

**A · P · U**  
ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION

DOCTOR OF

# Business Administration

(N/345/8/1089)(04/28)(MQA/PA 14557)

**The APU DBA programme is designed for executives, professionals and leaders to prepare them for digital transformation, by:**

- Applying innovation and technology in problem-solving-guided by Design Thinking ideals.
- Employing real-world coaching and providing an entrepreneurial outlook via our in-class and value-added activities.
- Participating in thought leadership sessions delivered by our academic staff and Industry partners.
- Learning and collaborating in a highly dynamic and interactive world-class environment.
- Future-proofing themselves and enabling them to lead digital transformation in organisations.

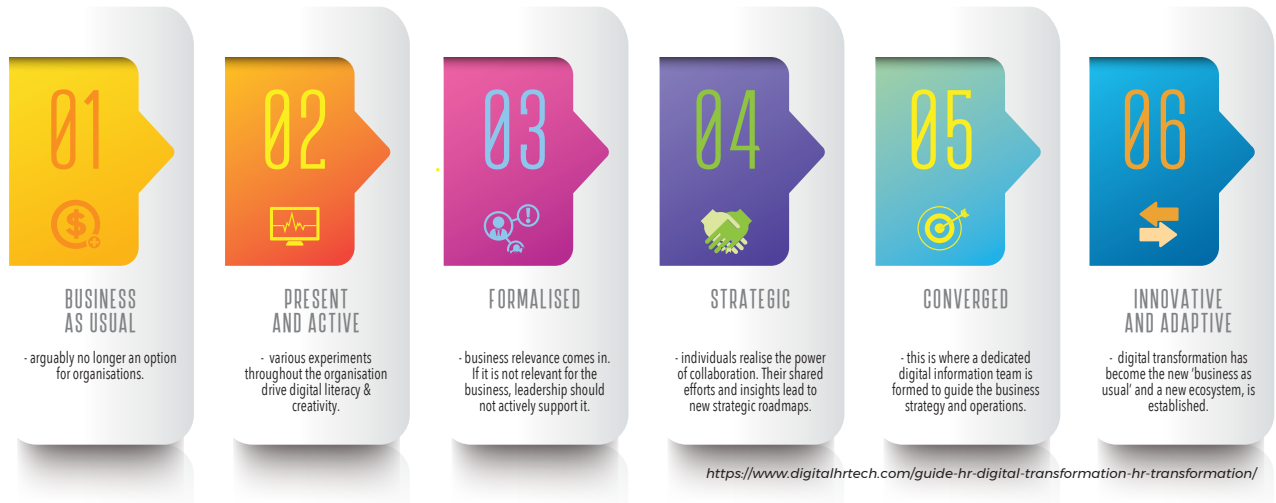
INNOVATIVE  
THINKING  
CAN CHANGE  
YOUR WORLD



Endorsed by



## Digital Transformation is a central theme within the APU DBA programme, taking students through the 6 Stages of Digital Transformation:



### Who Should Enroll?

This program is best suited for professionals who:

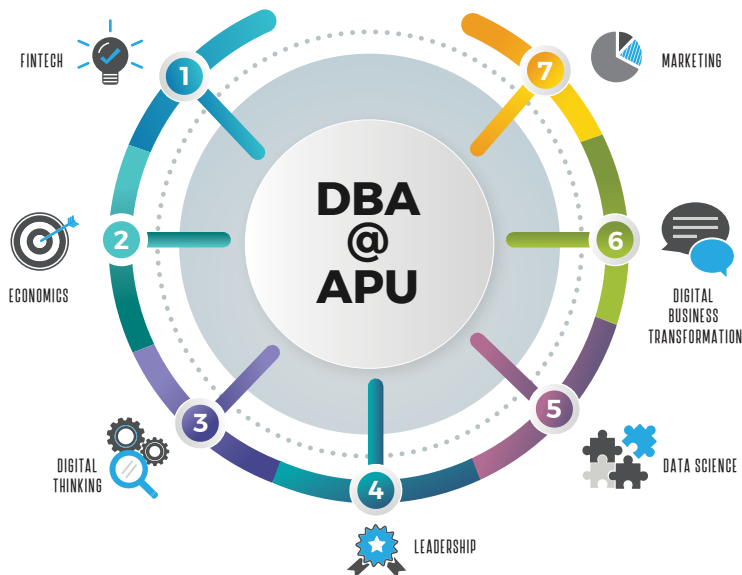
- Are self-motivated and goal driven.
- Have experience in the workplace and have assumed or are embarking on leadership/decision making roles within an organisation(s).
- Wish to develop the knowledge, understanding and ability to transform and future-proofing their organisations' business/operations by applying digital innovation.

As a Premier Digital Technology Institution, APU's Doctor of Business Administration (DBA) programme is designed to offer professionals with a balance between business strategy, management, people, process and technology driven content, in the context of digital transformation aspirations.

A wide array of career options are available to DBA holders, including, but not limited to, C-Suite and Managerial positions, Leadership roles, Academic leadership, Policy makers/advisors, Consultants, Entrepreneurs and Researchers.

### Unique Features of APU Doctor of Business Administration

The APU DBA programme has a unique digital emphasis and is a technology-infused leadership programme that focuses on future-proofing leaders in a highly volatile and uncertain future. The content of each module is carefully designed through collaboration with business and covers the following topics:



- 1 FinTech** - developed through professional engagement with MyFin.
- 2 Economics** - teaching & research content infused through consultation with professionals from the Economic & Social Research Council, UK (UKRI).
- 3 Digital Thinking** - inclusion of professional talks/seminars/guest lectures by Startup Malaysia and other organisations, powered by Design Thinking principles.
- 4 Leadership** - collaborative case studies from the Engineering Council UK (ECUK) via the Education & Skills Strategy Board of IMechE-UK.
- 5 Data Science** - supported by software tools powered by SAS Institute Inc (USA).
- 6 Digital Business Transformation** - content related to business with Analytics and Artificial Intelligence platforms driven by TIBCO, USA.
- 7 Marketing** - research content in consultation with Marketing Research Society of Malaysia (MRSM).

In addition to the above:

The Malaysian Institute of Accountants (MIA) has endorsed APU DBA to enhance and progress existing business knowledge, gaining perspective of contemporary business issues, future trends, and complex problems that require analytical skills to solve.

Under a strategic collaboration with the Chartered Management Institute, UK, you have the exciting opportunity of enrolling for the exclusive APU-CMI Dual Certification by adding a separate CMI certificate to your APU qualification, you are really on the road to

success to be truly recognised globally as a Professional Manager:

- o CMI qualifications are highly regarded by employers and are an illustration that you can demonstrate the practical skills needed to perform in the workplace.
- o CMI qualifications are linked to the QCF and European Qualification Framework, so you can be assured that the qualification you are taking is of the highest standard.

## Scope of APU DBA

The APU DBA prepares you to address the challenges within an increasingly Volatile, Uncertain, Complex and Ambiguous (VUCA) digitalised world.

The knowledge and experience gained via APU's DBA will allow you to sharpen your skills and competencies in decision making, strategic thinking, and problem solving-be it for work or personal aspirations. The program is also designed to enhance your research skills which can be applied to strategic formulation, policy formation, and organisational risk assessment and mitigation plans.

## Programme Structure (Full Time and Part Time)

The emphasis of the DBA programme is on collaboration, interpersonal relationship building and applied experiential learning. Students are required to complete 10 taught modules on the DBA which are delivered in a combination of online and face-to-face blended learning modes depending on the module.

Modules
<ul style="list-style-type: none"> <li>Strategic Management for Integrated Value Creation</li> <li>FinTech and Corporate Financial Strategy</li> </ul>
<ul style="list-style-type: none"> <li>Advanced Marketing Intelligence and Research</li> <li>Research Methodology</li> </ul>
<ul style="list-style-type: none"> <li>Leadership and Organisational Science</li> <li>Digital Thinking and Innovation Management</li> </ul>
<ul style="list-style-type: none"> <li>Data Science and Business Analytics</li> <li>Quantitative Research OR Qualitative Research</li> </ul>
<ul style="list-style-type: none"> <li>Digital Business Transformation</li> <li>Global Economic and Business Issues</li> </ul>
<ul style="list-style-type: none"> <li>Dissertation</li> </ul>



### Duration of Study

- A minimum of 4 years part-time
- A minimum of 3 years full-time

### Module Assessment

The modules are assessed through flexible assessment methods with minimal examinations, catering to the needs of busy working professionals.

## Instructional Design

Learning is supported by materials, tasks, and activities provided through the Institution's Learning Management System. The fundamental delivery mode of the programme encompasses the following:

- Face to Face Learning
- Guided Online Learning
- Self-Managed Learning
- Group Discussion and Presentations
- Case Studies Analysis
- Seminar Discussion with Guest Speakers

## CMI Dual Accreditation

You have the exciting opportunity of enrolling for the APU-CMI Dual Certification by registering for a qualification through APU. By adding a CMI qualification to your University qualification you are really on the road to success.

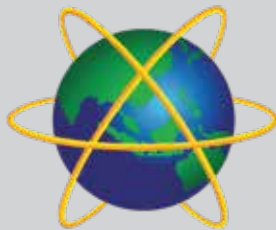
- **Dual qualifications** - When you complete your studies you will have both your University qualification AND a CMI qualification.
- **Theory into practice** - CMI qualifications are highly regarded by employers as a testament that you can demonstrate the practical skills needed to perform in the workplace.
- **International stamp of approval** - CMI qualifications are linked to the QCF and European Qualification Framework, so you can be assured that the qualification you are taking is of the highest standard.



CMI is the Chartered Management Institute, dedicated to increasing the number of professionally qualified managers and leaders. CMI works with education providers to inspire students to unleash their potential and become skilled, confident and successful managers and leaders identified by their Chartered status.



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## APIIT EDUCATION GROUP

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