



# Doctor of Business Administration (DBA)

*‘Study Local,  
Go Global’*



# EDUK8U CEO'S MESSAGE

*Dear Esteemed Students,*

It is with great pleasure and immense pride that I extend a warm welcome to each of you as you embark on your journey into the Doctorate of Business Administration (DBA) programme. As the CEO of this esteemed institution, I am honored to have you join our community of scholars and visionaries.



The decision to pursue a Doctorate in Business Administration marks a significant milestone in your academic and professional journey. It reflects your dedication to scholarly pursuits and your commitment to personal and professional growth. The DBA programme is designed to challenge and inspire you, pushing the boundaries of knowledge and innovation in the realm of business leadership and management.

A handwritten signature in black ink, appearing to read 'Roy Prasad', written in a cursive style.

**DR. ROY PRASAD  
(HONORARY PROFESSOR)**

**DBA(CH), DBA(DK), MHRM(MY),  
Grad Mgt(AU), DipBus(AU)  
Group Managing Director &  
Chief Executive Officer**

Throughout this journey, you will engage in rigorous academic research guided by leading experts and practitioners in the field. The DBA curriculum fosters critical thinking, advanced research skills, and a profound understanding of contemporary business challenges. As you delve into diverse topics ranging from strategic management to organisational behaviour, you will gain insights that transcend conventional boundaries, paving the way for groundbreaking discoveries and transformative leadership.

Moreover, the benefits of pursuing a doctorate extend far beyond academia. The DBA programme equips you with the tools and perspectives needed to excel in today's dynamic and interconnected business landscape. Whether you aspire to drive organisational change, spearhead innovation initiatives, or shape policy agendas, the knowledge and expertise you acquire will serve as a catalyst for meaningful impact in the global marketplace.

As you embark on this transformative journey, I encourage you to embrace every opportunity for growth and discovery. Seize the chance to collaborate with peers, engage with thought leaders, and contribute to cutting-edge research that advances the frontiers of business knowledge. Your journey through the DBA programme will be demanding yet immensely rewarding, laying the foundation for a lifetime of intellectual curiosity and professional excellence.

Lastly, I extend my heartfelt congratulations to each of you for embarking on this remarkable odyssey. Your pursuit of knowledge and your commitment to excellence inspire us all, and I do not doubt that you will emerge from this journey as catalysts for positive change in business and beyond.

Welcome to the Doctorate of Business Administration programme. Let us embark on a journey of discovery, innovation, and limitless possibilities together.



# Purpose of the Qualification

*The purpose is to provide a qualification that:*

- The competency to address complex problems of modern business
- Applying advanced research methods and interdisciplinary knowledge
- Showing independent and critical thinking ability, appreciating ethical behavior.
- Development of new and applicable knowledge in an area of business, to lead and manage an organisation effectively in a global and rapidly changing environment.
- Solving business problems and opportunities in an innovative and creative way.
- Show an understanding of the knowledge in the field of the student's research.

## Qualification Benefits:

- **Advanced Expertise:** A DBA provides advanced expertise in business administration, strategic management, and leadership, enabling individuals to tackle complex business challenges with confidence and proficiency.
- **Research Proficiency:** DBA candidates develop strong research skills, including qualitative and quantitative methodologies, enhancing their ability to conduct thorough investigations, analyse data, and draw meaningful conclusions.
- **Professional Recognition:** Attaining a DBA signifies a high level of professional achievement and dedication to continuous learning. It enhances credibility and can lead to increased recognition within the business community and academia.
- **Career Advancement:** A DBA opens doors to new career opportunities and advancement possibilities, including executive roles, consulting positions, and academic appointments. It equips individuals with the knowledge and skills needed to excel in leadership positions and make significant contributions to their organisations and industries.



# COURSE UNITS

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## 1. DBA7013 - STRATEGIC MARKETING

Student Learning Outcomes:

- Explain the rationale, discuss the application and elaborate on the subject matter for each topic covered.
  - Explain the underlying assumptions and limitations in using theories and approaches in the research of strategic marketing issues.
  - Adopt and use relevant theory, approach, methodology, and analytical techniques to conduct marketing research, analyse the data, and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 2. DBA7023 - MANAGERIAL ECONOMICS

Student Learning Outcomes:

- Explain the rationale, elaborate on the subject matter and discuss the application for each topic covered.
  - Explain the underlying assumptions and limitations in using economic theories and approaches in research.
  - Adopt and use relevant theory, approach, methodology and analytical technique to conduct Economic-based business research, analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 3. DBA7033 - INTERNATIONAL BUSINESS

Student Learning Outcomes:

- Explain the rationale, elaborate on the subject matter and discuss the application for each of the topics covered.
  - Explain the underlying assumptions and limitations in the use of theories and approaches in the research of international business issues.
  - Adopt and use relevant theory, approach, methodology and analytical technique to carry out International Business research, analyse the data and evaluate and synthesis the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 4. DBA7043 - ADVANCED ACCOUNTING AND FINANCE

Student Learning Outcomes:

- Explain the rationale, discuss the usage and carry out basic computational exercise for each of the topics covered.
- Explain the underlying assumptions and limitations in the use of theories and approaches in the research of accounting and finance issues.
- Adopt and use relevant theory, approach, methodology and analytical technique carry out an accounting or finance research, analyse the data and evaluate and synthesis the results obtained to explain the phenomenon being studied or the issue being discussed.

# COURSE UNITS

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## 5. DBA7053 - ORGANISATIONAL LEADERSHIPS

Student Learning Outcomes:

- Explain the rationale, elaborate on the subject matter and discuss the application for each topic covered.
  - Explain the underlying assumptions and limitations in using organisational and leadership theories and approaches in research.
  - Adopt and use relevant theory, approach, methodology and analytical technique to conduct organisational and leadership research, analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 6. DBA7063 - STRATEGIC MANAGEMENT

Student Learning Outcomes:

- Explain the rationale, elaborate on the subject matter and discuss the application for each topic covered.
  - Explain the underlying assumptions and limitations in using theories and approaches in the research of strategic management issues.
  - Adopt and use relevant theory, approach, methodology and analytical technique to conduct strategic management research, analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 7. DBA8013 - RESEARCH PHILOSOPHY

Student Learning Outcomes:

- Explain the rationale, discuss the justifications and elaborate on the appropriateness of the basis in doing scholarly research.
  - Explain the underlying assumptions and limitations in the application of a specific research approach and adoption of specific paradigms of research.
  - Adopt and use relevant methodologies in the design of research, analysis of data, evaluation and synthesis the results and in explaining the phenomenon being studied or the issue being discussed.
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## 8. DBA8023 - RESEARCH METHODOLOGY

Student Learning Outcomes:

- Explain the rationale, discuss the process and elaborate on the choice of tools and procedures adopted in carrying out scholarly business and/or management-related research.
- Explain the underlying assumptions and limitations in using each technique discussed in the research design.
- Adopt and use relevant techniques, compute and analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.

# COURSE UNITS

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## 9. DBA8033 - ADVANCED STATISTICS

Student Learning Outcomes:

- Explain the rationale, discuss the usage and carry out basic computational exercises for each of the statistical tools/ topics covered to analyse the data for research purposes.
  - Explain the underlying assumptions and limitations in using each model/tool discussed for different types of data collected.
  - Adopt and use relevant statistical tools, compute and analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.
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## 10. DBA8043 - MULTIVARIATE ANALYSIS

Student Learning Outcomes:

- Explain the rationale, discuss the usage and carry out basic computational exercises for each of the techniques/ topics covered to analyse the data for research purposes.
- Explain the underlying assumptions and limitations of using each technique / tool discussed for different types of data collected.
- Adopt and use relevant techniques, compute and analyse the data and evaluate and synthesise the results obtained to explain the phenomenon being studied or the issue being discussed.



# COURSE TIMELINE

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## Year 1

**Strategic Marketing**  
DBA7013

4-5  
weeks

**International Business**  
DBA7033

4-5  
weeks

**Organisational  
Leadership**  
DBA7053

4-5  
weeks

**Research Philosophy**  
DBA8013

4-5  
weeks

**Advanced Statistics**  
DBA8033

4-5  
weeks

4-5  
weeks

**Managerial Economics**  
DBA7023

4-5  
weeks

**Advanced Accounting  
and Finance**  
DBA7043

4-5  
weeks

**Strategic Management**  
DBA7063

4-5  
weeks

**Research Methodology**  
DBA8023

4-5  
weeks

**Multivariate Analysis**  
DBA8043

# COURSE TIMELINE

## Year 2

Identifying and Defining  
Research Problem and  
Developing Conceptual Model  
STAGE 1

2 months

Preparing a Research  
Proposal  
STAGE 3

2 months

Pilot Study and Refining  
Research Design  
STAGE 5

3 months

Data analysis, interpretations  
and writing draft chapters  
STAGE 7

4 months

Review of Literature  
STAGE 2

2 months

Research Design and  
Planning  
STAGE 4

3 months

Data Collection and  
Processing  
STAGE 6

5 months

Writing and Completion  
of Dissertation  
STAGE 8

6 months

Certificate Sample



Transcript Sample





# COURSE STRUCTURE

For an IBAS Doctor of Business Administration qualification, students must achieve 10 course units and 1 Dissertation as below:

## Year 1

Subject Name	TLH/GLH	ECTS	UK Credits	US Credits	Assessment Method
Strategic Marketing	180/150	6	12	12	Assignment (100%)
Managerial Economics	180/150	6	12	12	Assignment (100%)
International Business	180/150	6	12	12	Assignment (100%)
Advanced Accounting and Finance	180/150	6	12	12	Assignment (100%)
Organisational Leadership	180/150	6	12	12	Assignment (100%)
Strategic Management	180/150	6	12	12	Assignment (100%)
Research Philosophy	180/150	6	12	12	Assignment (100%)
Research Methodology	180/150	6	12	12	Assignment (100%)
Advanced Statistics	120/150	6	12	12	Assignment (100%)
Multivariate Analysis	180/150	6	12	12	Assignment (100%)
<b>Total</b>	<b>1500</b>	<b>60</b>	<b>120</b>	<b>120</b>	

## Year 2

	TLH/GLH	ECTS	UK Credits	US Credits	Assessment Method
<b>Total</b>	<b>3000</b>	<b>120</b>	<b>120</b>	<b>120</b>	
<b>Grand Total</b>	<b>4500</b>	<b>180</b>	<b>240</b>	<b>240</b>	

Notes:  
 GLH - Guided Learning Hours  
 TLH - Total Learning Hours  
 ECTS - European Credit Transfer System  
 (ECTS)/UK CREDIT: 180 ECTS / 240 UK Credits

### What is ACBSP?

The Accreditation Council for Business Schools and Programs (ACBSP), formerly the Association of Collegiate Business Schools and Programs, is a U.S. organisation offering accreditation services to business programs focused on teaching and learning excellence, determining student learning outcomes, and a continuous improvement model. ACBSP's student-centered teaching and learning approach, which is measured and analysed for quality, ensures that students gain the right skills from their educational investment. Institutions with programs accredited by ACBSP are committed to continuous improvement that ensures their business program will give students the skills employers want. Many of the world's top business schools only have AACSB accreditation and ACBSP Accreditation has become the gold standard for quality and excellence in business education.



### Why is ACBSP important?

Students value ACBSP accreditation because of its international recognition. Attending an accredited program can also make it easier to transfer credits to a new school or continue your education — there are many articulation agreements in place between accredited associate and bachelor's programs.

# GRADUATE PROFILE

*Graduate from this program will have the following attributes:*

- Academically qualified and equipped with skills to carry out scholarly research.
- Able to work independently and with minimum supervision.
- They are sensitive to their operating environment and to the factors that can enhance the effectiveness of their work as researchers.
- Critical in their thinking, measured in their approach and scholarly in their analysis, evaluation and synthesis of new and complex ideas.
- Creative, resourceful, able to work in teams and with leadership qualities.
- Able to communicate effectively and prepare scholarly papers.
- Responsible, ethical and committed to promoting good behaviour and deeds that meet professional standards and organisational demands and societal expectations.



## COURSE DETAILS

Duration: 18 - 48 months

Study Mode: Full-time/Part-time/Blended learning/Distance learning

Teaching languages: English

## QUALIFICATION

- Doctor of Business Administration (DBA)

Awarded by IBAS  
International Business Academy of Switzerland



## CONTACT US

For an obligation free discussion



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EDUK8U TVET School Asia Pty Ltd  
IBAS Learning Centre

## ENTRY CRITERIA

To be eligible, applicants are required to meet the following criteria:

### Minimum Age:

- These qualifications are designed for mature-age learners.

### English Language:

- English skills equal to 6.5 IELTS or passed the English test by IBAS or IBAS's partner

### Education:

- Recognised Master's degree approved by IBAS.

OR

- Bachelor's degree in relevant field plus 10 years of management experience in the business field.





# *"Study Local, Go Global"*

## **EDUK8U GRAD SCHOOL ASIA**

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