

DOCTORATE IN BUSINESS ADMINISTRATION (DBA)- PHD

FOUNDATIONS CERTIFICATE - - Fully powered by Ai

Course Duration: 5 Weeks

“Empower Your Mind: Learn Anywhere, Anytime, Any Device At Your Own Rhythm”

Certificate Goal: Equip DBA-PHD candidates with the ability to align professional experience with academic learning outcomes, critically evaluate business theories, refine decision-making models, design research methodologies, and validate competencies through AI-assisted assessment.

WEEK 1

Programme Educational Objectives (PEOs) & Programme Learning Outcomes (PLOs)

Understanding the distinction between PEOs (post-graduation goals) and PLOs (graduation competencies).

- Mapping PLOs to PEOs for structured academic progression.
- Recognizing how professional experience contributes to fulfilling PLOs.
- Preparing for the **Experience Portfolio Assessment** to claim credit for prior achievements.

Instructor Guided Learning (Video-AI)

- Overview of PEOs: leadership, strategic thinking, research impact.
- Overview of PLOs: competencies assessed through assignments and portfolio.
- Mapping exercise: aligning PLOs to PEOs.
- Portfolio preparation strategies.

WEEK 2

Critical Evaluation of Business Theories

- Identifying relevant management theories and frameworks.
- Evaluating strengths, weaknesses, and contextual relevance.
- Adapting theories to professional practice.
- Supporting application with evidence and reflection.

Instructor Guided Learning (Video-AI)

- PLO1: Critically evaluate and synthesize theories in business and management.
- Case studies: Porter's Five Forces, Value Chain Analysis, Business Model Canvas, Organizational Behavior, Leadership & Innovation.

Assignment: **PLO1 Writing Submission.**

WEEK 3

Strategic Decision-Making Models

- Identifying frameworks relevant to industry and role.
- Recognizing limitations in real-world contexts.
- Refining or redesigning models for speed, relevance, and impact.
- Documenting and reflecting on decision-making processes.

Instructor Guided Learning (Video-AI)

- PLO2: Apply refined theoretical insights to support strategic decision-making.
- Frameworks: SWOT, PESTLE, Risk Assessment, Decision Trees, Agile/Lean, Cost-Benefit Analysis.
- Application exercise: adapting models to uncertain environments.

Assignment: **PLO2 Writing Submission.**

WEEK 4

Research Methodologies for Business Challenges

Selecting methods aligned with business goals and stakeholder needs.

- Justifying chosen methodologies with clear reasoning.
- Applying tools to gather, analyze, and interpret data.
- Presenting insights that influence strategic decisions.

Instructor Guided Learning (Video-AI)

- PLO3: Design, justify, and apply appropriate research methodologies.
- Approaches: Quantitative, Qualitative, Mixed Methods, Market Research, Survey Design, AI-enhanced analytics.
- Tools: SPSS, Tableau, Excel.

Assignment: **PLO3 Writing Submission.**

WEEK 5

AI Validation Interview

- Structured academic interview conducted by AI-powered system.
- Questions based on submitted PLO assessments and workplace experience.
- Responses reviewed by academic assessors (not AI) for final decision.

Panel-Assessed Session (Live)

- Validation of portfolio and PLO alignment.
 - Academic confirmation of competencies.
 - Certificate award upon successful completion.
-

“Preparing Learners for the demands of the modern education and workforce.”



<https://portman.university/>

Partner with



**STEMP-AI ACADEMIA
SDN BHD**