

CITY GRADUATE SCHOOL

DOCTOR OF BUSINESS ADMINISTRATION

City U - City Graduate School

Higher education ensures adults are able to excel in their field of expertise. By preparing them to meet all expectations of the real world environment, we are focused on producing the future leaders and professionals. At City University, we firmly believe in a holistic approach to adopting and developing dynamic professionals. Ever since 1984, we have produced over 35,000 graduates, who are now in various reputable organizations worldwide. Our years of experience, make us one of the oldest private education providers in Malaysia, qualify us as a provider of top-quality yet affordable tertiary studies.

Quality, Tradition and Recognition, these three elements are majorly embedded strongly in all possible areas in City University, which also includes management, programme design, and even student activities. Our main motive is to be the leader of postgraduate studies in Malaysia; by providing enough trust and enhanced guidance on all postgraduate programmes. We are committed to provide a positive and an empowering environment to support postgraduates in achieving their objectives in academic and research by providing expert practitioners in the respective field.

CityU in numbers



38 YEARS
OF EXCELLENCE



2 CAMPUSES



8 FACULTIES



>70 PROGRAMMES



> 5,500 STUDENTS



35,000 GRADUATES



60 NATIONALITIES



98% OF STUDENTS
HIRED BY LOCAL &
INTERNATIONAL
COMPANIES

CITY
UNIVERSITY

Doctor of Business Administration

(R2/345/8/0924)(A11516)11/2027

Our Doctor of Business Administration (DBA) program is designed to equip graduates with analytic and problem-solving skills to undertake independent research at the doctoral level. Our aim is to find solutions to business problems on both national and international levels. Graduates are encouraged to disseminate their research findings through publications and journal articles.

Duration of Study

Full Time: 3-5 years ; Part Time: 4.5-7 years

Credit Hours

80

Career Prospect

- Marketing
- Accounting & Finance
- Strategic Management
- Information Technology
- Knowledge Management
- Human Resource Management or any aspect of business

Subjects Offered

- Innovations In Entrepreneurship
- Advanced International Business
- Advanced Marketing Management
- Seminar in New Business Ventures 3
- Advanced Business Strategy and Policy
- Corporate Governance & Social Responsibility
- Seminar in Creativity and Innovation Management
- Advanced Studies in Financial Institution & Capital Market
- Advanced Business Research Method 1
- Advanced Business Research Method 2

Dissertation



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CRUX
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