



DOCTOR OF BUSINESS ADMINISTRATION (DBA)

PROGRAMME OUTCOMES

At the end of the programme students are able to:

- Synthesize advanced knowledge in business administration.
- Formulate research design scientifically in solving industrial-based issues.
- Evaluate situations and react effectively and responsibly in intellectual discourse and in scholarly publications.
- Integrate professional ethics in research and demonstrate socially responsible behavior related to organizational management.
- Analyze and adapt advanced business knowledge independently and effectively through innovative research.
- Analyze advanced issues in business administration and to demonstrate enterprising skills to strategize opportunities for organizations.

PROGRAMME STRUCTURE

PROGRAMME CORE (18 credits)

Advanced Technology Management and Innovation
Marketing Innovation
Accounting and Finance for Decision Making
Research and Development Management
Business Innovation and Growth Strategy
Independent Study Project

RESEARCH SKILLS (9 credits)

Literature Review and Conceptual Design
Quantitative and Qualitative Analysis
Research Methods for Business

CONCENTRATION - BUSINESS INNOVATION (Choose 4 only) (12 credits)

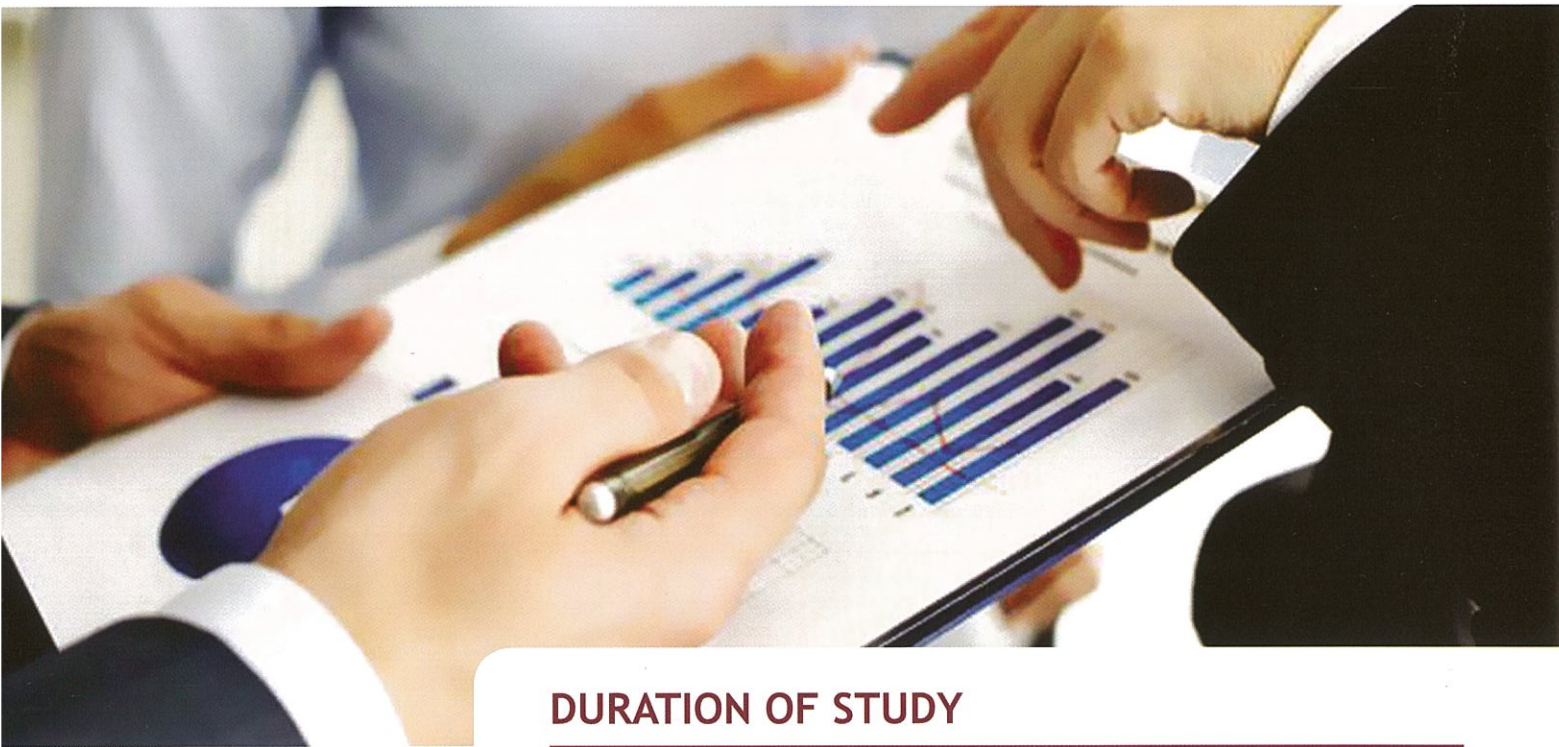
Doctoral Seminar in Designing Innovation Strategies
Doctoral Seminar in Digital Marketing
Doctoral Seminar in Innovation and Strategic Change
Doctoral Seminar in Exploring Opportunities for Social Responsibility and Sustainability
Doctoral Seminar in Work, Technology and Organization
Doctoral Seminar in Knowledge Management
Doctoral Seminar in Creativity and Innovation
Doctoral Seminar in Improving Productivity Through Technology

Dissertation

Dissertation (approximately 40,000 to 50,000 words)

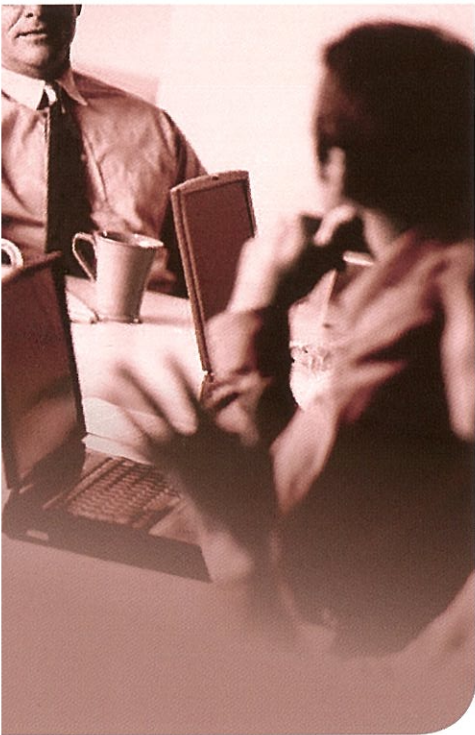
UNIVERSITY GENERAL ELECTIVE (Choose 1 only)

Global Issues Seminar
Science and Social Development Philosophy
Dynamics of Leadership
Malaysian Society and Culture (compulsory for International Students)
Organizational Behavior and Development
IT Project Management



DURATION OF STUDY

Full Time	Part Time
Minimum: 3 years	Minimum: 4 years
Maximum: 6 years	Maximum: 8 years



ENTRY REQUIREMENT

- Master's Degree with CGPA ≥ 3.50 from UTM or other institutions approved by Senate, or
- Master's Degree with CGPA >3.0 plus a minimum of 5 years working experience
- English Certificate of IELTS/TOEFL with band score of 6.0/550 for international students.
- Relevant working experience (with proof) is highly encouraged

PROGRAMME FEE

Registration Fee: RM 950

	Full Time	Part Time
Local	RM 48 000	RM 48 000
International	RM 58 000	-

For more information, contact:

PROGRAMME COORDINATOR

UTM International Business School (UTM IBS)

Level 10, Menara Razak, Universiti Teknologi Malaysia Kuala Lumpur,
Jalan Semarak, 54100 Kuala Lumpur, MALAYSIA

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**The information on this brochure is subject to change.*

www.ibs.utm.my