



MANIPAL
GLOBALNXT UNIVERSITY



DOCTOR OF BUSINESS ADMINISTRATION

A 36-MONTH GLOBALLY RECOGNISED

ONLINE DEGREE

70

Years of
Academic Legacy

20+

Years of Online
Teaching Expertise

12,000+

Community of
Learners



THE MANIPAL HERITAGE

The Manipal Education and Medical Group (MEMG) is a leading provider of education, research and healthcare.

Manipal Group of Institutions have long been distinguished for excellence in higher education. The group owns and operates some of the top-ranking institutions across diverse disciplines in India, Antigua, Dubai and Malaysia.

Through its various professional academics, the group also provides education and upskilling opportunities to executives from leading corporations and financial institutions.

The Manipal Education Mantra — Achieve, Enable and Transform — builds on a legacy to create a future for every life it touches, a future that inspires achievements, enables ambitions, and transforms lives, worldwide.

International Membership, Accreditations and Recognitions



MANIPAL GlobalNXT A UNIVERSITY FOR THE DIGITAL ERA

Manipal GlobalNxt University was born out of a unique global collaboration of top International Universities as U21 Global in 2002.

It is a pioneer in delivering flexible learning experiences to corporate executives and individuals through its master's and doctorate level programs in Education, Business and Information Technology.

MGNU offers a unique pedagogical approach founded on the creation of cutting-edge knowledge, a multicultural openness, blend of academic learning and practical experience.

The programs offered by Manipal GlobalNxt University offer the know-how required to underpin corporate management in a stimulating learning environment ideal to acquire a global business outlook.

MANIPAL GlobalNxt AT A GLANCE

HOW STUDENTS LEARN FROM ANYWHERE ?

Our virtual classrooms provide the best online learning experience by combining live virtual webinar sessions with self-paced study

- Next generation learning portal
- Live Webinar sessions through latest synchronous learning technology
- Harvard case-studies
- 24/7 eLibrary services with more 18,000 journals and over 52,000 e-books
- Peer learning through assessed online discussion forums
- Connect with global faculty spread across the world
- Establish Global Network



Dr.Chinmoy Sahu

Vice Chancellor,
Manipal GlobalNxt

“Life-long learning is the key to prepare ourselves for the disruptive forces in today’s VUCA environment. Manipal GlobalNxt University has been a pioneer in delivering flexible anytime, anywhere and on-demand learning experiences to learners from around the world. The rich diversity of our learning community coupled with our truly authentic work-integrated social learning pedagogy has allowed us to create compelling learning opportunities over the last two decades. We would continue to democratise learning, making it affordable and truly inclusive.”

ONLINE | FLEXIBLE | GLOBAL

The Doctor of Business Administration has grown to be our flagship program over the last few years, attracting a globally diverse pool of senior leaders from the corporate world. We are delighted to see the wide global acceptance of this program and the quality of audience that it has successfully attracted with the highest completion rates in the education industry at the doctoral level. The program offers a judicious mix of our well-designed curriculum and our authentic pedagogy perfected over the last two decades that is tailor-made for working adults. Our learners also benefit immensely from the world class PhD-only faculty team that has been drawn from different parts of the world with significant industry experience behind them. We would continue to strive towards making our high quality and yet affordable programs accessible to all as we celebrate 20 years of our online presence in 2022.

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

The Doctor of Business Administration (DBA) is a research degree earning you a "doctorate" that enables you to develop rigorous research skills to examine complex issues in business and management. The DBA emphasizes both the development of theory and its application to the real world through problem-solving and decision-making.

The DBA programme is ideally suited for working professionals wishing to further their careers in consulting or become experts in a particular management field. The DBA program is also suitable for those wishing to pursue opportunities in teaching or research at some stage in their career. You'll be supervised by leading academics with expertise in the area of research that you are interested in. Your supervisor would provide expert guidance throughout your entire DBA journey.

The DBA is equivalent to a PhD and both earn you a “doctorate” title, but DBA focuses on high level strategic business problems rather than purely academic questions.

Supervised by expert academics with adequate industry experience, you'll apply the latest concepts and research methods to a real-world issue within your own organisation or business entity of your interest. You'll also devise and follow a professional development plan, through which you will demonstrate the impact of your studies on your own practice and career enhancement.

Manipal GlobalNxt University is accepting credit transfer requests under APEL (C) (Accreditation of Prior Experiential Learning). This opens up a unique opportunity for learners to avoid duplication in learning and to obtain their degree within a shorter time frame.



Established Global Faculty to guide you



Diverse research topics and options



Flexi-Pace model, learn from anywhere at anytime



Personal mentorship and
One-on-one Thesis Supervision



Flexible, interactive learning approach

PROGRAM STRUCTURE

Year 1: Management Course Work

DBA CORE SUBJECTS

- Advanced Managing People and Organisations
- Advanced Marketing Strategy
- Advanced Finance and Accounting
- Advanced International Business
- Advanced Data Analytics and Decision Making
- Advanced Strategic Management

Year 2: Research Skills

RESEARCH SUBJECTS

- Fundamentals of Research
- Quantitative Research Methods
- Qualitative Research Methods
- Research Project

Year 3: Research Proposal (at least 10,000 words) reviewed by research committee

DISSERTATION

- Research proposal
- Research Dissertation (Thesis)

Research Thesis (at least 40,000 words)

Microeconomics of Competitiveness	Poverty Alleviation	Systems (Socio-Economic)	Youth Unemployment
Cluster and Cluster Theory (Policy And Implementation)	Sustainable Development & Shared Value	IT Leadership	IT Strategy
Outsourcing Models and Frameworks	Globalisation And Economic Development	Asean, Nies And Islamic Economies	Economics Of Tourism
Islamic Economics	Big Data & analytics	Collaborative Knowledge Management	Knowledge Management For Productivity
Increasing User Engagement	Creative Knowledge Management	E-Learning	Organisational Behaviour
Employment Relations & HRM	Geographical Boundaries on Employment Practices	Gender Studies	Cultural Studies
New Venture Finance	Business Models	Entrepreneurial Teams	Entrepreneurial Exits
Customer Relationship Marketing	Consumer Behaviour	Retailing	Corporate Finance
Financial Reporting	Behavioural Finance	Cost Management	Organisational Behaviour
Women in Leadership	Gender Dynamics	Coaching And Positive Psychology	Blockchain

*The thesis topics given above are suggestive and learners are free to select any other topic of their choice

Stage 1:
Research
Foundations

Stage 2:
Research
Thesis*

OUR DOCTORAL CANDIDATES ARE SOLVING REAL INDUSTRY PROBLEMS

- Systems Implementation Challenges in Financial Shared Services in Kuala Lumpur: A Knowledge Management View (**Malaysia**)
- The influence of social media marketing towards SME sales business performance (**Malaysia**)
- The Impact of Cultural Intelligence (CQ) on Transformational Leadership (**Singapore**)
- Leadership in green infrastructure development and financing in emerging countries (**Nepal**)
- SME Survival Model for Economic Uncertainty and Industry 4.0 (**Thailand**)
- Investigating Determinants Affecting Employee Engagement in Petroleum industry (**Kuwait**)
- The Relationships between Customer Personality, Relationship Quality and Customer Loyalty in the Perspective of Banking Customers (**Hong Kong**)
- Dental practice-related factors and patient loyalty in dental clinics (**Thailand**)
- Factors influencing the adoption of an Integrated Digital Marketing approach in the MSME sector (**South Africa**)
- Psychological Capital and Brand Authenticity: Positive marketing to help people aspiring to be when they are at their very best (**Sri Lanka**)

PROGRAM FEE - 2023 INTAKE

DBA fee structure post scholarship is as below:

INITIAL FEE	USD	INR
Application Fee	50	4,100
Registration Fee	100	8,200
Total	150	12,300

Doctoral (Proposed)			
	Due date	USD	INR (@82)
1	Admission (Application Fee (\$50) +Registration Fee (\$100) +1st Instalment (\$1250)	\$1,400	1,14,800
2	6 months after 1st Instalment	\$1,250	1,02,500
3	6 months after 2nd Instalment	\$1,250	1,02,500
4	6 months after 3rd instalment	\$1,250	1,02,500
5	6 months after 4th Instalment (Research Proposal and Research Dissertation)	\$2,000	1,64,000
	Total	\$7,150	5,86,300

**For the sake of convenience, a conversion rate of 1\$= INR 82 has been used to calculate the fee. Fee may vary depending on the applicable conversion rate on day of payment.*

ADMISSION ELIGIBILITY CRITERIA

- A recognised Master's degree
- Minimum 3 years management / professional experience.

ASSESSMENT AND AWARDS

To earn a doctoral degree through online mode, it is imperative to accept the importance of self-learning. The program is so designed that it would require full participation and engagement of the students for all its components. Recorded lectures and other reference materials for the program will be available on the LMS. Additionally, each module of the program will also include 6-7 live webinars that will be held on weekdays from 07.30 p.m. to 09.30 p.m. IST.

There will be periodic evaluations in the form of assignments and discussion boards built into the overall programme construct in addition to evidencing research skills and thesis submissions as mandated. Students who successfully clear the evaluation criteria and thesis submission will be awarded the degree of Doctor of Business Administration by Manipal GlobalNxt Uaniversity.



Our DBA program allows candidates to manage their personal & professional lives with their learning and are fully supported by our faculty & program coordinators.



Dr Elaine Van Wyk

South Africa

Registrar/Head of Marketing &
Sales at Belgium Campus iTversity,
South Africa

“ My work portfolio is quite big and the job itself is very demanding. Completing a doctorate on top of your everyday duties tested me on various personal levels. I would not have been able to do this without the incredible support from Manipal GlobalNxT and the professors & supervisors at the university. ”



Dr Fred Utanes

Singapore

Education Specialist &
Part-time Consultant

“ It was GNU which allowed me to gain knowledge & skills in doing Research. Because of the program and motivation from lecturers, from all over the world, from GNU, I managed to have articles approved for research in international journals. ”



Dr Amany Abouzeid

Egypt

CEO Amaken
Artistic Services

“ I got more than what I bargained for, in more positive sense. The program challenged me to the very edge. I was always provided with adequate support & guidance. The program gave me flexibility, esp with a very demanding full-time job and a full-time family life. ”



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