate, you can also venture into teaching, consulting, leadership, or entrepreneurship.

## Career Prospects

- Chief Executive Officer
- Chief Marketing Officer
- Business Professor
- Chief Operating Officer
- Managing Director
- Entrepreneur/ Business Owner

## Areas of Knowledge

### Entrepreneurship and Social Innovation

Entrepreneurship is a multidimensional field that encompasses several disciplines. The content of this course helps entrepreneurs to understand the context involved in starting a new business. Process conceptual framework will be useful for them to design the implementation plan and the important considerations on how best they can startup and manage a social enterprise.

### Strategic Planning and Performance Evaluation

The learner will learn how to develop and execute strategies designed to maximise a company's competitive advantage. Develop skills to determine the appropriate strategy to fit the company's unique resources and capabilities. The learner will be able to apply these skills in a business environment and the real world.

### Strategic Operations Management

This course is designed to develop learners' capabilities to strategically manage operations in this digital era. Learners will be exposed to analytical concepts/tools for the management of operations. The course will look into the strategic and operational level of processes that will lead to understanding the operations network.

### Business Transformation

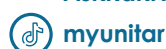
Business Transformation is the process of fundamentally changing the systems, processes, people and technology across a whole business or unit. Disruption is a force that is changing the corporate landscape like no other as well as provides an interactive tour of the five key technologies transforming industry and commerce.



## Interested in this course?

We are more than happy to share.  
Email us or give us a call.

Tel : +603 7627 7200  
WhatsApp : +011 1051 2825  
Email : enquiries@unitar.my



### Did You Know?

#### FLEXIBILITY

Consultation hours with supervisors are flexible, based on pre-arranged appointments.

#### AFFORDABLE FEES

HRDF, EPF and various financial aid available.

#### DOCTORAL SEMINAR

Doctoral seminar will be conducted to enrich industrial perspectives.

#### DISSERTATION

Dissertation is based on Pass/Fail (not included in CGPA calculation).

### Why UNITAR?

UNITAR is a Premier Institution, consistently recognised as a brand of choice in Education and Learning as voted by the people through the Putra Brand Awards.

5-Star rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

### Entry Requirements

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

OR

A Master's Degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment;

OR

A Master's Degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to certain prerequisite requirement courses;

OR

Other qualifications equivalent to a Master's Degree (Level 7, MQF) recognised by the Malaysian Government.

#### ENGLISH REQUIREMENT

##### International Students

Minimum score of 6.0 for IELTS

OR

Minimum score of 60 for TOEFL OR its equivalent

### Programme Modules (Full-Time)

#### Year 1

- Entrepreneurship and Social Innovation
- Strategic Planning and Performance Evaluation
- Strategic Operations Management
- Business Transformation
- Doctoral Seminar in Business
- Advanced Research Methodology

#### Year 2 Onwards

- Dissertation (Part 1) Independent Study Project and Proposal Defense
- Dissertation (Part 2) Final Defense and Submission of Dissertation

### Programme Modules (Part-Time)

#### Year 1 and 2

- Entrepreneurship and Social Innovation
- Strategic Planning and Performance Evaluation
- Strategic Operations Management
- Doctoral Seminar in Business
- Business Transformation
- Advanced Research Methodology

#### Year 3 Onwards

- Dissertation (Part 1) and Proposal Defense
- Dissertation (Part 2) Final Defense and Submission of Dissertation

### Enhance your credibility and demonstrate your competence in your field to advance your professional goals.

A professional doctorate qualification accredited by MQA.

100% Coursework – with only 5 courses to be completed, no final examinations.

Industrial and Societal Insights – Besides achieving your personal goals, obtaining your DBA will empower you to contribute significantly to industry and society. With the ever-changing business landscape, your industry-based research in your field of expertise will help you to be ahead of your competitor and elevate your career.



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