



# Doctorate of Business Administration

## 工商管理博士

(By research 研究型)

### Programme Objectives

The Doctorate of Business Administration is a practical combination of strong academic content, coupled with advanced business strategies and solutions. On successful completion of the DBA program students will be able to:

- apply relevant theoretical knowledge to contemporary business problems;
- determine and apply appropriate research methods to business management problems;
- critically evaluate business research studies in order to assess their quality and applicability in improving the effective handling of business management problems; and
- identify, analyze and evaluate internal and external environmental influences on organizations in order to develop strategic plans for the management.

### 課程目標

波蘭熱舒夫信息技術與管理大學的工商管理博士(DBA)課程將強大的學術內容和先進的管理策略方案融匯結合。學員在完成 DBA 的學習後，能靈活掌握：

- 將理論知識應用於解決現今業務問題；
- 決定和應用適當的研究方法於企業管理問題；
- 批判性評估業務研究，以衡量它們對有效改善企業管理問題的質量和通用性；
- 識別、分析和評估內部和外部環境對企業組織的影響，以制定符合企業變化和發展的策略性管理計劃。

### Programme Structure 課程結構

Course Code 課程編號	Course 學科
DBA601	Research Methodology & Design I 研究方法與設計 I
DBA602	Research Methodology & Design II 研究方法與設計 II
DBA608	Dissertation & Dissertation Defense 博士論文及論文答辯

### Admission Requirements

1. Master degree from an internationally recognized academic institution or possess a recognized Bachelor Degree with at least 10 years working experience at managerial level and be at least 35 years old
2. Minimum 4 years of work experience in executive or senior management positions
3. Proficiency in English

### 入學資格

1. 持有認可院校的碩士學位；或 35 歲以上持有認可院校的學士學位並具至少 10 年管理工作經驗
2. 具至少 4 年行政或高級管理工作經驗
3. 英語水平良好

### Mode of Study

The programme will be delivered via on-line mode.

### 修讀方式

本課程以網上遙距模式修讀。

### Medium of Instruction

The programme is conducted in English or Chinese. Candidates should write and submit their dissertation by English or Chinese.

### 修讀語言

本課程採用中英雙語學習。學員亦可選擇以英文或中文撰寫博士論文。

## Duration

Total recommended duration is 2 years and maximum is 3 years.

## Assessment Methods

- Assessment for the UITM DBA program for all courses will be 100% by coursework.
- All assignments will consist of a mini research on topic given by the lecturer.
- The assignments will be presented in the form of a business report of 7,000 (+/- 10%) words on a real world organisation.
- Each assignment will be accompanied by a comprehensive assessment rubric. Candidates are given 12 weeks from the commencement of a particular course to complete and submit their assignments.

## Dissertation Defence

Upon completion of the regular course work and dissertation, students are required to pursue the obligatory Dissertation Defense (viva voce). This oral performance review is structured as a hearing vis-à-vis the Academic Defense Committee of UITM. The Defense has the purpose to challenge aspects of the candidate's research work, allowing the students to prove their integrity by defending the underlying argumentation.

## Application Procedures

Candidates should send the following:

1. A completed Admission form (in English).
2. Two passport sized photos.
3. Passport / HKID card copy.
4. Official academic certificates and transcripts from graduated schools attended.
5. A detailed resume.
6. An academic or professional reference letters.
7. Application fee.

## 修讀年期

修讀期一般為 2 年，最長可延至 3 年。

## 評核方法

- 100%以作業評核。
- 作業以講師給出的課題作小型研究。
- 作業約 7000 字(+/-10%)，以報告形式表述。
- 作業以統一的綜合評估標準評核。
- 學員需在學科開始後 12 週內完成學習並提交作業。

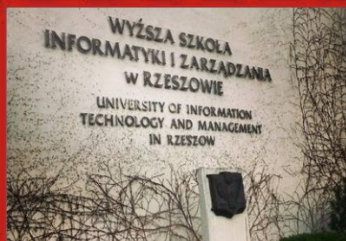
## 論文答辯

在完成課程學習、作業及論文後，學員需要進行論文答辯（口試）。答辯由大學學術評審委員直接評核。答辯主要以面對面質詢學員研究工作的方式，讓學員通過辨證其立論，證明其研究的完整性。

## 申請辦法

申請人須遞交以下資料：

1. 填妥之入學申請表(以英文填寫)
2. 兩張證件相
3. 護照/身份證影印本
4. 學歷證明，包括證書及成績單
5. 一份詳細履歷表
6. 一份學術或專業人士的推薦信
7. 繳交報名費



## Program Enquiries 課程查詢

**Hong Kong Transnational Education Service Centre Limited**

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Tel: (852) 2177 2655

Website: [www.hktnesc.com.hk](http://www.hktnesc.com.hk)

Fax: (852) 2177 2555

Email: [info@hktnesc.com.hk](mailto:info@hktnesc.com.hk)



Notes 附註 1. The programme is conducted through purely distance learning mode. 此課程是純遙距學習課程。

2. It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。