

DOCTOR OF BUSINESS ADMINISTRATION



Pôle Paris Alternance (PPA)

DBA



About IPE & Fast Fact in Numbers



Students



Entreprise Partners



Campus



Countries

IPE Management School of Pôle Paris Alternance (PPA) is a part of and belongs to Grandes Écoles Spécialisées (Reseau GES) www.reseau-ges.fr that offers Bachelor and Masters Degrees in Paris which are recognized by the French Authorities. This includes RNCP certification.

GES with its group of Universities provides extensive partnerships which consists of a full range of practical based and are specifically designed programmes that are relevant to today and the future business world.

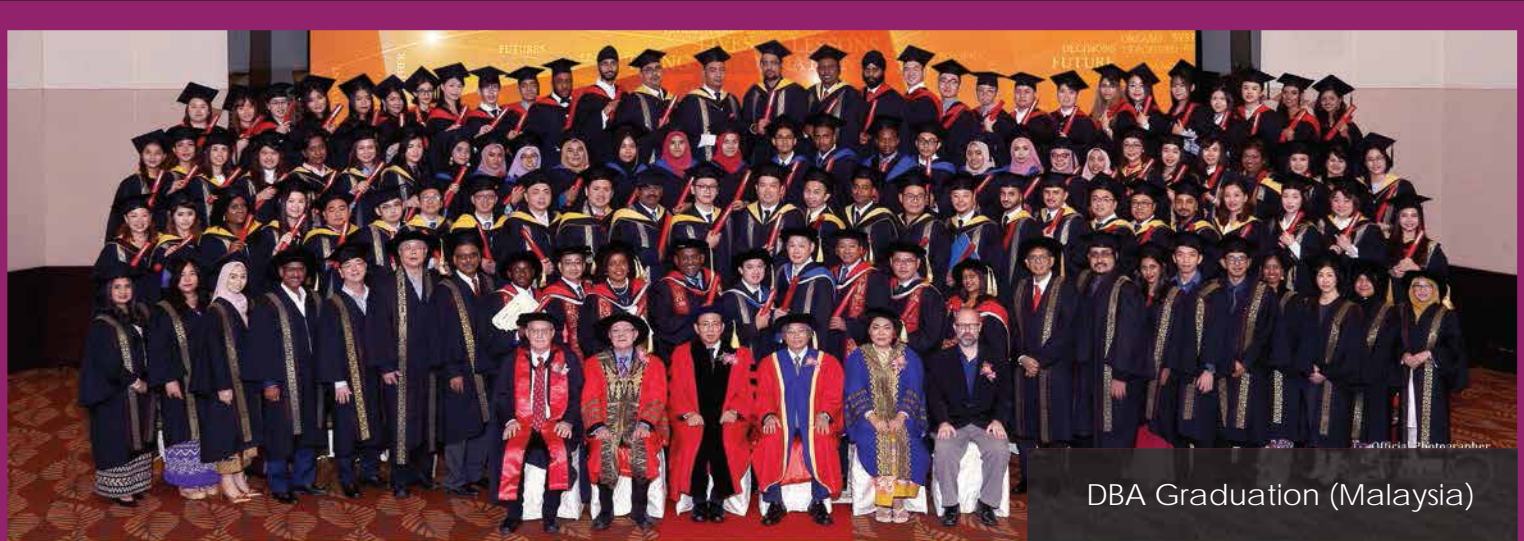


GES Group of Universities:



Prof. Dr. Imran Ian Mackechnie Bin Abdullah

" Aim high with the international experience of DBA IPE. Be inspired to learn more, do more and achieve more"



DBA Graduation (Malaysia)



PPA Campus in Paris

Gallery



DBA Workshop



DBA Graduation (France)



DBA Graduation (France)

Faculty Members Profiles



Prof. Dr. Chua Chong Keow, William

-42 years in Education field, headed various academic departments of British, American and Australlan degree with appointment as the Programme Director of three different Malaysian Colleges

-PhD in Management from Multimedia University Malaysia



Dr. Trevor Suter

-Founding Director of Inspire Asia – Leadership, Executive Coaching, Change Management & Organizational Development Specialist.

-DBA in Leadership Development (USA), MBA.

-22 years business and commercial experience to general manager/CEO level in SME businesses in Australia

-Freelance teaching and supervision of students in business courses in college and universities in the South East Asian region from Bachelor to Doctoral level (2003-current)



Prof. Dr. Imran Ian Mackechnie Bin Abdullah

-Director of Project Development of Mid Valley City Sdn Bhd

-Doctor of Philosophy (PhD) in Business Administration, Tarlac State University



Dr. Chen Boon Tai

8 core subjects' synopsis

DBA 8101 Organisational Behaviours & Human Resource Issues

The module emphasizes the strategic role of HR, and how HR strategies are critically linked to organisational strategy to support long-term business goals, outcomes and performance. The module covers the long-term HR issues and macro concerns that are related to organisational structure, quality, culture, values and commitment, including how to match HR policies and practices to the organisation's on-going and future needs.

DBA 8102 Modern Innovation & Entrepreneurship

The module equips students with the concepts and practical techniques for harnessing creativity and managing innovation with the motive of developing novel or enhanced profit-generating products and services for existing or new markets.

DBA 8103 Strategic Marketing & Market Research

This module introduces participants to the new wave of strategic marketing. Participants will learn about the current nova of the value exchange concept, where an organisation delivers value (which can be a combination of tangible and less tangible aspects of value - as perceived by the market(s); and in exchange the market(s) will deliver value back to the company. They will also learn to understand the real issues of what actually constitutes value. Participants will indulge beyond the normal seven P's of marketing but also learn to include other value aspects such as image, perception, competitive stance, positioning in total, and many other aspects of value creation including culture, sub culture, regional cultural values and so on.

DBA 8104 Trends in Managing International Organisation

The module provides students with the theoretical framework, practical knowledge and real-world examples that equip them with the relevant leadership and managerial skills to be competent global managers and executives. Students will also examine the impact of diversity and cultural differences on individual and organisational performance.

DBA 8105 Public Policy & Economic Issues

This course examines the basic concepts and applications of demand and supply analysis. The course also explores topics of production and pricing in both domestic and international markets. Furthering the understanding of different market structures, this course focuses on the causes and consequences of market failures, the application of game theory to corporate decision-making, and the impact of technological change, international competition and government regulation.

DBA 8106 Reporting for Financial Decision Making

This course provides the participant with an understanding of accounting theory and the knowledge and skills pertinent to selected specialised financial accounting issues, and also the functional areas of financial accounting and managerial accounting.

DBA 8107 Operations Management Issues

Relying very heavily on case studies as examples, students will be from the rudimentaries of Operations Management through Evaluation and Selection techniques for operations to more advanced issues in quality management within the semester.

DBA 8108 Business Strategy

This module enables students to identify, articulate and apply the strategic issues that confront organisations. Students are able to derive some key concepts, techniques and knowledge from the other subjects of this course, thereby allowing them to develop informative and comprehensive responses to some of the main issues related to strategy and competition. This module also provides a framework for strategic analysis and integration through the development of an organisation's strategic direction, strategic capabilities as well as its internal and external dynamic

What is a DBA programme?

" The Doctor of Business Administration (DBA) is a specialised professional qualification that integrates professional practice in business and industry with academic knowledge. "



Accreditation and Approval (in France)

Programme Registered with



Répertoire National Des
Certifications Professionnelles /
National Directory Of Professional
Certification (Rncp)

Qualification Certified by



Commission Nationale de la
Certification Professionnelle (CNCp).

Affiliated to



Grandes Ecoles Spécialisées (GES)

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DBA



www.ppa.fr

Pôle Paris Alternance (PPA)



DBA IPE Info in Brief

100%



of our students started their Research Proposal in year 2 of the programme

95%



of our students obtained the average CGPA of 3.0 & above

90%



of our classes are taught by Domestic lecturers

Profiles of IPE-PPA DBA students

- Director of Ocean Capital (Malaysia)
- Group Financial Controller of Holding Group (Malaysia)
- Senior Lecturers of Malaysian Universities (Malaysia)
- Director of Tradewinds Plantation (Malaysia)
- Managing Director of Eramaju Synergy, Sabah (Malaysia)
- Forex Treasurer, State Development Bank (Java)
- Chairman, MD of MM Group (Myanmar)
- Performance consultant (Singapore)
- Vice President at People Impact Pte Ltd (Singapore)
- Academic Director of KWS Hospital (Singapore)

Entry Requirements

- Applicants with a **Master's Degree in Business, or related fields** from an accredited institution or a comparable foreign institution.

English Requirements for International Applicants to renew year 2 student Visa

- Cambridge English (CPE) 180 score OR,
- IELTS (6.0 score) OR,
- Pearson English (50 score)

Study Duration

- Min. 3 Years
- Max. 5 Years

Assessments

- Assignments (1 publication with conceptual paper is mandatory)
- Research
- Publications (Optional)
- Thesis & Viva Voce

Intakes

- January, April & August (Full Time)
- Every Month (Part Time)

Course Code

Module Name

Credits

| | | | |
|-----|----------|---|----|
| 1) | DBA 8101 | Organizational Behaviours and Human Resource Issues | 4 |
| 2) | DBA 8102 | Modern Innovation and Entrepreneurship | 4 |
| 3) | DBA 8103 | Strategic Marketing and Market Research | 4 |
| 4) | DBA 8104 | Trends in Managing International Organization | 4 |
| 5) | DBA 8105 | Public Policy and Economic Issues | 4 |
| 6) | DBA 8106 | Reporting for Financial Decision Making | 4 |
| 7) | DBA 8107 | Operations Management Issues | 4 |
| 8) | DBA 8108 | Business Strategy | 4 |
| 9) | DBA 8109 | Research Design and Methodology | 4 |
| 10) | DBA 8110 | Advanced Statistics for Graduate Study | 4 |
| 11) | DBA 8201 | Thesis (50,000 words)/ Viva Voce | 40 |

Prof. Dr. Chua Chong Keow, William

"To improve is to change, so to be perfect is to have changed often"



Email us : info@mantissa.edu.my