

# DBA

DOCTOR OF  
BUSINESS  
ADMINISTRATION

Inspiring  
Personalities



# Programme Overview

The DBA programme of advanced professional studies is aimed at developing leadership in the field of business administration. It primarily focusses on theories and methodologies related to research and practice, breadth and depth of study, processes as well as best-practices in business management environment.

## Module Description

### Organizational Behaviour

The focus of this study is of human behavior in organizational settings, the interface between human behavior and the organization, and the organization itself. The module is to facilitate experiential learning of contemporary approaches to conflict resolution, communication, decision making, leadership, motivation, negotiation, power and politics within a team environment.

### Marketing Philosophy and Strategy

Marketing concepts or marketing management philosophies are the philosophies used by the businesses to guide their marketing efforts. In simple terms, marketing concepts relate to the philosophy a business use to identify and fulfil the needs of its customers, benefiting both the customer and the company. Same philosophy cannot result in a gain for every business, hence different businesses use different marketing concepts (also called marketing management philosophies). Marketing concepts are driven by clear objectives like cost efficiency, product quality, customer's need fulfilment etc. The module examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems.

### Research Methodology

It is a specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. This module will provide an opportunity for participants to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The module introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

### Research Analysis Techniques

This is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate. It is an essential component of ensuring data integrity is the accurate and appropriate analysis of research findings and it guides to help students develop the research skills critical to today's business environment. The lectures blend traditional research methods with detailed instruction on how to use and evaluate research technologies.

**ACCREDITED  
BY THE  
MALAYSIAN  
QUALIFICATIONS  
AGENCY**



**LINCOLN**  
UNIVERSITY COLLEGE  
DKU016 (B)

### **Current Issues in Economics**

Concise studies of topical economic and financial market issues, geared toward a broad audience of educators and students, decision makers in business and government, and the general public. A regional supplement to Current Issues in Economics and Finance covering a range of topics pertaining to the economy of the Federal Reserve System's Second District, including fiscal conditions, housing and credit markets, growth and productivity, and employment.

### **Entrepreneurship Management**

We define entrepreneurial management as the practice of taking entrepreneurial knowledge and utilizing it for increasing the effectiveness of new business venturing as well as small- and medium-sized businesses.

### **Global Enterprise and Leadership**

The global business environment, in which change is a constant, requires a different type of leader. This new leader must have functional knowledge and analytical skills, yet be adept at leading teams of innovators. These leaders must have a global mindset that combines an openness to and awareness of diversity across cultures and markets with a propensity and ability to see common patterns across countries and markets. At the same time in an organization with a global mindset, people view cultural and geographic diversity as opportunities to explore and are prepared to adopt successful practices and good ideas wherever they come from.

### **Recent Trends in Financial Decision Making**

Trend analysis is a form of comparative analysis that is often employed to identify current and future movements of an investment or group of investments. The process may involve comparing past and current financial ratios as they related to various institutions to project how long the current trend will continue. This type of information is beneficial to investors who wish to make the most of their investments. The course places you in the position of a financial manager and asks students to make decisions on planning for, acquiring, and allocating funds for business. This course provides an introduction to the foundational theories in financial economics.

### **Doctoral Dissertation**

The objective of this proposition that is maintained by argument. A dissertation advancing an original point of view as a result of research, especially as a requirement for an academic degree, hypothetical proposition, especially one put forth without proof. This course provides a thorough, step – by - step guide that helps students develop the research skills critical to today's business environment. The lectures blend traditional research methods with detailed instruction on how to use and evaluate research technologies. The course constitutes examples and insightful tips to help students to get the most current wealth of resources for their personal and professional research efforts. It provides coverage of the research process, problem selection, sampling and generalizability.

## Programme Cost

Registration Fee	LKR 25,000
Down Payment (Payment within 28 days from the date of registration)	LKR 75,000
	LKR 100,000

Module	Price
Organizational Behaviour	LKR 80,000
Marketing Philosophy and Strategy	LKR 80,000
Research Methodology	LKR 80,000
Research Analysis Techniques	LKR 80,000
Current Issues in Economics	LKR 80,000
Entrepreneurship Management	LKR 80,000
Global Enterprise and Leadership	LKR 80,000
Recent Trends in Financial Decision Making	LKR 80,000
Doctoral Dissertation	LKR 80,000
	LKR 720,000

## Bank Details

Account Name	- British Graduate School (Pvt) Ltd
Bank	- Sampath Bank
Account Number	- 0017 1001 5984
Branch	- Dehiwala

- Duration - 3 years
- UGC Approved
- Accredited by the Malaysian Qualifications Agency (MQA)
- University Approved Lecture Panel
- Flexible Class Schedule
- Instalment Payment Plan
- Assignment and Exam Based Examination
- Student e Learning Portal



"World University Impact Ranking".  
Impact Rankings 2020:  
Quality Education Position 80



Lincoln University College has got "The Certificate of 5 Star Setara -2019", is awarded by Ministry of Higher Education, Malaysia



Lincoln University College, Malaysia has achieved the ranked 351 in QS Asia University Rankings 2021



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UNIVERSITY GRANTS COMMISSION

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20, வாட்டு இடம், கொழும்பு 7, இலங்கை.  
20, Ward Place, Colombo 07, Sri Lanka.

01 September 2014

**LINCOLN UNIVERSITY COLLEGE - MALAYSIA**

This has reference to the request made by you with regard to the recognition of the Lincoln University College, Malaysia.

In terms of the provisions of the Public Administration Circular No.16/92 dated 13<sup>th</sup> March 1992 the University Grants Commission recognizes Universities that are listed in the following International Publications which are authentic sources of information on Universities and Higher Educational Institutions in different countries of the world.

1. Commonwealth Universities Yearbook
2. International Handbook of Universities

The Lincoln University College, Malaysia is listed in the website of the International Handbook of Universities published by the International Association of Universities.

Therefore, the Lincoln University College, Malaysia as listed in the above website is recognized.

(Dr. Priyantha Premakumara)  
Additional Secretary/ Academic Affairs & University Admissions  
for Secretary

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Website } <http://www.ugc.ac.lk>

# Master Your Future



## Entry Requirements

Masters Degree (Level 7) in Business Administration or Business / Management related disciplines accepted by the University senate or other qualifications equivalent to Masters Degree that are accepted by the University senate.

## How to Apply

Please send us your completed application form along with the following documents:

1. Passport Copy
2. All Academic Certificates with Transcripts
3. Work Service Letters
4. Personal Statement
5. Reference Letter (Preferably Academic)
6. Updated CV



## British Graduate School

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