Welcome to Asia e University (AeU) Doctor of Philosophy in Business Administration

A PhD is the abbreviation of Doctor of Philosophy. It is the top academic degree representing a mastering of one’s field of study and entitles the person who earns it to be addressed with the honorific “Doctor”.

Generally, a PhD graduate will find great opportunity globally in research and academic career which typically combines research, teaching, administrative and leadership responsibilities.

About Asia e University

Asia e University (AeU) is a multinational university established under the auspices of the 32 Asia Cooperation Dialogue Countries (ACD).

Being a Dual mode university means AeU is operating like any other traditional university to offer academic programmes to study full-time in the university campus. At the same time, AeU can also deliver similar programmes in other countries through collaboration with institutional partners by leveraging on technologies to enhance teaching and learning and also to facilitate academic and administrative support for quality assurance.

The letter ‘e’ in Asia e University defines 7 elements of AeU’s trust in teaching and learning and our student’s experience in empowered, enhanced, exploratory, expanding, effective, electronic, and experiential learning.

AeU offers a comprehensive range of academic and professional training courses from certificate, undergraduate to doctorate levels in Business and Management, ICT, Education and Humanities, Arts and Social Sciences. With a focus on personalised learning, AeU is leading the way in providing flexible, innovative and affordable quality education in Asia.

AeU is also the main facilitator of the Asian Credit Transfer System (ACTS) to facilitate mutual credit transfer, accreditation and recognition of degrees among Asian Higher Education Institutions (HEIs).

Recently at the 1st Asia Cooperation Dialogue Summit in Kuwait (15-17 October 2012), AeU was declared the best ACD project.

Who are our Students?

AeU is the university of choice for PhD in the region with students coming from 20 different countries from Asia, Africa and Middle East, pursuing mainly in Business Administration (60%), Education (30%) and ICT (10%). Our students come from a diverse background from fresh university graduates who aspire to pursue research and academic careers; teachers of educational institutions seeking higher academic qualification appropriate to their career advancement; and professionals with a passion for research to contribute to the advancement of knowledge.
Do I Qualify to be a PhD Student?

If you have the curiosity to explore a subject in depth and the tenacity to do so for 3 or more years and if you have a good degree from a recognized university that shows potential for both advanced coursework and independent research in the field in which you plan, you may be a PhD student.

Generally, you need a recognized Master Degree in the relevant field before applying to a PhD programme or a good degree holder to enroll into a Master degree first before seeking conversion of Master research to a PhD level.

What are the Important Skills for a PhD Student?

**Display initiative:** In a doctoral programme, it is learner-centred and students direct their research with the assistance of advisor or supervisor. Though the university may stipulate guidelines and expectations of research progress, it is the students’ responsibility to get the work done.

**Be tenacious:** As a PhD research programme and thesis may normally take 3 to 4 years, students must be committed to complete the programme.

**Be effective in time management:** Prioritize and manage your tasks and commitments effectively to ensure completion of one task before moving on to the next. Be focused and do not lose sight of your goals. You need to look after your physical and mental health to face the challenges of your research and thesis.

**Adapt to challenges:** During your research journey, you may face obstacles and challenges in completing your research, such as access to facilities and faculty or timeliness in getting feedback. How you adapt and work around the challenges will have an impact on your success.

**Inter-personal skills:** Be humble and friendly to others no matter how smart you may be, you’ll need the help of others in your research, particularly the support staff. You also need to regularly keep your Supervisor and Dean of School of Graduate Studies (SGS) updated on your progress.

**Communicate effectively:** To earn recognition as a PhD student and a researcher, you need to present yourself well orally with confidence during your delivery of Research Proposal Defense and viva-voce in addition to your thesis writing.

The full accreditation of your doctorate is a remarkable achievement and a tribute to your university’s unswerving commitment to rigorous academic standards. In my experience, new universities often take short cuts and compromise standards in the rush to build enrolments and graduate students. This is not the case here. Well done.”

---

**The Late Emeritus Professor Dr John Milton-Smith, PhD (Cambridge)**

School of Management

Curtin University of Technology, Perth, Australia

AeU’s Adjunct Professor &

External Examiner to AeU’s PhD(BA) & PhD supervisor

---

“**It was a pleasure to come to Asia e University again, and I am proud to be an adjunct member of the Faculty**”.

---

**Professor Dr. Colin Brock**

UNESCO Chair in Education and Senior Research Fellow

University of Oxford, UK

AeU’s Adjunct Professor
Objectives

To produce knowledgeable and competent researchers in the chosen field that could contribute effectively towards the body of knowledge and nation building.

In general, AeU’s PhD programmes promote critical enquiry, develop problem solving, decision making, and analytical thinking skills, as well as encourage students to take active responsibilities for their independent learning, and prepares them for lifelong learning.

Learning Outcomes

Upon successful completion of the programme, graduates will be able:

1. To produce original research or advanced program at doctoral level.
2. To conceptualise, design and implement projects for the generation of significant new knowledge and/or understanding.
3. To create, interpret & disseminate knowledge which extends the forefront of the chosen discipline.
4. To make informed judgments on complex issues in specialised fields, and create innovations in tackling and solving problems.
5. To appreciate research implications and effectively convey research findings according to needs.
6. To disseminate the research findings by publishing, conducting and participating in academic journals, forum and seminars, etc.

Programme Structure and Content

- This is a fully research programme.
- Students have to do 3 audit courses and choose a study discipline and research area to do an independent and original research for a thesis.
- The normal duration is 3 years for full-time and 4 years for part-time.
- Major research area includes all business administration related.

Audit Subjects

<table>
<thead>
<tr>
<th>UCS601</th>
<th>Research Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCS602</td>
<td>Qualitative Analysis</td>
</tr>
<tr>
<td>UCS603</td>
<td>Quantitative Analysis</td>
</tr>
</tbody>
</table>
## Stages of Research

<table>
<thead>
<tr>
<th>Stage</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| Stage 1 | • Submission of application form and Intent of Research for admission to AeU  
           • Selection of major research areas  
           • Appointment of supervisor  
           • Completion of 3 optional audit modules with 10 hrs of classroom study  
           • Prepare the research proposal and defend it successfully |
| Stage 2 | • Research / data collection  
           • Progress report every 6 months |
| Stage 3 | • Thesis report writing  
           • Progress report every 6 months |
| Stage 4 | • Thesis submission / Viva Voce |

## Guidance and Monitoring of Research Progress

Students are required to have frequent consultations with their supervisor(s) for guidance and advice. In addition, SGS will organize colloquia, seminars, research clinics and coursework are made available to students to improve their knowledge and research skills.

As part of the formative assessment, capability of students in doing research is closely monitored by the supervisor and the Dean of SGS. Both students and supervisors are required to submit progress reports every 6 months. This will assess students’ knowledge, critical thinking, practical, technical, professional, scientific and problem solving skills.
Selection and Roles of Supervisor

Supervisors are carefully selected to meet the requirements in terms of expertise, academic qualifications, research background and publications in the relevant field. The appointment of supervisors also requires approval from the Postgraduate Studies Committee and the University Senate.

The Roles of the Supervisor include:
1. Establishes with the student a realistic timetable for completion of the various phases of the research.
2. Provides the student with a realistic time schedule for provision of feedback and to ensure that the student adheres to the timetable.
3. Ensures that student has an understanding of the relevant theories and the methodological and technical skills necessary for the research, including provision of information through an ethical review process where applicable.
4. Makes arrangements to ensure continuity of supervision during leaves or an extended period of absence.
5. Submits a Progress Report on the student's research work progress twice yearly, by first week of January, and first week of July to SGS.
6. Attends the student's research proposal defense and decides whether the proposal is acceptable for the student to proceed to the next stage of the research.
7. Proposes suitable Reader(s) for proposal defense.
8. Continues to guide and advise the student after the research proposal defense.
9. Decides and recommends to SGS for the submission of the student's thesis.
10. Proposes suitable Examiner(s) to examine the thesis.
11. Attends the student's Viva Voce examination; however the Supervisor does not take part in the decision making.
12. Ensures that conduct all activities with academic integrity and in compliance with Code of Conduct, relevant laws, rules and regulations.

Admission Requirements for International Students

As PhD programmes are based on research in a selected field of study, students are expected to begin with a thorough investigation of the existing body of knowledge on a subject to define specific questions that can be answered through original research. Therefore, you may be required to submit the following:

1. Master degree of relevant field
2. A curriculum vitae (CV) or resume
3. A statement of research intent, describing what you have already done and what you hope to accomplish in your doctoral research. This is your preliminary research intent or research proposal
4. You may be required to attend an interview in some cases
5. For thesis to be written in English, there will be an English language competency requirement equivalent to IELTS 5.5 or "TOEFL 550 or equivalent qualifications approved by the University Senate"
6. Besides the above, the application documents required include:
   (a) Completed application form
   (b) Scanned copy of your degrees and academic transcripts with certified translation in English
   (c) 3 passport size photos
   (d) Proof of English Language proficiency
Accreditation & Recognition

The AeU MBA programme is endorsed by the following regulatory bodies and association:

- **Asia Cooperation Dialogue (ACD)**
  The Asia Cooperation Dialogue (ACD) is an association of 32 Asian countries, and as an entity aims to build an Asian community by consolidating its strengths and fortifying its competitiveness through Asia’s resources and diversity. For more information, please visit www.acddialogue.com.

- **Ministry of Higher Education (MOHE), Malaysia**
  The Ministry of Higher Education regulates Malaysia’s higher educational affairs for both public and private institutions. For more information, please visit www.mohe.gov.my.

- **Malaysian Qualifications Agency (MQA)**
  MQA is a national body responsible for overseeing independent, external quality audits of all institutions of higher learning in Malaysia. For more information, please visit www.mqa.gov.my.

- **Public Service Department of Malaysia (JPA)**
  The Public Service Department is the main advisor to the Government of Malaysia in public service human resource management as well as spearheading the nation’s development of quality, highly competent and innovative personnel. For more information, please visit www.jpa.gov.my.

- **Membership with Reputable International Organisations**
  - Association of Commonwealth Universities (ACU)
    https://www.acu.ac.uk/membership/acu-members/
  - European Foundation for Quality in E-Learning (EFQUEL)
    http://efquel.org/membership/members-list/
  - International Council for Open and Distance Learning (ICDE)
    http://www.icde.org/en/about/membership/members_of_icde/member_institutions/Asia.9UFRrOXt.ips
  - Asian Association of Open Universities (AAOU)
    http://www.aaou.net/full-members
課程主辦機構：
Course Operator:

LIFELONG COLLEGE

School Registration No. 551/559

地址：香港九龍油麻地彌敦道515-517號好收成商業大廈1樓, 5樓及7樓

電話：(852) 2216 5000  傳真：(852) 2116 1007

網址：Website：aau.lifeong.edu.hk  電郵：Email：aau.phd@lifeong.edu.hk

It is matter of discretion for individual employer to recognize any qualification to which this course may lead.

個別僱主可酌情決定是否承認本課程令學員獲取任何資格。

LIFELONG COLLEGE

地址：香港九龍油麻地彌敦道515-517號好收成商業大廈1樓, 5樓及7樓

電話：(852) 2216 5000  傳真：(852) 2116 1007

網址：Website：aau.lifeong.edu.hk  電郵：Email：aau.phd@lifeong.edu.hk

It is matter of discretion for individual employer to recognize any qualification to which this course may lead.

個別僱主可酌情決定是否承認本課程令學員獲取任何資格。