

## PROGRAMME SCHEDULE

### THE DBA

- Degree awarded by Universiti Utara Malaysia (UUM)
- Fully taught by lecturers from UUM

### ACADEMIC SESSIONS

- 3 sessions annually: Jan, May, Sept
- 4 months per session
- 1 week break minimum at end of session
- 1 or 2 topics every 2 months
- DBA completion in 2 years 6 months (faster track) or 3 years 6 months (normal track)

Jan

May

Sept

### SESSION SCHEDULE

For every topic

- 6 meetings : 6 hours each, held on alternate weekends or successive weekends
- 6 hours of web tutorials

**Saturday - 3pm to 9pm**

**Sunday - 9am to 3pm**

## PROGRAMME FEE\* : RM 36, 080

Application fee:

- |                        |    |        |
|------------------------|----|--------|
| ■ Malaysian applicants | RM | 100.00 |
| ■ ASEAN applicants     | RM | 119.00 |
| ■ NON ASEAN applicants | RM | 170.00 |

Coursework	RM	RM
■ One-time registration fee	550.00	550.00
■ Tuition fee (42 credit hours)	625.00	26,250.00
■ Library fee (for 10 semesters)	20.00	200.00
■ Student fee (for 10 semesters)	13.00	130.00

**SUB-TOTAL COUSEWORK 27,130.00**

### Dissertation and Viva Fees

- |                                  |          |
|----------------------------------|----------|
| ■ Dissertation (24 credit hours) | 7,200.00 |
| ■ Viva Fees                      | 1,750.00 |

**SUB-TOTAL DESERTATION & VIVA FEES 8,950.00**

\* Note : 1) w.e.f Sept 2011

2) The fees listed above are for Malaysian students who are studying at **REZZEN CENTERS**. Students from **ASEAN Countries** will be charged an additional **20%** and students from **NON-ASEAN Countries** an additional **30%**

## FOR MORE INFORMATION

*Surf our website*

**rezzen**

[www.rezzen.com.my](http://www.rezzen.com.my)

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**APPLY ONLINE NOW**

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<http://application.rezzen.com.my>

# DBA

**DOCTORATE OF BUSINESS  
ADMINISTRATION**



THE PERFECT BLEND



Othman Yeop Abdullah  
Graduate School  
of Business

**rezzen**

[www.rezzen.com.my](http://www.rezzen.com.my)

# WHY THE UUM/REZZEN DBA ?

## DESIGNED FOR EXECUTIVES

- Affordable with flexible learning models
- Normal completion rate of 40 months (10 sessions) can be faster-tracked if students choose to take more modules more frequently (max: 3 modules per session) and complete the DBA in a minimum of 30 months.

## FLEXIBLE WEEKEND CLASSES

- Six (6) hours face-to-face classes per topic, held on alternate or successive weekends
- Facilitated by UUM's teaching faculty

## E-LEARNING SUPPORTED

- Varied e-learning support including the Learning Centre v6.0, an online learning management system, and web conferencing tools



<http://www.rezzen.com.my/LMS/>

## AFFORDABLE

- Eligible for bank study loans (conditional on meeting requirements), EPF withdrawals, and PTPTN loans. Fees are payable in sessions via credit cards and 0% easy installment plans for 6 months from credit cards HSBC, Bank Islam and Ambank.

# UUM DBA OFF-CAMPUS OFFERED IN PENANG, KL & MELAKA

This degree will earn you the title of "Dr." and can open doors towards a teaching and research career. If business is your passion, it is not uncommon to find doctorate-qualified people doing exceedingly well in business circles.

If you have a recognized Master's degree, then you qualify to take the next step towards the pinnacle of academic achievement -- the doctorate. Universiti Utara Malaysia is offering the Doctorate of Business Administration, approved by the Ministry of Education and offered at Rezzen's classrooms @ KL Sentral in Kuala Lumpur, Penang and JB. A part-time degree, this programme takes 3.5 - 4 years, and includes a stint in consultancy and producing a dissertation or case study.

## ENTRY REQUIREMENTS

1. A Master's degree from Universiti Utara Malaysia or any other institutions of higher learning recognized by the University Senate or any other equivalent qualification recognized by the University Senate; AND
2. A minimum of five (5) years of work experience relevant to the chosen area of specialization, or a good score on the Graduate Management Admission Test (GMAT); AND
3. Fulfills English Language Requirement (International applicants only).  
For more detail please refer to <http://www.rezzen.com.my/english requirement.html>

# SUBJECTS OFFERED

## PROGRAMME DESIGN w.e.f Sept 2011

### Business Fields (18 credit hours)

- BDHS 7013 Leadership And Organizational Effectiveness
- BDAK 8023 Financial And Management Accounting
- BDMM 8033 Global Strategic Marketing and Competitive Analysis
- BDFM 8013 Corporate Financial Strategy
- BDMF 7053 Global Economic Theory And Issues
- BDMN 8043 Advanced Strategic Management

### Research Method (9 credit hours)

- BDMR 8013 Business Research And Methodology
- BDMR 8023 Quantitative Research
- BDMR 8033 Qualitative Research

### Business Electives (6 credit hours)

*Students may choose any two (2) of the following courses offered:*

- BDMM 8013 Advanced Relationship Marketing
- BDMM 8023 Advanced International Marketing
- BDMN 8033 Organizational Change Management
- BDME 8013 Strategic Entrepreneurial Growth
- BDME 8023 Seminar In Entrepreneurial Finance
- BDMS 8063 Seminar In Muamalat Management
- BDMF 8043 Seminar In International Business
- BDMR 8043 Advanced Quantitative Analysis

### Consultation (6 credit hours)

- BDMX8013 Business Consultation Strategy
- BDMX8023 Business Consultation

### Independent Study (3 credit hours)

- BDMI8013 Research Proposal Construction

### Dissertation (24 credit hours)

- BDMZ8024 Dissertation

**Total : 66 credit hours**