VISION UNIVERSITY COLLEGE

DOCTOR OF BUSINESS ADMINISTRATION

(N/0414/8/0060)(7/29) (MQA/PA17481)



(1240109)

ACB 060

DURATION

3 Years (Full-time)
4 Years (Part-time)

INTAKES

Jan, May, Sep

DOCTOR OF BUSINESS ADMINISTRATION

The Doctor of Business Administration (DBA) at Vision University College (VUC) is a professional doctoral programme designed for experienced executives, business owners and senior managers who wish to strengthen their leadership skills and apply advanced research to solve real-world business challenges.

This programme focuses on practical business research in areas such as strategic leadership, innovation, corporate governance, organisational change, global business trends and sustainable development. Candidates will undertake applied research projects that contribute directly to improving business practices and decision-making.

Graduates of the DBA programme will be well-positioned for senior leadership roles in the corporate sector, consulting firms, government agencies and academic institutions. The doctorate is especially suited for those aiming to bridge the gap between business theory and professional practice.

The doctoral programme at VUC is challenging and academically demanding, delivered through a modular format covering a broad range of relevant topics. It is a 100% coursework-based programme with no final examination. Graduate candidates are required to complete a dissertation of 80,000 to 100,000 words on a topic related to Business Administration.

At VUC, DBA candidates benefit from access to experienced supervisors, industry-relevant research topics and opportunities to collaborate with other professionals and thought leaders in the business world.

PROGRAMME STRUCTURE

YEAR 1

1) Entrepreneurship and Social Innovation
2) Strategic Planning and Performance Evaluation
3) Talent Acquisition and Development
4) Investment Strategies and Portfolio Management
5) Strategic Operations Management
6) Business Transformation
7) Industrial Organization and Competitive Strategy
8) Doctoral Seminar in Business
9) Advanced Research Methodology
10) Digital Marketing and Social Media Strategies

YEAR 2

11) Dissertation

YEAR 3

12) Dissertation



ENTRY REQUIREMENTS

- A Master's degree (Level 7, Malaysian Qualifications Framework [MQF]) in related fields as accepted by the Higher Education Provider (HEP) Senate; OR
- A Master's degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment; OR
- A Master's degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses; OR
- Other qualifications equivalent to a Doctorate degree (Level 8, MQF) recognised by the Malaysian Government.

ENGLISH LANGUAGE REQUIREMENTS

- IELTS minimum Band 6.0
- TOEFL (Internet-based) minimum 60
- TOEFL Essentials (Online) minimum 8.5
- Cambridge English Qualification and Test minimum score of 169
  - B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency
  - Linguaskill Online
- Cambridge English Qualification and Test minimum score of 250
  - Occupational English Test (OET) (Conventional/Online)
- Pearson Test of English minimum score 59
- MUET minimum Band 4
- ELS Certified Intensive English Programme Level (CIEP Level) minimun score 109

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All information provided in this guide is correct at the time of printing, and subject to change from time to time.