



DBA

Doctor of Business Administration

2025/2026



General Information

This handbook is designed to provide students with general information and guidance about studying in the Universiti Malaya Business School (UMBS) Programmes and should be referred to in conjunction with the Universiti Malaya's other rules and regulations.

This handbook does not supersede any of the Universiti Malaya Rules and Regulations or any other resolutions approved by the Senate from time to time.

We consider it each student's responsibility to make themselves familiar with the contents of this handbook and also the above rules and regulations. We believe that the information provided in this handbook may help you avoid any unnecessary problems.

Please do not hesitate to contact the UMBS Office if you have any questions.



ACCREDITATION

UMBS is fully accredited by the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) International. These accreditations represent the highest standard of achievement in postgraduate business education in terms of curriculum, teaching, research and facilities.

HIGH PROFILE

Networking with our high-profile group of Candidates ranging from Senior Manager to C-Level.

▶ REASONS TO STUDY AT UMBS

EXPERTISE

UMBS programmes source industrial experts to share their experience and knowledge with the students. UMBS has an international faculty with academics trained from top universities around the world.

TOP 58 RANKING

UM is ranked 58th in the QS World University Rankings 2025.

DIVERSITY

Candidates can learn from our diverse group of lecturers and visiting academics from all regions of the world. UMBS has the highest composition of international Candidates in the country from Germany, Denmark, Sweden, the United States of America, Ecuador, Iraq, Iran, Palestine, Yemen, Saudi Arabia, Jordan, Turkey, Libya, South Africa, Korea, Japan, China, India, Pakistan, Bangladesh, Indonesia, Thailand, Philippines, Singapore, Myanmar and Vietnam.

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ACADEMIC CALENDAR 2025/2026

Lampiran B2

ACADEMIC CALENDAR 2025/2026 ACADEMIC SESSION (MASTER AND DOCTORATE LEVEL) AMENDMENT					
SEMESTER I					
Orientation (<i>Week of Welcome</i>) - WOW	1	week	05.10.2025	-	12.10.2025
Lectures	6	weeks*	13.10.2025	-	23.11.2025
Mid Semester I Break	1	week	24.11.2025	-	30.11.2025
Lectures	8	weeks*	01.12.2025	-	25.01.2026
Revision Week	1	weeks*	26.01.2026	-	01.02.2026
Semester I Final Examination	3	weeks*	02.02.2026	-	22.02.2026
Semester I Break	2	week	23.02.2026	-	08.03.2026
	22	weeks			
SEMESTER II					
Lectures	7	weeks*	09.03.2026	-	26.04.2026
Mid Semester II Break	1	week	27.04.2026	-	03.05.2026
Lectures	7	weeks*	04.05.2026	-	21.06.2026
Revision Week	1	week*	22.06.2026	-	28.06.2026
Semester II Final Examination	3	weeks*	29.06.2026	-	19.07.2026
Semester II Break	4	weeks	20.07.2026	-	16.08.2026
	23	weeks			
SPECIAL SEMESTER					
Lectures	7	weeks*	27.07.2026	-	13.09.2026
Special Semester Final Examination	1	week*	14.09.2026	-	20.09.2026
Special Semester Break	1	week	21.09.2026		28.09.2026
	9	weeks			

Notes:

- (1) The Module Registration and Examination Schedule can be referred to at <https://umsitsguide.um.edu.my>. All information is subject to change.

UNIVERSITY VISION, MISSION AND CORE VALUES

Vision

A global university impacting the world.

Mission

Pushing the boundaries of knowledge and nurturing aspiring leaders.

Core Values

Passion, Oneness, Integrity, Sincerity and Empathy



FACULTY VISION, MISSION AND OBJECTIVES

Vision

A global university impacting the world.

Mission

We aspire to be the leader and preferred institution in business and accounting education by:

- Providing graduates quality education and global perspective that meet the evolving needs of various stakeholders
- Contributing to the advancement of knowledge in the area of business and accounting through quality research and publication.

Objectives

- To produce graduates who are socially responsible, knowledgeable and highly skilled in business, management and accounting.
- To explore and expand the frontiers of knowledge through teaching, research and publication.
- To establish a closer relationship and improve cooperation with the private and public sectors, as well as with other institutions of higher learning – local and international

THE ESTABLISHMENT OF FACULTY OF BUSINESS AND ECONOMICS



Business education in the Universiti Malaya dates back to 1966 when the Faculty of Economics and Administration first offered business and accounting courses.

In line with the growing demand for business and economics programmes, the Universiti Malaya, Faculty of Business and Economics (FBEC) was subsequently established on 6th September 2021 (a merger of three faculties namely, Faculty of Business and Accountancy - FBA, Faculty of Economics and Administration - FEA and International Institute Of Public Policy & Management – INPUMA) to focus on developing these programmes. However, on 1st February 2024 INPUMA has been placed under Deputy Vice-Chancellor (Academic & International) Office. FBEC strives to meet the challenges of preparing the Candidates to play a vital role in the industry and nation building. FBEC seeks to remain at the forefront of business and economics education and continues to enjoy the reputation of an excellent knowledge-based institution.

FBEC is headed by a Dean and assisted by four (4) Deputy Deans, one (1) Director, one (1) Faculty Manager and six (6) Head of Departments. The six (6) departments are Accounting, Finance, Management and Marketing, Decision Science, Economics and Political Science, Public Administration and Development Studies.

Currently, FBEC offers fifteen (15) programmes:

Postgraduate Level

- Master of Business Administration (MBA)
- Master of Management (MM)
- Master of Accounting (Reporting and Management Accountability) (MAcc)
- Master of Marketing (MMkt)
- Euro Asian MBA-MSc Programme (Dual Degree)
- Master of Economics (MEc)
- Master of Development Studies (MDS)
- Master of Public Administration (MPA)
- Master of Applied Statistics (MAS)
- Doctor of Philosophy (PhD)
- Doctor of Business Administration (DBA)

Undergraduate Level

- Bachelor of Business Administration (BBA)
- Bachelor of Accounting (BAcc)
- Bachelor of Finance (BFin)
- Bachelor of Economics (BEC)

As part of our effort to strengthen our programmes, FBEC has collaborated with various business communities and government agencies. In addition, there are several Faculty members who are affiliated with professional bodies such as the Malaysian Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA), Association of Chartered Certified Accountants (ACCA) and Chartered Financial Analyst (CFA), Chartered Institute of Marketing (CIM)



AZMAN HASHIM BUILDING

Ambank Group Chairman Tan Sri Azman Hashim personally funded the RM25mil building project through the Yayasan Azman Hashim charitable institution to Universiti Malaya (UM). The AHB was built on the car park space opposite to the Faculty of Business and Economics (FBEC) dedicated to the postgraduate students of UMBS. The construction of the building started in November 2013 and was completed in April 2016.

The design concept was inspired by the principles of Feng Shui philosophy which aims at establishing a link with the local traditions while projecting the future, using the latest technologies. Feng Shui literally means "Wind and Water", in honour of the two elements that shape the Earth and determine the healthy characters of a place.

With a built-up area of approximately 79,501 sq ft, AHB can accommodate up to 850 postgraduate students, and houses a theatre room and a banquet, seminar rooms, discussion rooms, a trading lab, a marketing lab, computer labs, a grab and go café, a 24-hour wi-fi service and 80 parking bays.



DOCTORAL DEGREE
B4
COURSEWORK

Doctor of Business Administration

Programme Educational Objectives

The objectives of the DBA programme are to produce graduates who can:

- integrate theories and practical knowledge that exhibit the advancement of organisational management, entrepreneurship, and leadership knowledge in business.
- demonstrate strategic thinking, entrepreneurial and professional skills to solve complex issues and lead effectively and responsibly.
- apply innovative solutions to complex business problems using a broad range of research skills, digital applications and analytical techniques effectively and ethically.
- communicate ideas with experts and engage in continuous personal development to contribute to social and economic development.

INTRODUCTION

The Universiti Malaya (UM) Doctor of Business Administration (DBA) focuses on developing professionals with higher critical thinking skills in the field of business and management and capable of conducting cutting edge research.

DBA programme is a coursework-based doctorate degree programme. This degree programme is designed to meet the needs of high-achieving business professionals who wish to advance their careers and are aspired to climb up the management ladder either in the public or private sectors. The three (3) years doctoral programme aims to support the professionals in developing a rigorous thinking process, acquire deeper management knowledge and advanced research methodologies, and promote analytical skills that enable them to solve complex organisational problems. Through integration of theory and practice curriculum, candidates could associate the practical value of learning theoretical concepts more closely. By enrolling in this comprehensive programme, candidates are offered an opportunity to develop close industry linkages and work with world-class academics who are actively engaged with the corporate, government and NGO sectors; and published in high impact management journals.

The pedagogies are to optimise the efficiency of the learning process. Each candidate is required to complete a minimum of 81 credit hours of learning and research activities. On average, candidates would require three (3) years of study.

Programme Learning Outcomes

In line with the above goals, at the end of the programme, the graduates of DBA will be able to achieve the following programme outcomes:

- Critically evaluate theories and advanced concepts in business.
- Refine theories and concepts to make business and management decisions.
- Design research methods that can help solve business and management problems.
- Demonstrate mastery of quantitative and qualitative research skills.
- Communicate effectively with experts and general audience
- Demonstrate leadership skills through responsible and effective decision making
- Interpret business and management research findings and propose sustainable solutions using scientific and critical thinking skills that will be useful for life-long learning.
- Conduct business and management research by confirming to legal, ethical, and professional practices.



DBA PROGRAMME

Entry Requirements

Applicants for the programme should possess:

- a bachelor's and master's degree in related disciplines as listed below with a minimum CGPA of 3.00 out of 4.00 or its equivalent from a recognised university as approved by Senate; **and**

Business Management | Marketing | Finance | Logistics | Statistics | Information System Management | Psychology | Economics | Accounting | Operation

- a full-time working experience of not less than five (5) years in management level; **and**
- pass the interview and assessment by Faculty.

OR

- a bachelor's and master's degree from not related disciplines with a minimum of CGPA of 3.00 out of 4.00 may be considered if at least One (1) of the following criteria is met; **and**
 - produce academic publications in relevant fields; or
 - a recipient of scholarship; or
 - a government agency staff; or
 - a graduate of the University of Malaya; or
 - a graduate from Top 100 universities in the latest QS World University Ranking.
- a full-time working experience of not less than six (6) years in management level; **and**
- pass the interview and assessment by Faculty.

Career Prospects

The Doctor of Business Administration (DBA) graduates have a variety of career opportunities. Anyone attaining this doctorate degree is prepared to work in executive positions within organizations and run major corporations and international companies. Alternatively, graduates may pursue an academic career at universities and colleges to teach business and management.

Target Market

The UM-DBA programme is designed for the individuals who want to focus their research on business and management that prepares them for careers as researchers, teachers and scholars.



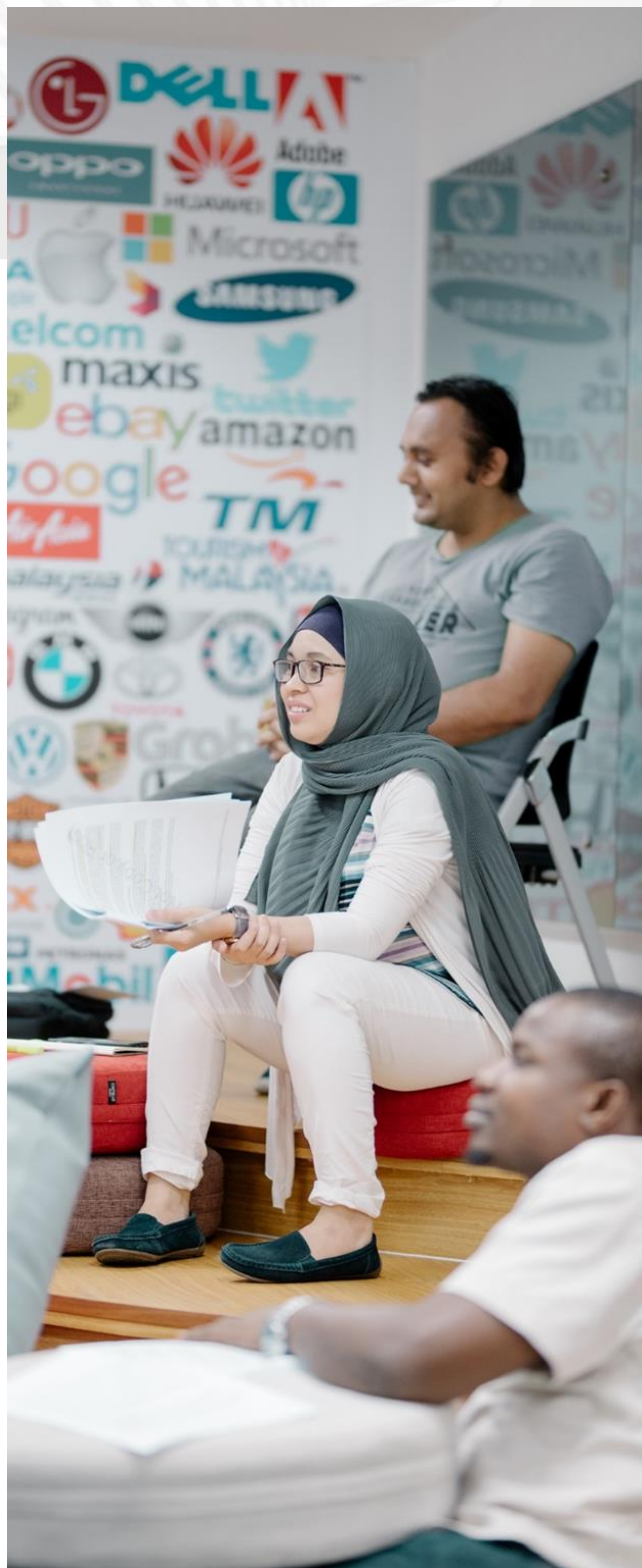
PROGRAMME STRUCTURE

The programme offers **weekend classes from 9.00 am until 5.00 pm** with the emphasis on quality teaching and candidate participation. The **minimum and maximum periods of candidature are six (6) and twelve (12) semesters** respectively. A full-time DBA programme at the faculty commences once a year (September).

The design of the programme structure allows the candidates to maximise their learning and develop the skills that are essential for their research development. Candidates are required to take a total of **81 credits** that comprises of three (3) components: core courses, elective courses and thesis. The breakdown of the courses and the credit hours are as follows:

Table 1: Components of Programme Structure and Credit Hours

COURSES	CREDIT HOURS
Core Courses	43
Elective Courses	3
Dissertation	35
Total	81



PROGRAMME STRUCTURE

CORE COURSE

Core courses are designed to expose candidates to the fundamentals of management of business organizations.

The core courses are as follows:

COURSE CODE	COURSE NAME
AA078001	Quantitative Research Methods
AA078002	Dissertation
AA078003	Qualitative Research Methods
AA078004	Theories and Practices in Operations and Management
AA078005	Theories and Practices in Accounting and Finance
AA078006	Theories and Practices in Marketing and Information Systems
AA078007	Global Business Immersion



PROGRAMME STRUCTURE

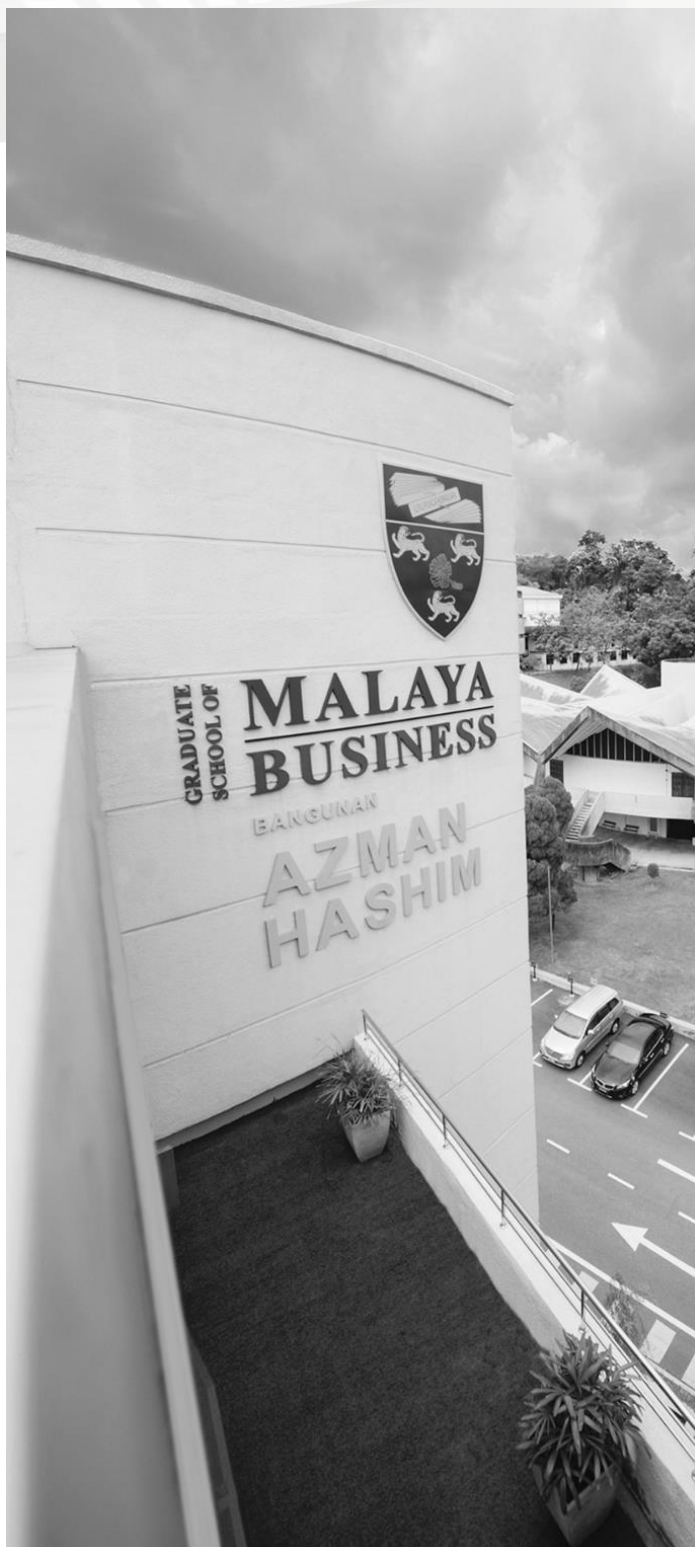
Elective Course

Candidates are required to take **ONE (1) elective course** out of the **TWO (2) elective courses** offered. The following is the list of elective courses:

COURSE CODE	COURSE NAME
AA078008	Quantitative Data Analysis
AA078009	Qualitative Data Analysis

Additional requirements:

- Submit e-supervision activity to document formal supervisory meetings via MAYA Portal: <http://maya.um.edu.my>
- Submit e-Progress Report at the end of every semester via MAYA Portal: <http://maya.um.edu.my>
- Present and pass Proposal Defence latest by Semester 3.
- Present and pass Candidature Defence latest by Semester 5.
- Pass the viva (oral examination).



RESEARCH PROCESS

Dissertation

Candidates are expected to start their research journey from the first semester of the programme. Along the journey, the candidates are required to produce some deliverables that will assist them towards completing the doctoral dissertation. The deliverables are as follows:

E-Log Book

Candidates are required to complete and submit the record of their meetings with their supervisor(s) online via MAYA portal: <http://maya.um.edu.my> at the end of each meeting .

The purpose of this online supervision activity is to:

- enables the keeping of a record of your meetings with your supervisor(s);
- assist the candidates in clearly identifying the outcomes of each meeting and the actions that are required on the part of the candidates;
- support the self-evaluative and reflective process that is necessary while writing a Dissertation;
- provide evidences of that process to the Board of Examiners.

Candidate's responsibility: It is the responsibility of the candidate to keep the e-log book up to date. Candidates are expected to comply with the supervisor(s)' suggestions and recommendations as noted by the candidate in the e-Supervision and approved by the supervisors.

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RESEARCH PROCESS

Dissertation

E-Progress Report

Candidate are only permitted to complete and submit their e-progress report via MAYA Portal : <http://maya.um.edu.my> at the end of each semester if he/she has registered AA078002 dissertation course with active status.

The candidates' respective supervisor(s) shall evaluate the candidate's research progress report in accordance with the prescribed procedures and complete the evaluation within one (1) week from the date of receipt.

Important Notes:

- *A candidate whose progress is satisfactory shall be recommended to continue with his/her candidature.*
- *A candidate who receives unsatisfactory evaluation in the e-progress report for two (2) semesters consecutively will be terminated from the programme by the University.*
- *A candidates who fail to submit the report are evaluated as unsatisfactory in their progress and shall risk termination of candidature by the University.*

RESEARCH PROCESS

Dissertation

Proposal Defence (PD)

Candidate are only permitted to present Proposal Defence (PD) if he/she has registered AA078002 dissertation course with active status.

Candidate are expected to complete a thesis proposal in a timely fashion.

Candidate are required to present and pass (satisfactory) the Proposal Defence latest by Semester 3.

Candidates are required to submit five (5) copies of the complete research proposal report within 3,000-7,000 words range to the UMBS office not later than three (3) weeks before the date of the presentation. The report must include the followings:

- **Abstract (500 words in Malay and English language);**
- **Introduction, problem statement and scope of research;**
- **Research objective;**
- **Summary of literature review;**
- **Description of conceptual framework OR summary of experimental methods OR summary of research design and equipment;**
- **Importance and relevance of study;**
- **Preliminary findings / pilot test (initial findings, if any)**
- **Proposed work schedule based on the submission date of thesis/dissertation for examination;**
- **Brief bibliography : APA format; and**
- **Plagiarism report (must not exceed 20%)**

Important Note:

- *If the result of the Proposal Defence is satisfactory, the candidate may proceed with the proposed research;*
- *If the Proposal Defence is deemed unsatisfactory, the candidate is required to present the Proposal Defence again in the following semester; Failure to present in the following semester shall be deemed as failure to fulfill the deliverable.*
- *Unsatisfactory results for both attempts at Proposal Defence and poor evaluation of progress by the candidate's respective supervisor(s) for two consecutive semesters may put the candidate at risk of termination from the programme.*

RESEARCH PROCESS

Dissertation

Candidature Defence (CD)

Candidate are only permitted to present Candidature Defence (CD) if he/she has registered AA078002 dissertation course with active status and PASS all courses including Bahasa Course and PD.

Upon success of Proposal Defence, candidates are expected to present and pass (satisfactory) Candidature Defence latest by Semester 5.

Candidate are required to submit five (5) copies of the complete research progress report within 5,000-10,000 words range to the UMBS Office not later than three (3) weeks before the date of presentation, which includes the following:

- **Abstract (500 words in Malay and English);**
- **Objective and statement of problem;**
- **Importance and relevance of the study;**
- **Brief and concise literature review;**
- **Research methodology;**
- **Research findings that have been obtained at this stage;**
- **Brief and concise bibliography : APA format**
- **Research plan that leads to the submission of the dissertation/thesis for Examination;**
- **List of publications or conference papers presented during the candidature period; and**
- **Plagiarism report (must not exceed 20%)**

Important Note:

- *If candidature Defence is deemed satisfactory, the candidate may proceed with the proposed research;*
- *If candidature Defence is deemed unsatisfactory, the candidate is required to present the Candidature Defence again in the following semester; OR*
- *Unsatisfactory results for both attempts at Candidature Defence and poor evaluation of progress by the candidate's respective supervisor/(s) for two semesters will be terminated from the programme.*
- .

RESEARCH PROCESS

Dissertation

Dissertation Seminar.

Candidate are only permitted to present dissertation seminar if he/she has registered AA078002 dissertation course with active status and PASS all courses including Bahasa Course, PD and CD.

Candidate must submit presentation slides and an abstract of 500 words to UMBS Office not later than three (3) weeks before the Dissertation seminar.



RESEARCH PROCESS

Dissertation

Dissertation Submission For Examination

- Candidate shall inform the Faculty about the dissertation submission for examination in accordance to the procedure prescribed subject to approval of the dissertation title by the Faculty.
- Candidate are only permitted to submit dissertation for examination if he/she has registered AA078002 dissertation course with active status and PASS all courses including Bahasa Course, PD, CD and Dissertation Seminar.
- The word count for minimum is 50,000 words and maximum is 60,000 words (footnotes, references, appendixes, tables and figures are excluded) and plagiarism report must not exceed 20 percent.
- The dissertation must reflect original and significant research in the candidate's chosen field. It must meet high standards of scholarship as well as contribute to the body of knowledge in that field.
- Candidate shall submit dissertation for examination after the title has been approved within the stipulated duration. Upon approval of the dissertation title from the Faculty, the candidate must submit five (5) printed soft bound copies to UMBS Office and soft copy through MAYA Portal. The dissertation must be checked and declared by supervisor(s), through the Head of Department/Deputy Dean/Deputy Director for examination.
- Examiners will be proposed by the supervisor(s) for which nomination must be endorsed by the Committee of Higher Degree (prior approval is made by the Faculty).
- The submitted dissertation must follow the format of dissertation set by the University and the submission must be made complete with the Dissertation Submission for Examination form with verification by supervisor(s).
- Candidate who does not fulfil the required minimum or maximum word limit shall apply with justifications for an exemption and must obtain an approval from the Faculty at least **one (1) month** before the date of submission of his/her Dissertation for examination.
- Upon submission of Dissertation for examination, candidates are no longer required to register for the following semester unless the Committee of Examiners recommends a re-examination following the Committee of Examiners' Meeting and/or Viva.

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RESEARCH PROCESS

Dissertation

Final Dissertation Submission

The final submission dissertation report must follow the format of dissertation set by the University and the submission must be made complete with the followings:

- Final Submission Form
- TWO (2) printed hardbound copies in rexine (dark red or maroon)
- ONE (1) electronic copy (PDF format / Pendrive)
- Dissertation Correction Report
- Turnitin Report
- Repository Policy for UM Postgraduate
- Publication Consent Form
- PG Candidature Requirement Checklist

RESEARCH PROCESS

Dissertation

Publication

As part of the fulfilment of graduation for the doctoral degree, candidates of this programme are required to provide proof of the publication acceptance of the following:

1. at least one (1) acceptance article in journals Indexed in Web of Science (WoS); OR
 - Science Citation Index Expanded (SCIE); or
 - Social Sciences Citation Index (SSCI); or
 - Arts & Humanities Citation Index (AHCI);
2. at least one (1) acceptance article in journals Indexed in Scopus; OR
3. at least one (1) acceptance article in journals Indexed in Malaysian Citation Index (MyCite); OR
4. at least one (1) acceptance book published by publishers Web of Science (WoS) Master Book List or Penerbit Universiti Malaya or Dewan Bahasa and Pustaka or Majlis Penerbitan Ilmiah Malaysia (MAPIM) or any publishers listed and recognized by Academic Responsible Centre (PTj); OR
5. at least two (2) acceptance publications in Book Chapter published by publishers Web of Science (WoS) Master Book List or Penerbit Universiti Malaya or Dewan Bahasa and Pustaka or Majlis Penerbitan Ilmiah Malaysia (MAPIM) or any publishers listed and recognized by Academic Responsible Centre (PTj). Two (2) book chapters from different books are equivalent to one (1) publication.

STUDY PLAN

The UM academic year consists of two normal semesters and a special semester. Each of the semesters is divided into two blocks by a 1-week mid-semester break with a total of 14 learning weeks then followed by 2 weeks of examinations. The general academic year and semesters in UM are as follows:

Table 2: Semesters

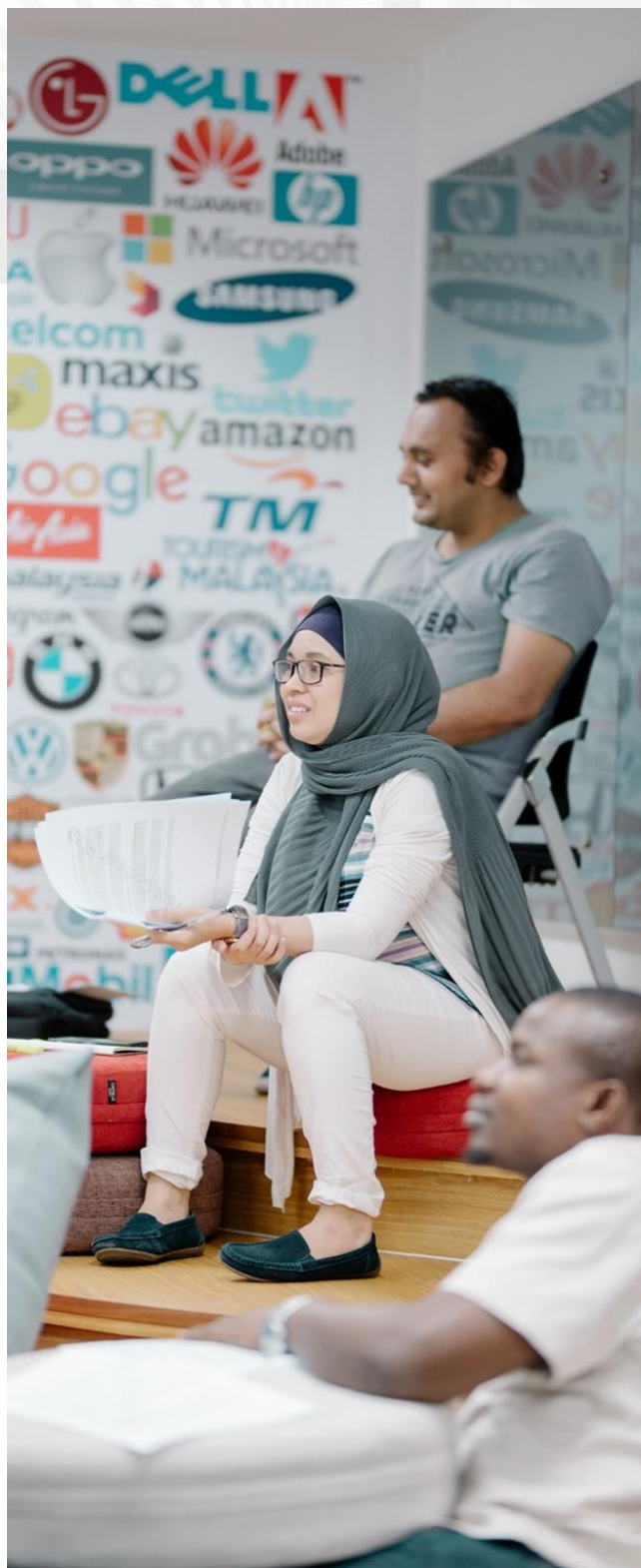
Semester(s)	Intake
Semester 1	October to February
Semester 2	February to June
Special Semester	July to August

Please refer to the latest academic calendar issued by Academic Service Department (ASD) :

<https://aasd.um.edu.my/academic-calendar>

Below is the duration for DBA Programme

Duration	Semester
Minimum (3 YEARS)	Six (6) Normal Semesters
Maximum (6 YEARS)	Twelve (12) Normal Semesters



STUDY PLAN

Graduating DBA in 3 Years / 6 Normal Semesters

Definition

- **“semester”** means a specific duration determined by the University in an academic session which constitutes normal semesters and special semesters.
- **“Normal Semester”** means Semester I or Semester II as provided in the Calendar of Study.

Candidates are advised to follow the following the study plan:

Table 3: Study Plan

1 st SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078001	Quantitative Research Methods	3
Core	AA078003	Qualitative Research Methods	3
Core	AA078004	Theories and Practices in Operations and Management	8
TOTAL CREDITS			14

2 nd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078005	Theories and Practices in Accounting and Finance	8
Core	AA078006	Theories and Practices in Marketing and Information Systems	8
Elective	AA078XXX	Choose one (1) elective	3
TOTAL CREDITS			19

3 rd SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078007	Global Business Immersion	13
Core	AA078002	Dissertation (P1)	5
TOTAL CREDITS			18

STUDY PLAN

Graduating DBA in 3 Years / 6 Normal Semesters

Definition

- **“semester”** means a specific duration determined by the University in an academic session which constitutes normal semesters and special semesters.
- **“Normal Semester”** means Semester I or Semester II as provided in the Calendar of Study.

Candidates are advised to follow the following the study plan:

Table 3: Study Plan

4 th SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078002	Dissertation (P2)	10
TOTAL CREDITS			10

5 th SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078002	Dissertation (P2)	10
TOTAL CREDITS			10

6 th SEMESTER			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA078002	Dissertation (P2)	10
TOTAL CREDITS			35
GRAND TOTAL CREDITS			81

Disclaimer : Courses offered is subject to changes

SCHEDULE

Graduating DBA in 3 Years / 6 Normal Semesters

Candidates are advised to follow the following research plan to ensure a successful study according to the scheduled duration:

Table 4: Graduate on Time Schedule

SEMESTER	ACTIVITIES	ASSESSMENT
1 & 2	Register and pass the required courses (based on Structure) and Language Requirement (if required)	
3	- Register and pass the required courses (based on Structure) and Language Requirement (if required) - Register the Dissertation Course - Present and pass the Proposal Defence	Proposal Defence
4	- Register the Dissertation Course - Data collection and Analysis	
5	- Register the Dissertation Course - Dissertation and Publication writing. - Fill-up e-logbook to document formal supervisory meetings. - Present and pass the Candidature Defence.	Candidature Defence
6	- Register the Dissertation Course - Present the research in DBA Dissertation Seminar. - Fulfil the publication requirement. - Submission of Dissertation for Examination - Board of Examiner and Viva Voce	DBA Dissertation Seminar Viva Voce

A silhouette of a person with short hair, seen from the side, sitting and reading a book. They are positioned in front of a large window that looks out onto a cityscape with buildings and trees. The room is filled with tall bookshelves on both sides, packed with books. The entire image has a strong reddish-pink color cast.

Details of Courses

APPENDIX - Details of Core Courses

COURSE TITLE	QUANTITATIVE RESEARCH METHODS
COURSE CODE	AA078001
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Propose suitable quantitative research methods. 2. Integrate literature from relevant research materials. 3. Propose questions, objectives, and hypotheses of study that correspond to the field of quantitative research. 4. Design a research based on the quantitative method.
SYNOPSIS	This course introduces the various paradigms in doing quantitative research. Topics include theory building, ethical issues, problem definition and hypotheses development. Research design that includes measurement and scaling concepts, secondary and primary data, sampling technique, and questionnaire will also be covered in this course.

COURSE TITLE	DISSERTATION
COURSE CODE	AA078002
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Propose studies in accordance with ethical principles 2. Design analytical, qualitative/quantitative techniques to solve research problems. 3. Explain implications of research findings for business practice. 4. Write a dissertation in clear and coherent manner.
SYNOPSIS	This course introduces students to accounting research by providing an opportunity to conduct research in their area of concentration. The dissertation should demonstrate students' ability to carry accounting research as well as to report their findings accurately and coherently.



APPENDIX - Details of Core Courses

COURSE TITLE	QUALITATIVE RESEARCH METHODS
COURSE CODE	AA078003
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Propose suitable qualitative research methods. 2. Integrate literature from relevant research materials. 3. Propose questions, objectives, and hypotheses of study that correspond to the field of qualitative research. 4. Design a research based on qualitative methods.
SYNOPSIS	The course examines the methods of qualitative inquiry in a variety of research settings. This course introduces the various paradigms in doing qualitative research. Qualitative research concepts, approaches, designs, strategies, data collection, analysis, and interpretation will be covered.

COURSE TITLE	THEORIES AND PRACTICES IN OPERATIONS AND MANAGEMENT
COURSE CODE	AA078004
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Explain the relevance of operations and management concepts, theories, and issues in the present business context. 2. Verify emerging issues in operations and management. 3. Develop sustainable solutions to organizational practical problems by integrating theoretical and practical perspectives in operations and management
SYNOPSIS	This course appraises concepts, theories and methods in operations and management. It also discusses issues, gaps, and future of operations and management research so that students can provide solutions to organizational practical problems.



APPENDIX - Details of Core Courses

COURSE TITLE	THEORIES AND PRACTICES IN ACCOUNTING AND FINANCE
COURSE CODE	AA078005
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Explain the relevance of accounting and finance concepts, theories, and issues in the present business context. 2. Verify emerging issues in accounting and finance. 3. Develop sustainable solutions to organizational practical problems by integrating theoretical and practical perspectives in accounting and finance.
SYNOPSIS	This course introduces and facilitates the process of critiquing concepts, theories and methods in accounting and finance matters. Candidates are required to synthesise pertinent literature in order to refine key concepts so as to develop a plausible conceptual research framework. Throughout the course, candidates are encouraged to consider and demonstrate the potential application of key accounting and finance concepts to address real world business and/or management matters.

COURSE TITLE	THEORIES AND PRACTICES IN MARKETING AND INFORMATION SYSTEMS
COURSE CODE	AA078006
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Explain the relevance of marketing and information systems concepts, theories, and issues in the present business context. 2. Verify emerging issues in marketing and information systems. 3. Develop sustainable solutions to organizational practical problems by integrating theoretical and practical perspectives in marketing and information systems
SYNOPSIS	This course is aimed to familiarise students with the concepts, theories, and challenges relating to marketing and information systems. Additionally, it assists students in distinguishing between various theoretical perspectives in marketing and information systems research. Students must also synthesise literature in the fields of marketing and information systems in order to propose solutions to practical problems in business world

APPENDIX - Details of Core Courses

COURSE TITLE	GLOBAL BUSINESS IMMERSION
COURSE CODE	AA078007
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Anticipate key challenges affecting international business decisions. 2. Integrate various perspectives of business and cultural issues through comprehensive analyses of global environment. 3. Propose sustainable and ethical solutions to navigate a new business, cultural, political, economic, and social environment. 4. Design a persuasive communication plan to convey the proposed solutions
SYNOPSIS	Global Business Immersion (GBI) is a course designed to enhance students' skills as a successful business leader in today's global business environment. The module aims to help students understand cultural influence in business decision making. GBI engage the students in the pursuit of knowledge through dynamic experiences, depth of thought, imagination, and reflection. GBI offers an experience-based course that prepares students for leadership roles where they will engage with people and institutions around the globe. GBI combines seminars, case reviews and article discussions to add depth and value to the course.



APPENDIX - Details of Elective Courses

COURSE TITLE	QUANTITATIVE DATA ANALYSIS
COURSE CODE	AA078008
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Compile a critical review of articles related to quantitative data analyses 2. Discriminate various quantitative data analyses methods 3. Design appropriate quantitative data analyses to explain or predict a phenomenon 4. Write and report quantitative research findings coherently
SYNOPSIS	This course exposes students to dependence and interdependence statistical technique. Among the topics covered in this course include: data preparation; frequency analysis and cross-tabulation analysis; multiple regression analysis, t-tests; analysis of variance; MANOVA; reliability and validity assessments; factor analysis; cluster analysis; discriminant analysis; and structural equation modelling. This course will also guide student on the use of statistical software to analyse and interpret the data

COURSE TITLE	QUALITATIVE DATA ANALYSIS
COURSE CODE	AA078009
LEARNING OUTCOMES	At the end of the course, students will be able to: 1. Compile a critical review of articles related to qualitative data analyses 2. Discriminate various qualitative data analyses methods 3. Design appropriate qualitative data analyses to explain or predict a phenomenon 4. Write and report qualitative research findings coherently
SYNOPSIS	This course exposes students to various techniques in analysing qualitative data. In this course, the students will also be guided on how to use computer software such as NVivo to perform qualitative data analysis. The students will also know how to ensure validity and reliability of qualitative data. At the end of the course, the students will be exposed to effective writing method for qualitative research findings.