



**Apollos  
University**



**DOUGLAS**  
BUSINESS SCHOOL

**DBA**

---

**Doctor of  
Business Administration**

# ABOUT

## Douglas Business School

Headquartered in the United Kingdom, we have greatly expanded throughout Asian countries over the years.

We provide affordable programme pathways that can be completed quickly with 'top-up' options for people that have prior work experience and academic qualifications. Our courses are designed for the working professional looking to up-skill so that they can remain relevant or demonstrate competence. We thrive to provide greater access to degree-level programmes and this is made possible by the network of dedicated support and online learning features that allow career-minded individuals to learn in their own time with flexible schedule.





## Apollos University

Apollos University (AU) is an academic institution of higher learning that is dedicated to the principle of providing the highest quality education for students who seek to increase their career advancement opportunities and enhance their leadership skills. Their programs are built on a foundation of knowledge transfer, application of knowledge, critical thinking, and research skills. Apollos is national accredited university in America and recognized by US Department of Education.



# ACCREDITATION



Apollos University (APOLLOS) is an accredited member of the Distance Education Accrediting Commission (DEAC) formally the Distance Education and Training Council - DETC. The DEAC is recognized by the U.S. Department of Education (USDE) and the Council for Higher Education Accreditation (CHEA).



Apollos University is listed on the Council for Higher Education Accreditation (CHEA) listing of accredited universities. CHEA — a national advocate and institutional voice for self-regulation of academic quality through accreditation — is an association of 3,000 degree-granting colleges and universities. Institutional membership is limited to accredited colleges and universities. The Distance Education Accrediting Commission (DEAC) is a recognized member of the Council for Higher Education Accreditation.



Apollos University is approved by the Montana State Approving Agency for the use of Veterans and Dependents Educational Benefits.

# ACCREDITATION



Apollo University, a USA institution of higher learning, is listed on the World Higher Education Database (WHED) International Association of Universities' Worldwide Database of Higher Education Institutions, Systems and Credentials. The IAU WHED Portal is "a service provided by the International Association of Universities (IAU), is the unique tool where you can find comprehensive information on higher education systems and credentials in 184 countries and over 18,000 higher education institutions."



National Council for  
State Authorization  
Reciprocity Agreements  
Approved Institution

APOLLOS UNIVERSITY is incorporated and approved as a private institution by the State of Montana. Apollo University has the necessary authorization from the Board of Regents to offer post-secondary degree programs in the State of Montana. Apollo satisfies the requirements of Montana Code Annotated § 20-25-107 and Board of Regents Policy 221, which regulate the award of post-secondary degrees by educational institutions in the State of Montana.



UK ENIC serves as the UK's information point on the recognition of overseas qualifications. **The Doctor of Business Administration (DBA) programme awarded by Apollo University is equivalent to the UK qualification level (RQF Level 8/SCQF Level 12/CQFW Level 8) of Doctor of Philosophy Degree (PhD)**

# ACCREDITATION



The Department of Education's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.



The HKCAAVQ provides quality assurance and assessment services to education and training institutions, course providers and the general public. In addition to its statutory roles, the HKCAAVQ also provides advisory and consultancy services in education qualifications and standards to government bureaux and other organisations in Hong Kong and the Asia-Pacific region. **The assessment is equivalent to local Doctoral Degree at Level 7 of the Hong Kong Qualifications Framework.**



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

Our services span the secondary and tertiary education sectors. NZQA administers the National Certificates of Educational Achievement (NCEAs) for secondary school students and is responsible for the quality assurance of non-university tertiary training providers.

NZQA's priority is to support our diverse range of clients by providing effective and efficient services, within our statutory mandate, that meet their specific needs. **The DBA programme is equivalent to local Level 9 Doctor degree qualifications in New Zealand.**

# Ranking & Awards



## Student Satisfaction:

Student satisfaction with Apollos curriculum: 96.93%

Student who would recommend Apollos to a friend: 99.30%

Students who feel they are achieving their academic goals: 98.29%

Students satisfied with faculty instructional quality: 95.58%

Graduates who report incurring no student debt: 92.31%

## Job Indicators:

Received job promotion or salary increase: 48.72%

Gained salary increase as a result: 50%

Gained a new job as a result: 50%



# About the Programme

A Doctor of Business Administration is earned through a high-level and research-based academic program focused on the necessary knowledge required for elite academic or consulting careers. The DBA is carefully designed so that our student's journey is filled with elements that matters the most to enhance the impact made to their careers and on stakeholders they deal with. The main goal of the DBA programme is to produce business leaders with holistic perspective and leadership attributes.

Study Mode: Online



# Programme Structure

## ► Doctor of Business Administration

### DBSM9795 Advanced Marketing Strategies

This workshop 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.

### DBSM9812 Contemporary Strategy Analysis

This course introduces participant to the nature and aspects of strategy and the management of uncertainty of strategy and scenario planning. Topics covered include strategising, economising internal and external drivers of strategic decisions, critical issues in strategy and path dependencies. It introduces participants to organisational culture and configurations, strategy processes and change, challenges in the new economy, hyper competition and globalization. It also covers new strategy paradigm, rule of knowledge management and competences followed with related issues in networks and partnerships in line with globalization.

### DBSM9820 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.

### DBSM9832 Innovation, Creativity and Entrepreneurship

The module aims to provide knowledge and practical tools for the management of innovation, a crucial organizational process bringing new products, services and technology from a mind or a lab to the market.

### DBSM9850 Managing Change and Leadership

Participants will learn to understand leadership styles and to lead organisations for building a culture for organisational success. Participants will also learn the need for organisations to continuously implementing change that would yield benefits. Participants will learn how to change and sustain change in their organisations as part of a continuous process of improvement, renewal and transformation.

### DBSM9866 Managing Global Organisation

Students will develop leadership and managerial skills that are critical to effective global managers. Students will also explore the impact of cultural differences on personal and organizational effectiveness.

### DBSM9887 Sustainability and Corporate Social Responsibility

This course will provide students with the skills to analyse business, social and environmental issues that are relevant to the development of corporate social responsibility (CSR) and sustainable business practices.

### DBSM9890 Emerging Technology for Leaders

Explores how innovative technologies have the capacity to influence and shape the business environment. It investigates particular emerging technologies and real-world cases to improve student understanding of the impact and the role that technologies can play in society, and how this is moulded by individuals' interactions and perspectives with and through technology. Students will explore different aspects of theory and concepts to learn how they can be applied in different situations to understand the impacts of technology on enterprises.

### DBSM9891 Managing Technological Innovation

Technological innovation is increasingly the source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring technological innovations to market is a daunting managerial challenge. In this course we focus on the practices and processes that managers use to manage innovation effectively.

### DBSM9920 Research Methods & Design

Topics of this course include scientific method, business information sources, research proposal development and evaluation, research design, scaling and instrument design, sampling design, statistical packages and applications, research reporting, writing and ethical considerations in business research.

### DBSM9950 Thesis/Dissertation

The participant will be allowed to choose a topic for their dissertation provided that the topic is from the field of their study. If the participant is studying / researching an area in Human Resource, the participant will be assigned a supervisor from the same field. The dissertation should also be such that staffs are available with the appropriate expertise to both supervise and assess the dissertation. The dissertation must also have some connection with material dealt within the programme. Dissertations are recommended to be based on primary and secondary research from credible sources in business and academic field. It is expected that the dissertation topic is discussed and approved by their supervisor before they are put in a research proposal report and submitted.

## Assessment Method

- 100% Coursework
- No Examination



## Why Study with Us?

- ✓ 100% Online
- ✓ No Examination
- ✓ International Online Community
- ✓ Dedicated One-to-One Supervisor
- ✓ Comprehensive E-library





## Sample of Certificate

# Apollo University

By its authority and upon recommendation of the faculty,  
the Board of Directors hereby confers upon

A. N. Others

the degree of

Doctor of Business Administration

with all honors, rights, privileges, and responsibilities thereunto appertaining.

Given this fifteenth day of May two thousand twenty.

*Steven C. Blockson*

*Chairman of the Board*

*President*

**United Kingdom**

Douglas House, 32-34 Simpson Road, MK1 1BA, UK  
+44 190 888 0561

**Hong Kong**

8th Floor, Tower B, New Mandarin Plaza, 14 Science  
Museum Road, Tsim Sha Tsui, Hong Kong  
+852 2523 8169

**Macau**

Av. Praia Grande, No.369, Keng Ou Commercial  
Building, 17th Fl., Macau.  
+853 8294 6822

**Australia**

Level 9 440 Collins Street, Melbourne Victoria 3000  
Australia  
+61 3 9021 6928

**New Zealand**

17B Farnham Street, Parnell, Auckland 1052, New  
Zealand  
+64 9 886 2890

**Netherlands**

Kraijenhoffstraat 137A, 1018RG, Amsterdam,  
Netherlands  
+31 (0) 20 369 0434

**Singapore**

1 Scotts Road #24-10 Shaw Centre Singapore  
228208  
+65 6871 4209

**Malaysia**

1-23-5 Menara Bangkok Bank, Berjaya Central Park,  
Jalan Ampang 50450 Kuala Lumpur  
+60 3-2181 9724

**Philippines**

Suite 505 5th Floor, Philippine Stock Exchange  
Center, Tektite East Tower, Exchange Road, Ortigas  
Center, Pasig City, Manila 1605, Philippines  
+63 2 8231 2285

**Sri Lanka**

2nd Floor, McLaren's Building, No 123,  
Buddhaloka Mawatha, Colombo 04  
Sri Lanka  
+9411 347 33 33

**Thailand**

37/F 98 Sathorn Square Office Tower, North  
Sathorn Rd., Silom Bangrak, Bangkok 10500  
Thailand  
+66 2105 6419

**Japan**

5/F Tensho Yoyogi Building, 1-30-15 Yoyogi,  
Shibuya City, Tōkyō 151-0053, Japan  
+81 (50) 4560 7614

**China**

Shenzhen:  
Room 506A-506B, Tower 1, Excellence Century  
Center, Jintian Road, Futian District, Shenzhen  
518000, China  
+86 755 23890499

**Shanghai:**

Unit 702, Shentong Information Plaza, No.55  
Huaihai Road (W), Shanghai, 200052 China  
+86 21 63014544

**Wuhan:**

Unit 1910, Floor 19, Wuhan International Plaza,  
No. 358 Jie Fang Da Dao Jiangnan District, Wuhan  
City, Hubei, PR of China, 430000  
+86 27-85860499

**Taiwan**

Taipei 1:  
10F-1, No. 669, Sec. 5, Zhongxiao East Road  
Xinyi District, Taipei City 110, Taiwan  
+886 2 87858389

**Taipei 2:**

5F, No.412 Sec. 5, Zhongxiao East Road,  
Xinyi Dist., Taipei City 110, Taiwan  
+886 2 27293900

**Kaohsiung:**

18F-8, No. 2, Zhongshan 2nd Rd., Qianzhen Dist.,  
Kaohsiung City 806611, Taiwan  
+886 7 5362703