

STUDY PLAN
DOCTOR OF BUSINESS ADMINISTRATION (DBA) PROGRAMME
UKM-GRADUATE SCHOOL OF BUSINESS

SEMESTER 1, 2022/2023 ACADEMIC SESSION

Programme : Doctor of Business Administration (DBA)
 Mode : Mixed (By Coursework + Dissertation)
 Duration : 6 – 12 Semesters (3 – 6 Years)

Core Courses for Doctor of Business Administration (DBA):

- i. Research Methodology 1 (ZCDF8014)
- ii. Research Methodology 2 (ZCDF8024)
- iii. Innovation & Business Analytic Data (ZCDF8034)

Core Specialization Course for Doctor of Business Administration (DBA):

- i. Marketing Theory & Thought, or
- ii. Advanced Organisational Management, or
- iii. Financial Theory

Specialisation Courses for Doctor of Business Administration (DBA):

Finance	Marketing	Management
<ul style="list-style-type: none"> ▪ Advanced Investment ▪ Money and Capital Markets ▪ Doctoral Seminar in Finance 	<ul style="list-style-type: none"> ▪ Buyer Behavior Theory and Research ▪ Services Theory & Strategy ▪ Product Policy & Strategy 	<ul style="list-style-type: none"> ▪ Strategies in Management ▪ Managing Human Resource ▪ Managing Employee Attitude and Behavior

Semester	Doctor of Business Administration (DBA)
Semester 1	<ul style="list-style-type: none"> i. Pass the Core Specialization Course; <ul style="list-style-type: none"> a. Marketing Theory & Thought, or b. Advanced Organisational Management, or c. Financial Theory. ii. Pass the Innovation & Business Analytic Data (ZCDF8034) Course. iii. Pass the Research Methodology 1 (ZCDF8014) Course. iv. Present and Pass the Doctoral Colloquium 1.
Semester 2	<ul style="list-style-type: none"> i. Pass the three (3) Specialization Courses. ii. Pass the Research Methodology 2 (ZCDF8024) Course. iii. Present and Pass the Doctoral Colloquium 2.
Semester 3	<ul style="list-style-type: none"> i. All students have to undertake Proposal Defence within the Semester 3 of their study. ii. Students may continue with data collection and dissertation writings after passing the PD.
Semester 4	<ul style="list-style-type: none"> i. Students to carry out data collection, data analysis and dissertation writings. ii. Students are required to account and relay their progress accordingly in every semester before the Supervisors' evaluation of Candidates' Progress Report.
Semester 5	<ul style="list-style-type: none"> i. Students to continue with data analysis and dissertation writings. ii. Students have to perform <i>mock viva</i> before the actual viva being conducted.
Semester 6	<ul style="list-style-type: none"> i. Dissertation finalization and submission. ii. Oral Examination (Viva-Voce).