



**Doctor of
Business
Administration**

Why SEGi?

“SEGi DBA graduates are expected to contribute to the landscape of global business practices while also bringing about essential changes and developments. As such, the programme is structured as a research-based degree which is the highest level business qualification attainable in the shortest time consistent with quality research”... Stephen Sesaiah

- SETARA Tier 5 - Rated Excellent by MQA
- The Group boasts more than 35 years experience in the education industry
- Weekend tutoring programme
- Helps students to develop their career and personal potential by building upon their extensive business knowledge and experience
- Study alongside managers, professionals and consultants of a similar caliber
- Qualified facilitators and supervisors
- Situated in an e-campus complete with online access

JPT/BPP(PA10550)(3/15) KD CAMPUS





Why SEGi DBA?

SEGi DBA is an integrated coursework and research programme for management practitioners and professionals who are oriented towards making a significant contribution to practice and/or policy. DBA candidates will have a diverse range of interests. The DBA stresses interdisciplinary understanding and the application of knowledge, which is most relevant for managing in a global perspective. SEGi DBA is a research-based degree which is the highest-level business qualification attainable.

Graduates from the programme are expected to make a key contribution to global business practices, so coursework will relate to leadership, change, finance and process management, as well as research methodologies.



Programme Structure

Year 1

- Management Theory & Policies
- Organizational Behaviour
- Strategic HRM & Leadership
- Advance Practices in Strategic Marketing Management
- International Business and Globalization
- Advance Financial Management

Year 2

- Public Sector Management: Policy & Social Relations
- Incentives and Monitoring in Accounting
- Strategic Change and Quality Management
- Contemporary Issues in Financial Reporting & Corporate Disclosures
- Research Methodology 1
- Research Methodology II
- Research Proposal

Year 3

- DBA Thesis

Courses in the DBA programme are offered in intensive mode, and the programme can be completed in a minimum period of 3 years' study.

The DBA programme comprises the following two components:

- Coursework
- Research

Philosophy of SEGi DBA

The SEGi DBA is a strategic initiative in the Business School intended to allow highly experienced senior managers in mid career an opportunity to deepen their knowledge and skills to meet the higher intellectual and professional practice demands of their organizational role. Its aim is to facilitate the application of existing theory and knowledge to major work place issues.

The overall aims of the programme are:

- 1 Significant contribution and enhancement of professional practice through the application of existing knowledge and theoretical frameworks.
- 2 Focus on existing real business issues through critical review and systematic application of theory and research knowledge to professional practice.
- 3 Provide significant opportunity for considerable personal development to achieve higher level effectiveness as a professional practitioner.

A key element of the philosophy and approach centers on the development not only of intellectual knowledge and practitioner skills of the student, but also wider personal development. To this end continuous personal individual counselling, guidance and mentoring form an integral part of the study experience. This is through in-depth psychological profiling and review, group mentoring, a personal development strategy linked to DBA teaching, work-based experience and professional development.





DBA Course Progression

ENTRY

- 1 Application guidelines:
 - Meet academic requirement
 - Preliminary proposal research topic
 - Completed MBA and/or equivalent degree
- 2 Prior postgraduate studies are evaluated in terms of relevance to selected topic
- 3 Ensure that DBA topic is within school's areas of expertise
- 4 Acceptance into DBA

COURSEWORK PHASE (10 COURSES)

- Candidates start to commence coursework: Doctoral program seminars

PRE-DISSERTATION PHASE (3 COURSES)

Coursework related to proposed dissertation topic:

- Research Methodology 1
- Research Methodology 2
- Research Proposal

Candidates prepare revised research proposal

REVISION OF PROGRESS PHASE

- The purpose of this process is for the supervisors & Dean to evaluate progress and guide candidates:
- Candidates have to maintain good academic standing
- Each candidate's achievement in previous 3 courses is evaluated
- If the research proposal is changed, ensure that topic is within School's area of expertise and supervisors are available
- Candidates can progress to the dissertation phase

DISSERTATION

- The dissertation builds on previous coursework phases.
- Supervisors are confirmed to guide candidates in writing the dissertation.
- Supervisors work directly with individual candidates and submit regular progress reports. The DBA coordinator and *DARC will monitor candidates' progress.
- Structure of the dissertation courses:
 - Refining Proposal and Presentation to *DARC Panel
 - Background, Justification, Overview, Draft Literature Review
 - Literature Review
 - Dissertation Methodology
 - Results
 - Analysis of Results
 - Discussion & Conclusions
 - Revisions and External Examination

* DARC = Doctoral Academic Review Committee

Entry Requirements

Applicants seeking admission to the DBA programme should:

- 1 Have a MBA degree or equivalent from an approved University;
- 2 Have 5 years' full-time management or professional equivalent work experience which are deemed acceptable by the Graduate School of Business (GSB); and
- 3 Submit a proposed research topic in an area acceptable to GSB.

All applicants are expected to:

- Demonstrate a sound command of the English language, spoken and written.
- Provide evidence of having completed their previous Master & Honours degree in English.
- Submit proof of having achieved an IELTS overall test score of 6.5 or higher, and a written score of 6.5 or higher (foreign students).
- Provide a detailed curriculum vitae outlining their managerial/executive or teaching/ research experience.

All applicants must submit a 1,000 word outline of a proposed research topic as part of their admission application. The 1,000 word outline will be considered as an additional basis for assessing the applicants' suitability for the programme, as well as the applicants' proficiency in English.

Additionally, applicants may be required to attend a personal interview with the Dean prior to acceptance into the programme.

The final decision concerning the eligibility and acceptability of qualifications and research areas for the DBA programme rests with GSB, SEGi University.



the best in you, made possible



SEGi
University
Group

SEGi University (KPT/JPT/DFT/US/B36)

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SEGi Programmes Available

HEALTH SCIENCES • Medicine • Pharmacy • Optometry • Dental Surgery **ENGINEERING & THE BUILT ENVIRONMENT** • Mechanical • Civil • Chemical • Electronic & Electrical • Environmental Technology • Construction Management • Automotive Technology • Environmental Management Technology **BUSINESS & ACCOUNTING** • Administration • Accounting & Finance • Management • Business Administration • Marketing • Marketing Management • Business Psychology • Islamic Banking • Accounting & Financial Management • Human Resource Management **COMPUTING & TECHNOLOGY** • Computing • Information Technology • Multimedia • Computer Studies • Information Systems Management **AMERICAN DEGREE PROGRAM** • Management • Marketing • Communications • Psychology • Business Administration • Finance • Human Resource Management **ALLIED HEALTH SCIENCES** • Nursing • Healthcare • Environmental Health • Medical Laboratory Technology • Dental Surgery Assistant **HOSPITALITY & TOURISM** • Hotel Management • Culinary Arts • Hospitality • Tourism • International Tourism & Hospitality **CREATIVE ARTS & DESIGN** • Advertising Design • Photography • Creative Multimedia • Video & Animation • Graphic Design • Fashion Design • Interior Design • Communication • Mass Communication • Multimedia Design • Visual Communication Design • Music **EDUCATION & SOCIAL SCIENCES** • Montessori Pedagogy • Tertiary Teaching • Early Years Education • Psychology • Early Childhood Education • Education • Early Childhood Care & Education **POSTGRADUATE STUDIES** • PhD • MBA • MSc • Financial Planning • Management • Business Administration • General Management • Global Business • Entrepreneurship • International Business **FOUNDATION STUDIES** • Commerce • Arts • Science • A-Level • Information Technology **ENGLISH LANGUAGE STUDIES** • English and Public Relations • Intensive English Programme

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