



DOCTOR OF BUSINESS ADMINISTRATION (ONLINE MODE)



ACCREDITATION:

WHAT IS ONLINE DBA@USM?

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

Online 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 an Online DBA@USM scholar. Online DBA@USM scholars are facilitated with a holistic Doctoral Scholars Support Ecosystem based on ODL@GSB policy, procedures and best practices. Specifically, for every course in Online DBA@USM, scholars have access to Self-Instructional Materials, Interactive Web-based/Online Seminars, Digital Resources, Learning Management Systems (ELearn@USM) and Online Community which facilitate engagements with course content, facilitators, and peers.

WHO IS SUITABLE FOR ONLINE DBA@USM?

All business leaders (e.g. C-level/top executives, industry captains, industry practitioners, professionals, entrepreneurs, consultants, corporate trainers, researchers, and business educators) who look for flexibility to pursue Doctoral education via online/virtual platforms 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:
<https://admission.usm.my/index.php/en/postgraduate/postgraduate-programme/arts/applied-arts/mixed-applied-arts/927-doctor-of-business-administration-edba#language-requirements>

WHY CHOOSE ONLINE DBA@USM INSTEAD OF ANYWHERE ELSE?

- At GSB, our Vision is "To be a reputable business school for a sustainable tomorrow". Online 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.
- Online 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 Online DBA@USM Scholars Support Ecosystem to help you thrive.
- GSB believes that your Online DBA@USM journey is not just about acquiring knowledge but also developing the competencies necessary for success in your chosen career path. Online 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.
- Online 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 Online 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.

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 : 310.00
- Tuition Fee : 600.00 X 81 Units = 48,600
- Convocation Fee: 200.00

INTERNATIONAL (USD)

- Registration Fees : 222.50
- Personal Bond : 1000.00
- Tuition Fees : 225 X 81 Units = 18,225
- Convocation Fee : 50.00

*** Fees are subjected to change*

WHERE IS DBA@GSB OFFERED?

www.admissions.usm.my/

For any enquiries, please contact:

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