



BINARY UNIVERSITY
of
MANAGEMENT & ENTREPRENEURSHIP

THE BINARY

DBA

The DOCTOR
of Business Administration



THE DOCTOR of BUSINESS ADMINISTRATION

Introduction

The Binary DBA is patronised globally by CEO and senior managers from Europe, Middle East, Indian sub-continent, Africa and Central Asia.

The programme comprises of two parts

Part 1 : 8 taught modules focussed on contemporary issues.

Part 2 : An applied research thesis of 70,000 word supervised by a professor with industry experience.

Successful completion of the DBA allows the graduate to use the title “ DR ”.

Aims & Objectives

The Binary DBA is an applied management programme designed to advance the professional development of practicing managers and professionals from diverse field. This programme helps you develop leading edge thinking by providing you the opportunity to research into intellectually demanding management issues, particularly relevant to your organization or industry.

Upon completion of the Binary DBA, you will be able:

- To develop a superior level of confidence in your management skills and foster competence in processes of researching.
- To cultivate the ability to challenge and critically review findings in current management and business research.
- To understand and apply new management knowledge to complex organisational issues.
- To deepen your knowledge and understanding of complexities linked to contemporary business issues, the connection between them and the application to organisational situations.
- To increase your awareness of professional practice in leading and managing organisations.



Course Structure & Description

The minimum period to complete the DBA is 3 years. Students need to complete 8 core modules and the thesis.

- 1 — Research Methodology**

The process of literature search and review are addressed, the main techniques for their procurement and generation are explored. The use of quantitative tools and software packages like (SPSS) will be covered. Considerable attention will be given to the linkage of data and integration of objective and subjective inputs. The aim of this unit is to equip participants with a strong foundation to successfully undertake complex qualitative research at a doctorate level using a variety of approaches including case studies, participatory action research, grounded theory, and ethnography.
 - 2 — Transformational Leadership**

This module provides students with an in-depth analysis of leadership practices found within various types of organisations. Different theories will be discussed at length to be applied to different organisational scenarios.
 - 3 — Strategic Management In Action**

A thorough analysis of strategic management processes, assessment of organisational competencies needed for effective attainment of strategic goals and objectives, at corporate and business levels are examined in this module.
 - 4 — Global Issues in Entrepreneurship**

This module seeks to give participants a better understanding of entrepreneurial behaviour both locally and internationally. It examines the nature of entrepreneurship, the key steps involved in starting a new business venture, sources of assistance for entrepreneurs, and management of the entrepreneurial business venture within an international context.
 - 5 — International Marketing**

With a focus on customer relationship management and e-commerce, this module is designed to help students understand how to assess market potentials and plan marketing strategies from a managerial and a strategic standpoint.
 - 6 — Financial Management**

The main objective of this module is to equip students with an in-depth understanding of the current financial theories used in business applications. It enables one to prepare reports for management explaining and evaluation the financial consequences of strategic decisions as well as to assess the impact of the global business environment on national and multinational organisations.
 - 7 — Human Resource Management**

A comprehensive assessment of environmental influences on HRM and the linkage between strategic business objectives and HRM activities would be explored. Measuring HRM performance in terms of organisational success and employee well-being would be examined within the national and international context. Sources of legal obligations in recruitment, ethical issues in HR and other activities within HRM context would also be thoroughly reviewed and critically argued
 - 8 — Management Issues**

Through systematic techniques of inquiry and analysis, students get to learn how different types of organisations in different industries compete to remain relevant in today's complex business world.
- Thesis**
The DBA thesis is a program of supervised research study agreed and approved by the supervisor and the Doctoral Committee. The DBA thesis must be around 70,000 words. The purpose of this module is to enable students to know how to carry out an applied research in a particular area of organisational discipline in a systematic manner. The thesis covers literature review, building of theoretical framework, methodology specification, data analysis, and discussion of conclusions and recommendations.



Research Areas

By choosing to do thematic research rather than disciplined- based, you can specialise in a broad range of areas as follows:

- Entrepreneurship
- HRM
- Marketing
- Logistic Management
- E-commerce
- Information Technology Management
- Quality Management
- Islamic Banking

Admission Requirements

- A recognized masters degree (MBA, MSc, MA, MPhil) and a minimum of 5 years work experience.
- Prospective candidates must demonstrate English Proficiency with an IELTS score of 6.0 or equivalent.
- Those with masters in a non business area eg. MSc Biology will be required to complete a 1 semester bridging course.

Application Procedures

- 2 copies of certified certificates and transcripts.
- A detailed resume
- 2 passport-sized photographs
- 1 photocopy of identity card / passport
- Proof of English Proficiency (TOEFL / IELTS)
- Non - refundable application fee of RM600 (payable to Binary University)

International Journal of Management & Entrepreneurship

The Binary Graduate School (BGS) produces an internationally subscribed, peer-reviewed journal called The International Journal of Management and Entrepreneurship (IJME). The IJME also provides a platform for our DBA candidates to publish their research and build their reputation to become respectable and productive researchers.

Research Centers

The hallmark of a good university is its research focus and as a specialist university in management, IT and Entrepreneurship, the Binary Graduate School (BGS) has established 5 dedicated research centers to support its post graduate programmes. These research centers are:

The logo for the Centre for Women Leadership (CWL) features the letters 'CWL' in a bold, yellow, sans-serif font with a blue outline.

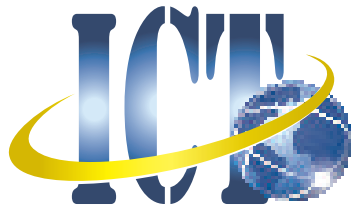
Centre for Women Leadership

The logo for the Centre for Social Entrepreneurship (CSE) features the letters 'CSE' in a bold, orange, sans-serif font.

Centre for Social Entrepreneurship

The logo for the Centre for Advancement of Management (CAM) features the letters 'CAM' in a bold, pink, sans-serif font, with a grey, semi-transparent 'CAM' overlaid below it.

Centre for Advancement of Management



ICT Centre of Excellence



Asia Centre for Entrepreneurship

Each of these centers offer DBA candidates excellent avenues to conduct meaningful research in their chosen fields.





Binary University's green campus provides students a conducive environment to study in with in-campus accomodation, wide choice of food and beverage outlets, shopping malls, clinics, entertainment centers and banks, all within walking distance from the university.



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