

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

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):

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

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

**PUBLICATION REQUIREMENT:**

1 paper in Scopus/WOS-indexed journal; OR 1 book chapter published by local public university or publishers listed in WOS.

Student publications that are considered a condition for conferring a degree must meet the following criteria:

- 1) The publication is relevant to the student's field of research; and
- 2) The publication must be completed within the period of study of the student; and
- 3) Student publications shall be in collaboration with the University supervisor.