



AMC
UNIVERSITY COLLEGE

POSTGRADUATE
PROGRAMME

DBA

**DOCTOR OF
BUSINESS
ADMINISTRATION**

(N-DL/0414/8/0106 | MQA/PA 18607)

OPEN & DISTANCE LEARNING (ODL) - ONLINE CLASSES



www.amc.edu.my

No. Kelulusan Penubuhan: JPT/BPP(D)1000-701/136, No. Perakuan Pendaftaran: DKU053(S)

Background

AMC University College, established in 1985, stands as a reputable Private Higher Learning Institution registered under Malaysia's Ministry of Higher Education. Owned entirely by Advanced Business Systems Consultants Sdn Bhd, the university college offers a comprehensive range of academic programmes spanning from foundation studies to master's degrees, tailored to meet diverse educational aspirations.

AMC University College offers globally recognized professional certifications, including MCSA, CCNA, CompTIA, Adobe, Autodesk, and other Microsoft credentials, alongside academic qualifications. These certifications enhance students' professional and technical expertise, preparing them for success in competitive global markets.

The university has established partnerships with leading local and international institutions, providing pathways for graduates to advance their studies. Notable collaborators include Macquarie University, University of Wollongong, Leeds Beckett University, and UCSI University.

AMC University College takes pride in its commitment to educational excellence, demonstrated by a consistent record of student success and achievements across various fields. With cutting-edge facilities, industry-relevant programs, and a dedication to nurturing talent, AMC University College continues to be a leader in delivering quality education that empowers students to excel globally.



Why Pursue DBA?

While the Doctor of Business Administration (DBA) emphasizes advanced business strategy, evidence-based decision-making, and ethical leadership, the programme goes beyond research theory. It equips you with a deep understanding of complex business challenges while also developing five essential skills that are critical for executive leadership and strategic influence.

Prepare for Senior Leadership Roles

Develop advanced strategic thinking, leadership, and decision-making skills needed for top-level management and executive positions.

Build Strong Research & Analytical Skills

Gain the ability to analyse complex business challenges and apply research-based solutions to real organisational and industry issues.

Why DBA?

Enhance Professional Credibility

Earning a DBA allows you to use the title Dr. and strengthens your credibility in business, consulting, academia, and professional practice.

Gain Advanced Business Knowledge

Deepen your understanding of leadership, strategy, and organisational management to drive innovation and long-term growth.

Make Real-World Business Impact

Undertake applied research that addresses practical problems, delivering meaningful outcomes for your organisation and industry.

These skills position you as a highly capable business leader, opening doors to roles such as C-level executive, business strategist, management consultant, or organizational advisor. With strategic insight, ethical judgment, and practical expertise, you will be prepared to drive organizational growth, shape policy, and contribute to responsible, high-impact leadership at the highest levels.





AMC UC DBA In a Nut Shell

Advancing Business Leadership for Strategic Impact.

The AMC UC Doctor of Business Administration (DBA) programme is designed for senior professionals and leaders seeking to apply advanced research to real-world business challenges. Blending rigorous academic inquiry with practical application, the programme strengthens strategic thinking, leadership capability, and evidence-based decision-making. The DBA culminates in a practice-oriented research project that generates meaningful solutions for organizations and industries.

Why Choose AMC UC DBA?

At AMC UC, you'll be guided by experienced academics and industry practitioners who understand both theory and practice. The DBA empowers you to translate research into actionable insights, enhance your leadership influence, and address complex organizational and strategic issues. You'll graduate with the confidence to lead change, shape business strategy, and make a lasting impact at executive and boardroom levels.

Learning Objectives

The programme aims to:

- Equip students with advanced knowledge of business research, strategic management, and organizational leadership.
- Develop critical thinking and analytical skills for solving complex, real-world business problems.
- Strengthen the ability to apply research findings to strategic decision-making and policy formulation.
- Enhance ethical leadership, governance awareness, and responsible management practices.
- Foster professional communication, intellectual independence, and scholarly contribution to business practice.
- Encourage lifelong learning and continuous leadership development in a dynamic global business environment.



Programme Overview

The AMC UC Doctor of Business Administration (DBA) offers a rigorous and practice-oriented curriculum designed to enhance advanced strategic thinking, executive leadership, and applied research capability. This programme equips experienced professionals with the critical knowledge and analytical skills needed to address complex business and organizational challenges in today's dynamic global environment.

The DBA programme at AMC University College provides a structured and flexible learning experience that integrates advanced business theory with real-world application. With a strong emphasis on evidence-based decision-making, ethical leadership, and strategic impact, the programme culminates in an applied doctoral research project. This allows candidates to generate practical insights and solutions that contribute meaningfully to organizational performance, policy development, and professional practice at senior and boardroom levels.

- | | |
|---------------------------------|---|
| • Programme Structure | : Coursework |
| • Mode of Study | : Full time and part time |
| • Full Time Duration | : 3 years |
| • Teaching delivery | : Open and Distance Learning (Online classes) |
| • Assessment | : Assignments, presentations, and projects |
| • Graduate Credit | : 80 credit |
| • Teaching and Learning Methods | : Lectures, Field Research, Supervision of Thesis, Problem-Based Learning, Research Seminar/Workshops, Colloquium and Interactive Learning. |

MQA Provisional

- Accreditation: No. MQA/PA 18607
- KPT Approval: No. N-DL/0414/8/0106



Programme Curriculum

Year 1:

- Strategic Human Capital Management
- Advanced Strategic Marketing
- Contemporary Issues in Accounting and Finance
- Managerial Economics
- Advanced Strategic Management in a Globalised Economy
- Entrepreneurial Leadership and Organisational Dynamics
- Executive Business Communication and Ethical Governance
- Digital Operations and Enterprise Information Systems
- Review of Research Based Literature
- Development of Research Framework

Year 2:

- Quantitative and Qualitative Research
- Advanced Research Methodology
- Research Proposal and Proposal Defence

Year 3:

- Dissertation

Career Prospects

Graduates of the DBA programme at AMC University College are equipped to lead at the highest strategic and executive levels. With advanced expertise in applied research, strategic management, and ethical leadership, DBA graduates are prepared to influence organizational direction, drive innovation, and solve complex business challenges across diverse industries, including corporate organizations, consulting firms, government-linked companies, and academia.

Below are some potential career pathways:

1. **Chief Executive Officer (CEO) / Managing Director:** Leads organizational strategy, drives performance, and ensures sustainable growth.
2. **Chief Strategy Officer (CSO):** Shapes long-term strategic direction using data-driven and research-informed insights.
3. **Chief Operating Officer (COO):** Oversees organizational operations, ensuring efficiency, alignment, and execution of strategy.
4. **Business Strategy Consultant:** Advises organizations on transformation, performance improvement, and strategic decision-making.
5. **Management Consultant:** Applies advanced research and analytical expertise to solve complex organizational challenges.
6. **Organizational Development Director:** Designs and implements leadership, change, and performance management initiatives.
7. **Policy and Corporate Advisor:** Provides strategic and evidence-based advice to boards, senior management, and policymakers.
8. **Board Director / Independent Director:** Contributes strategic oversight, governance insight, and ethical leadership at board level.
9. **Senior Business Analyst / Research Lead:** Leads applied research initiatives to support strategic planning and innovation.
10. **Academic or Industry Researcher:** Engages in teaching, applied research, and knowledge dissemination in business and management fields.



Admission Requirement

- i. A Master's Degree in Business [Level 7, Malaysian Qualifications Framework (MQF)] or in a related field as accepted by the Higher Education Provider (HEP) Senate; **OR**
- ii. A Master's Degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate, subject to having relevant working experience and rigorous internal assessment; **OR**
- iii. A Master's Degree (Level 7, MQF) in non-related fields as accepted by the HEP Senate and without relevant working experience, subject to passing prerequisite courses; **OR**
Other qualifications equivalent to a Master's Degree recognised by the Malaysian Government; OR

iv. English Requirements

International Student:

- i. Achieve a minimum score of 6.0 in International English Language Testing System (IELTS) OR/Malaysian University English Test (MUET) with Band 4 OR its equivalent to Common European Framework of Reference for Languages (CEFR) (Mid B2).

Local Students:

- i. Credit in Sijil Pelajaran Malaysia (SPM) English; OR
- ii. Pass an internal oral examination, with a minimum grade of C.

Fee Structure

Full Time Programme:

Fee Type	Malaysian Student	International Student
Registration Fees	RM500.00	RM1,500.00
Block Fees	RM3,750.00	RM3,750.00
Assessment Fees	RM3,500.00	RM3,500.00
Tuition Fees	RM37,200.00	RM47,200.00 + RM2,832.00 (6% SST)
Total Fee	RM44,950.00	RM58,782.00



Since 1985



AMC University College

APPLY NOW



Scan QR code
to register

☎ 088 235 218
🌐 www.amc.edu.my
✉ enquiries@amccollege.edu.my
📍 Lot 43 - 44, 1st Floor,
Likas Square Commercial Centre,
Jalan Istiadat, Likas, 88400 Kota Kinabalu, Sabah.

Disclaimer: The information in this publication is current as at the date of printing and is subject to changes. With the aim of continual improvement, AMC University College is committed to regular reviews of the programmes offered. As a result, the specific programmes and courses available will change from time to time. Please refer to www.amc.edu.my for the most up-to-date information. The university assumes no responsibility for the accuracy of information provided by third parties.