



# Doctor of **BUSINESS** ADMINISTRATION



Ranked  
**134**  
WORLD

Ranked  
**3**  
MALAYSIA



Times Higher Education  
Impact Rankings

Ranked  
**14**  
WORLD

Ranked  
**1**  
MALAYSIA



World University  
Rankings  
Asia

Ranked  
**103**  
ASIA

Ranked  
**4**  
MALAYSIA



AACSB  
ACCREDITED

PRME



MOA  
Agency for Malaysian  
Qualifications Agency

# WHAT IS DBA@USM?

The Doctor of Business Administration (DBA) or DBA@USM is a mixed-mode programme designed for those who intend to pursue or extend their career in business administration and management.

## **DBA@USM aims to achieve the following interrelated goals:**

- Produce responsible business leaders who possess advanced knowledge in the core business disciplines and have the ability to integrate them to enhance their decision-making skills.
- Develop responsible business leaders with distinctive competencies in conducting scientific research, consultation and training for both public and private organisations towards attaining business sustainability.
- Provide knowledge of the modern techniques and tools that can be utilised to develop state-of-the-art practices in organisations.
- Produce responsible business leaders with the ability to view problems systematically and holistically, unravel complex business issues and subsequently provide innovative solutions.

- Stimulate creativity and critical and ethical thinking, and equip business leaders with skills in managing change and transforming organisations within the dynamic global business environment.

At Graduate School of Business (GSB), we strive to ensure that you are well-prepared for the next step in your professional journey as a DBA@USM scholar. Scholars are facilitated with a holistic DBA@USM Scholars Support Ecosystem based on GSB USM teaching and learning policy, procedures and best practices.

Specifically, for every course in DBA@USM, scholars have access to on-campus Seminars whereby you can interact in real time and face-to-face with your facilitators and peers.

Furthermore, all course materials and supplementary references are available for your access at the Learning Management Systems (ELearn@USM). DBA@USM scholars are connected and engaged in both the physical and online communities.

# WHO IS SUITABLE FOR DBA@USM PROGRAMME?

All business leaders (e.g. C-level/top executives, industry captains, industry practitioners, professionals, entrepreneurs, consultants, corporate trainers, researchers, and business educators) who wish to pursue Doctoral education via on-campus learning and meet the following requirements:

## **Applicants should possess:**

- A Master's degree in Business / Administration / Management or related fields from a university recognised by the University's Senate or an equivalent qualification.
- A minimum CGPA of 3.00/4.00 or equivalent.
- Degrees awarded by local private institutions of higher learning including those awarded under any collaborative/franchising schemes with

local or foreign partners must be accredited by the Malaysian Qualifications Agency (MQA).

- A minimum of 5 years relevant working experience.
- Candidates without a related qualification in the field/s or working experience in the relevant fields will need to pass an interview and undergo appropriate prerequisite courses determined by the University.
- English language requirements (Applicable for International applicants only).

## **Refer to IPS website:**

[admission.usm.my/postgraduate/  
programmes?view=article&id=340&catid=53%20](https://admission.usm.my/postgraduate/programmes?view=article&id=340&catid=53%20)

# WHY CHOOSE DBA@USM INSTEAD OF ANYWHERE ELSE?

- At GSB, our Vision is "To be a reputable business school for a sustainable tomorrow". DBA@USM scholars go beyond the environment to establish good governance in organisations and create sustainable business solutions that benefit society at large while optimising the Return on Investments for the organisations.
- DBA@USM nurtures scholars to be holistic business leaders through the structured delivery of Doctoral Seminars on Recent Updates of Core Business Knowledge; Knowledge Dissemination and Generation via Consultancy, Training and Research Methodology; as well as Doctoral Dissertation.
- Pursuing a doctoral degree is a significant undertaking. At GSB, we understand that balancing the demands of doctoral studies with personal and professional responsibilities can be challenging. Hence, we provide a robust DBA@USM Scholars Support Ecosystem to help you thrive.
- GSB believes that your DBA@USM journey is not just about acquiring knowledge but also developing the competencies necessary for success in your chosen career path. DBA@USM organises a range of professional development opportunities to enhance your skills and broaden your horizons. These may include workshops, seminars, and networking events facilitated by industry professionals and academics, as well as access to our alumni networks. Through these networks, you can build meaningful relationships and gain valuable support from peers and alumni.
- DBA@USM scholars are guided by dedicated experts committed to developing respected business leaders who are referred to for having acquired distinctive competencies to deal with business issues holistically.
- DBA@USM graduates have continued to excel in their roles in existing or new organisations.

## HOW IS THE PROGRAMME STRUCTURED?

The DBA Programme is delivered in 3 parts through a series of doctoral seminars, consultancy, training and dissertation.

### **PART I: THEORETICAL UPDATING (18 UNITS)**

Seminar in:

- i. Management Control and Decision-Making
- ii. Human Capital Transformation
- iii. Financial Decision-Making
- iv. Managing Technology and Decision-Making
- v. Marketing and Global Business
- vi. Trend and Foresights in Business Strategy

### **PART II: KNOWLEDGE DISSEMINATION AND GENERATION (21 UNITS)**

This part is divided into 2 components:

- i. Dissemination of Knowledge: The Consultation and Training Course (15 units) requires the candidate to conduct consultancy and training in a chosen field. This course is completed in 2 semesters.

- ii. Generation of Knowledge: The Research Methodology course (6 units) requires the candidate to update knowledge in research methodology, analysis techniques and software packages. The candidate needs to prepare a research proposal, which will serve as the basis for the dissertation in Part III. This course is completed in two semesters.

### **PART III: DISSERTATION (42 UNITS)**

This is the part where candidates are supervised through the process of a dissertation and upon completion, are examined in a viva voce. This course is completed in 3 semesters. English is the medium of instruction in delivering the teaching-learning on all DBA@USM courses.

The DBA Programme is delivered in 3 parts through a series of doctoral seminars, consultancy, training and dissertation.

# PROGRAMME STARTS

TWO (2) INTAKE PER YEAR →

OCTOBER & MARCH

## WHAT IS THE DURATION TO COMPLETE?

### FULL TIME

**7 semesters to 10 semesters**  
**(3.5 years to 5 years)**

### PART TIME

**9 semesters to 14 semesters**  
**(4.5 years to 7 years)**

## FEES

### MALAYSIAN (MYR)

- **Registration Fee:** 330.00
- **Tuition Fee:**  
525.00 X 81 Units =  
42,525.00
- **Convocation Fee:** 200.00

### INTERNATIONAL (USD)

- **Registration Fees:** 225.00
- **Personal Bond:** 1000.00
- **Tuition Fees:**  
200.00 X 81 Units =  
16,200.00
- **Convocation Fee:** 50.00

*\*\* Fees are subject to change*

# APPLY NOW!

[onlineips.usm.my/account/login](https://onlineips.usm.my/account/login)

For any enquiries, please contact:

**GRADUATE SCHOOL OF BUSINESS USM, 11800 PENANG MALAYSIA**



604-653 6644 | 2794 | 5863



604-6532792



gsb@usm.my



www.gsb.usm.my