



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim
International Business School

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UTM Kuala Lumpur
Level 10, Menara Razak
Jalan Sultan Yahya Petra
54100 Jalan Semarak
Kuala Lumpur

COURSE STRUCTURE

DOCTOR OF BUSINESS ADMINISTRATION (PROGRAM CODE: PBSBA)

COURSES NAME	CODE	CREDIT
PROGRAM CORE (18 credits)		
Advanced Technology Management and Innovation	PBSA1123	3
Marketing Innovation	PBSA1333	3
Accounting and Finance for Decision Making	PBSA1423	3
Research and Development Management	PBSA1133	3
Business Innovation and Growth Strategy	PBSA2243	3
Independent Study Project	PBSA2013	3
RESEARCH SKILLS (9 credits)		
Literature Review and Conceptual Design	PBSA1713	3
Quantitative and Qualitative Analysis	PBSA1723	3
Research Methods for Business	PBSA1733	3
CONCENTRATION - BUSINESS INNOVATION (Choose 4 only) (12 credits)		
Doctoral Seminar in Digital Marketing	PBSA2323	3
Doctoral Seminar in Innovation and Strategic Change	PBSA2253	3
Doctoral Seminar in Exploring Opportunities for Social Responsibility and Sustainability	PBSA2333	3
Doctoral Seminar in Work, Technology and Organization	PBSA2163	3
Doctoral Seminar in Knowledge Management	PBSA2173	3
Doctoral Seminar in Creativity and Innovation	PBSA2133	3
TOTAL		39
DISSERTATION (40 credits)		
Research (approximately 40,000 to 50,000 words)	PBSA2010	40
UNIVERSITY GENERAL ELECTIVE (3 Credit) (Choose 1 Course Only)		
Organizational Behavior and Development	UBSS6013	3
Business Ethics, Responsibility and Sustainability	UBSS6023	3
TOTAL CREDITS		82

Note: 6-16 Semester (Full Time)

DISSERTATION (40 CREDITS) RESEARCH

COURSES CODE	SECTION	STATUS	SESSION/SEMESTER
PBSA1180	01		
PBSA1280	01		
PBSA2180	01		
PBSA2280	01		
PBSA3180	01		
PBSA3280	01		
PBSA4180	01		
PBSA4280	01		
PBSA5180	01		
PBSA5280	01		
PBSA6180	01		
PBSA6280	01		
PBSA7180	01		
PBSA7280	01		