



## PROGRAMME DESCRIPTION

The program, Doctor of Philosophy in Strategic Management is unique in providing professionally qualified Strategic management experts, academics, top class strategic decision makers for academic institutions and management industries in Malaysia and overseas. The doctoral research is typically designed with the concepts of strategic formulation, innovative organizations and market competition, and addresses a wide variety of topics that have direct or indirect implications for organizational effectiveness. Students are encouraged to conduct research that focuses on recent economic problems, planning strategies to overcome and sustain with superior competitive performance. Students are equipped with the 'softer' business skills, employers value, such as emotional intelligence, creative thinking and high impact communication. LUC prepares the participants to pursue cutting edge, world class interdisciplinary research with mastery of the scope of knowledge in a respective area. The students will be able to pursue significant conceptual research.

For successful completion of PhD degree in LUC, each candidate should publish minimum of Four research articles in scopus indexed journals, with Lincoln affiliation.

## PROGRAMME AIM

The programme aims to provide students with rigorous, in-depth and advanced research knowledge within Strategic Management. The objective of the programme is to develop an understanding and critical appreciation of alternative approaches, methodologies and paradigms of research in the field of business and management. The programme of Ph.D. in Strategic Management will produce Strategic Managers consultant who are:

- Knowledgeable and skillful in strategic management recommend strategies appropriate to strategic management field.
- Appraise original research independently by adhering to legal, ethical responsibilities with appropriate professional attitude
- Demonstrate leadership, critical thinking and problem solving qualities through effective communication within a team.
- Competent in information management and lifelong learning skills to recognize strategic decisions and show entrepreneurship skills related to modern strategic management.

**Call us :**

**1 300 880 111 (Malaysia)**

**+603 78063478 (International)**

Web : [www.lincoln.edu.my](http://www.lincoln.edu.my)

E-mail : [info@lincoln.edu.my](mailto:info@lincoln.edu.my)



## PROGRAMME DURATION

Full Time: 3-5 Years  
Part Time: 4-8 Years

## CAREER OPORTUNITIES

Doctor of Philosophy in Strategic Management is designed with an advanced research skills that will prepare students for a career in academia along with other settings in which systematic and critical analytical skills are required. We produce top level managers and decision makers who are expected to work as Top Executives and Academics in Teaching and learning as well as Research.

## INTAKE AND ENTRY REQUIREMENTS

**Intake:** Ongoing

### Entry Requirements:

1. Master's Degree in Business or related (Level 7, MQF) disciplines accepted by Lincoln University College Senate; Or
2. Other qualifications equivalent to a master's degree that accepted by the Lincoln University College Senate
3. International students are required to achieve a minimum score of 6.0 for IELTS OR its equivalent.

## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1.	Research Methodology
2.	Computer Application
3.	<b>Dissertation on any one of the following specialties</b>
	1. Strategic Analysis
	2. Strategy Formulation
	3. Strategy Implementation
	4. Strategy Evaluation
	5. Fundamentals of Competitive Markets
	6. Strategy and Structure of market competition
	7. Corporate Strategy
	8. Corporate Governance
	9. Government & Business
	10. Political Development Management
	11. Industrial Organization, Price Policies, and Regulation
	12. Disclosure Strategy
	13. Strategy and Organization
	14. Game Theory & Information Economics

Sl. No.	Subject Name
15.	Econometrics
16.	Applied Stochastic Processes
17.	Healthcare Leadership
18.	Medical Ethics Strategic Management
19.	Technological change and innovation
20.	Managing Innovative Organizations
21.	Strategic Leadership Concentration
22.	Entrepreneurship
23.	Strategy Management in Accounts and Finance
24.	Hospitality Management
25.	Media and Publications Management
26.	Tourism Management
27.	Transportation management and Logistics

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