



**LINCOLN**  
UNIVERSITY COLLEGE  
DKU016 (B)



ISO 9001:2015 Certified

# DOCTOR OF BUSINESS ADMINISTRATION

(R/0414/8/0030) (11/28) (MQA/FA 10531)



## PROGRAMME DESCRIPTION

The world of business and management is going through rapid and profound changes; therefore new theories need to be created and novel strategies, as well as practices, needs to be implemented. Institutional leaders, policy makers, and administrators are confronted with novel situations in their respected professional field and indeed this has precipitated the need for new knowledge to be quickly translated into practice, which can be achieved with the help of advanced research activity.

It is in this context that Lincoln University College introduced its innovative Doctor of Business Administration (DBA) program - with its other post-graduate management education programmes. The DBA exposes candidates to critical management issues and relevant theories; ensures that students acquire a thorough understanding of all the aspects related to this programme and requires them to demonstrate a post-MBA level of conceptual understanding. It has been designed to develop, their ability to, source, analyze, interpret, explain and link data, communicate research effectively as well as expeditiously and translate concepts into practice.

## PROGRAMME AIM

DBA focuses on the development of the thinking capability of the students and also prepares the students for leadership roles, such as, administrators or business professionals, who will facilitate the development of business organizations and also work towards the enhancement of global business.

DBA promotes applied research relevant to industries and business organizations. DBA addresses the global business challenges of the 21st century. This program of study is thus intended for individuals, who are willing to confront the challenges and make a significant contribution as far as global business is concerned.

## CAREER OPPORTUNITIES

Job Opportunities for graduates of Doctor of Business Administration program:

**Top Managerial position / of CEO of a Corporate Sector / Industry / or Business**  
Doctor of Business Administration program is based on the practical application of business theories, economics and statistics. Therefore, students acquire important skills and knowledge, which will help them to administer the affairs of their own organization, in the future.

## PROGRAMME DURATION

Full Time: 3 Years.  
Part Time: 6 Years.

**Call us :**

**1 300 880 111 (Malaysia)**  
**+603 78063478 (International)**

Web : [www.lincoln.edu.my](http://www.lincoln.edu.my) | E-mail : [info@lincoln.edu.my](mailto:info@lincoln.edu.my)

Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

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## Business Consultant

The business leaders and managers are required to resolve complex problems to facilitate smooth business operations within an organization. The students of Doctor of Business Administration degree are provided adequate training regarding this aspect. Therefore students upon the completion of this program can opt for a consulting career. Business consultants may also work for a firm or offer their services as an independent contractor to work exclusively for a corporation or business organizations or help organizations to organize departments and resolve problems.

The Doctor of Business Administration program is a research-based degree program designed for today's business leaders. The structured program may include scholarly activities so that our graduates can apply their knowledge and skills to solve problems in today's dynamic and ever-changing business environment.

## University Lecturers and Researchers

The Doctor of Business Administration program is designed to prepare graduates for careers as effective university lecturers and researchers or for senior research positions in business or government. The program is designed for students wishing to pursue full-time business doctoral studies. So, another objective of the DBA program is to train students to become proficient teachers. D.B.A. candidates are provided the opportunity to teach undergraduate courses in their specialty area if they wish to.

## INTAKE AND ENTRY REQUIREMENTS

**Intake:** Ongoing

**Entry Requirements:** i. Master in Business Administration (MBA) (Level 7, MQF); or  
ii. Other qualification that is equivalent to the above-mentioned qualification.

English Competency Requirement (International Student): International students are required to achieve a minimum score of 500 in Test of English as a Foreign Language (TOEFL) or 5.0 in International English Language Testing System (IELIS) or its equivalent.

## LIST OF COURSE/MODULE OFFERED

Sl.No.	Subject Name	Credit
<b>Year 1 Semester 1</b>		
1	Research Design	3.00
2	Organizational Behaviour	4.00
3	Marketing Philosophy and Strategy	4.00
<b>Year 1 Semester 2</b>		
4	Research Methodology	3.00
5	Research Analysis Techniques	4.00
6	Current Issues in Economics	4.00
<b>Year 2 Semester 3</b>		
7	Entrepreneurship management	3.00
8	Global Enterprise and Leadership	4.00
9	Recent trends in Financial Decision Making	3.00
<b>Year 2 Semester 4 &amp; Year 3 Semester 5 &amp; 6</b>		
10	Doctoral Dissertation	48.00

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