

Doctoral Programs



Ph.D.

Doctor of Philosophy

- ✓ in Management
- ✓ in Economics

Invest in yourself for lifelong earning

Doctoral Program

Academic Degree

★ Doctor of Philosophy (Ph.D.) / Research Doctorate

✓ in Management

✓ in Economics

ច្រកសិក្សាដើម្បីទទួលបានសញ្ញាបត្រពិសោកសិទ្ធាស្វ័យប្រៀបប្រដាប់
Pathway to Build Bright University Degree



កម្រិតបណ្ឌិតស្រាវជ្រាវ
Doctor of Philosophy (Ph.D.)
Research Doctorate (Academic Degree)

Year 3

Year 2

Year 1

Doctoral degree programs require a minimum of three years study and research. Applicants must hold a master's degree in a relevant subject or hold a master's degree in an unrelated subject and have relevant professional, research and project experiences.



Ph.D. Programs

Program Descriptions

The Doctor of Philosophy (Ph.D.) programs offered by Build Bright University (BBU) encourage academicians, teachers, managers, consultants, social scientists and young researchers to enhance and further their professional careers. The programs are designed to advance the professional development of diverse groups of people by extending their knowledge and enabling them to make significant contribution in the fields of Management and Economics.

The Ph.D. programs of BBU normally spread over three academic years though it can be extended up to a maximum of six academic years for full-time study and eight academic years for part-time study having 54 credits in total. The programs intend to strengthen the knowledge of the participants who would significantly contribute to the development of society by sharing of knowledge and leadership capabilities.

Doctor of Philosophy (Ph.D.) in Management

Program Objectives

- To enhance the ability of the candidates to recall, understand, and present information including knowledge of specific facts, concepts, principles, theories, and procedures in the advanced core common and specialization courses.
- To enhance the ability of the candidates to apply understanding of concepts, principles, theories, and procedures in the advanced core common and specialization courses in critical thinking and creative problem solving.
- To enhance the ability of the candidates to communicate effectively in oral and written forms, new information and communication technology using advanced mathematical

and statistical techniques in tackling and resolving problems in educational settings and everyday life.

- To provide adequate quantitative skills that can be used in research and solve the real world problems relating to management.
- To develop the capacity of the candidates on how to critically review the literatures on management.
- To develop the research skills of the candidates on how to develop the research proposal, and write research articles and thesis.

Sub-Areas

The sub-areas of Doctor of Philosophy (Ph.D.) in Management are as below:

- Business Administration/Management
- Management of Public and Private Organizations
- Leadership and Organizational Behavior
- Marketing Management
- Financial Management
- Bank Management
- Microfinance Management
- Health Care Management
- Ethics and Legal Studies
- International Management
- Legal Aspects in Management
- Leadership
- Entrepreneurship and Innovation
- Small and Medium Enterprises
- Managerial Accounting
- Management Information Systems
- Customer Relationship Management
- Project Management
- Cross-cultural Management
- Human Resource Management
- Technology and Operations Management
- Strategic Management
- Planning
- Information Technology Management/
Management of Technology

- Total Quality Management
- Contemporary Management
- Industrial Organization and Regulation
- Educational Management
- Public Sector Management
- Industrial Management
- Real Estate Management
- Natural Resources Management
- Disaster Management
- Water Resource Management
- Agriculture and Cooperative Management
- Farm Management
- Environmental Management
- Rural Management
- Urban Management
- NGO Management
- Hotel and Restaurant Management
- Tour and Travel Management
- Cultural and Heritage Management
- Safety and Security Management
- Transport and Communications Management/Public Works Management
- Energy and Power Supply Management
- Games and Sports Management
- Event Management
- Import and Export Management
- Logistics and Supply Chain Management
- Port and Cargo Management
- Leadership and Corporate Accountability
- Governance
- Corporate Strategy
- All other sub-areas related to the field

Doctor of Philosophy (Ph.D.) in Economics

Program Objectives

- To enhance the ability of the candidates to recall, understand, and present information including knowledge of specific facts, concepts, principles, theories, and procedures in the advanced core common and specialization courses.
- To enhance the ability of the candidates to apply understanding of concepts, principles, theories, and procedures in the advanced core common and specialization courses in critical thinking and creative problem solving.
- To enhance the ability of the candidates to communicate effectively in oral and written forms, new information and communication technology using advanced mathematical and statistical techniques in tackling and resolving problems in educational settings and everyday life.
- To provide adequate quantitative skills that can be used in research and solve the real world economic problems.
- To develop the capacity of the candidates on how to critically review the literatures on economics.
- To develop the research skills of the candidates on how to develop the research proposal, and write research articles and thesis.

Sub-Areas

The sub-areas of Doctor of Philosophy (Ph.D.) in Economics are as below:

- Microeconomics
- Financial Economics
- Economic Theory
- Industrial Economics
- Labor Economics and Social Policy
- Environmental Economics



- Agricultural Economics
- Rural Development
- NGOs and Rural Development
- Economic Development
- Economic Growth
- Political Economics
- Macro and Monetary Economics
- Human Resources Economics
- Public Policy
- Urban Planning
- Rural Planning
- Centralized Planning
- Regional Planning
- Decentralized Planning
- Economics of Innovation
- Economics of Education
- Energy Economics
- Urban Economics
- Law and Economics
- Development Economics
- International Economics
- International Trade
- Public Finance
- Health Economics
- Rural Economics
- Regional Economics
- Economic History
- Finance and Banking
- Money and Banking
- Micro Finance
- Marketing
- Entrepreneurship and Economic Development
- Small and Medium Enterprises
- Real Estate
- Finance
- Investment
- Industries
- Business
- Financial Reporting and Control
- All other sub-areas related to the field

Admission Requirements for Ph.D. Program

- i. Have passed all systematic and normal levels of education.
- ii. Have the holders of master degree in the area (or sub-area) of interest for doing Ph.D. or master degree in the related areas (or sub-areas) from any university/institution recognized by the Ministry of Education, Youth and Sport, Royal Government of Cambodia.
- iii. Have obtained Grade Point Average (GPA) of at least three (3.00) or have successfully completed thesis at master level.
- iv. Have competence in any foreign language (English) as the determination/ requirement of the program.
- v. Have basics of Information and Communication Technology (ICT) skills for research.
- vi. Have the equivalence certificate of master degree from the Ministry of Education, Youth and Sport, Royal Government of Cambodia in case of obtaining master degree outside Cambodia.
- vii. Have precise and attainable preliminary research proposal.

Preference will be given to applicants having at least two years of teaching/research experience or executive or managerial experience in public or private sector enterprises or experience in carrying out own business activities.

Duration, Semester and Credit

- Three academic years
- Six semesters
- Total 54 credits

Program Structure

The Ph.D. program is classified into two parts - Coursework and Research Work:

Coursework (21 Credits):

Core Common Courses 6 Courses (18 credits)

Specialization Course 1 Course (3 credits)

The students pursuing **Ph.D. in Management** and **Ph.D. in Economics** have to study six Core Common Courses in the first year of the program. The six Core Common Courses are as below:

Core Common Courses (18 Credits)

Code	Course Title	Credits
RMD401	Advanced Research Methodology	3
RMD402	Qualitative and Quantitative Methods	3
CME403	Planning and Development	3
CME404	Managerial Economics	3
CME405	Financial Management	3
CME406	Leadership and Management of Change	3
Cumulative Credits		18



The students pursuing **Ph.D. in Management** have to study one specialization course and undertake research works in the field of management in the second year and the third year of the program as below:

Specialization Course (3 Credits) and Research Works (33 Credits)

Code	Course Title	Credits
PSM 407	Strategic Management	3
MGT 406	Research Proposal Development and Defense	3
MGT 407	Participation in Conference/Seminar/Symposium/Forum with Presentation	3
MGT 408	Preparation of Personal Seminar/Workshop	3
MGT 409	Publication of Research Article I	3
MGT 410	Publication of Research Article II	3
MGT 411	Thesis Preparation	9
MGT 412	Thesis Preparation and Pre-defense	3
MGT 413	Thesis Completion and Final Defense	6
Cumulative Credits		36
Total Cumulative Credits		54

The students pursuing **Ph.D. in Economics** have to study one specialization course and undertake research works in the field of economics in the second year and the third year of the program as below:

Specialization Course (3 Credits) and Research Works (33 Credits)		
Code	Course Title	Credits
PSE 407	Economics of Strategy	3
ECO 406	Research Proposal Development and Defense	3
ECO 407	Participation in Conference/Seminar/Symposium/Forum with Presentation	3
ECO 408	Preparation of Personal Seminar/Workshop	3
ECO 409	Publication of Research Article I	3
ECO 410	Publication of Research Article II	3
ECO 411	Thesis Preparation	9
ECO 412	Thesis Preparation and Pre-defense	3
ECO 413	Thesis Completion and Final Defense	6
Cumulative Credits		36
Total Cumulative Credits		54

Teaching Methodology

Depending on the nature and requirement of the specific course, in general, the following methods are adopted in the Ph.D. programs for teaching, learning and research that are focused on the learning outcomes of students:

- i. Lecture-cum-discussion method
- ii. Group discussion and presentation
- iii. Case reading, analysis and presentation
- iv. Group and individual problem solving, exercises and quizzes

Methods adopted for each specified course in a doctoral program are focused on student centered approach.

Course Evaluation Procedure

i. Ongoing Assessment - 70%

- A. Class Assignment - 40% (Group and Individual): quizzes, discussion and presentation, case analysis and presentation, exercise and problem solving.
- B. Home Assignment - 30% (Individual)

ii. Final Assessment - 30% (Individual):

Semester paper/ Major assignment (based on research on a specific assigned topic)/ examination.

Student in a Ph.D. program is required to earn a minimum of 50% score in each category – ongoing assessment and final assessment. However, in total a minimum of 70% score is required to qualify in a course.

In case a student secured more than 50% score in both categories, but did not qualify in a course (less than 70%), he/she shall be required to appear the supplementary examination on that course with necessary payment of fee for examination.

In case a student secured less than 50% score in any category, he/she shall be required to pursue the course again by making necessary payment of course fee.



Thesis Assessment

The thesis assessment of the student in a Ph.D. program shall be carried out sequentially and successively as follows:

- Assessment of detailed research proposal
- Trial thesis assessment
- Thesis assessment undertaken by the Doctoral Review Committee
- Assessment of final thesis defense



Research Proposal Defense

The research proposal prepared by each Ph.D. student shall have to be presented in front of the Doctoral Review Committee of the university. The committee is empowered either to approve the research proposal or provide recommendations to the student to further improve his/ her research proposal before carrying out the research work.



Trial Thesis Defense

Once the Ph.D. student completes the research work, and the same has been approved by the supervisor, it is mandatory on his/her part to carry out trial thesis defense (pre-defense of thesis) in the presence of the Doctoral Review Committee. The committee is empowered to provide recommendations/suggestions as well as constructive feedbacks, if any, to further improve the quality of the research work.

Final Thesis Defense

Each student in a Ph.D. program shall have to carry out final thesis defense in the presence of the Doctoral Review Committee. The final defense of the thesis shall only be organized once the student completes the improvement of his/her work as per the recommendations given by the Doctoral Review Committee in the trial thesis defense (pre-defense of thesis). The student shall be required to submit seven copies of the approved thesis in the Office of School of Doctoral Studies.



Re-Defending of Thesis

Ph.D. candidates who have not succeeded in their final thesis defense shall be allowed to re-define their final theses. As per the recommendations of the Doctoral Review Committee, Ph.D. candidates shall be required to revise their theses and submit the requests for the second thesis defense within 24 months from the date of the final thesis defense. The composition of the Doctoral Review Committee for the thesis

reassessment shall have the same composition as that of the Doctoral Review Committee for final thesis assessment. In case any member of the committee remains absent, BBU shall request and submit the names of substitute members of the committee to the MoEYS for approval. Once approved, the student shall be required to submit seven copies of the approved thesis in the Office of School of Doctoral Studies. A third thesis defense is not allowed to the Ph.D. candidates.

Monitoring the Progress of Research

All Ph.D. candidates while carrying out their research work shall be required to submit their progress of research in writing as per the format on monthly basis. The same must be certified by the supervisor and signed by the Senior Dean of the School of Doctoral Studies for getting the approval from the Senior Vice President, Academic Affairs.

Grading System

The following grading system in Ph.D. program is used to assign grades to the students on the basis of their scores on a course:

Percentage of Marks Obtained	Description	Letter Grade	Credit Hours	Grade Points/Quality Points per Credit Hours	Total Grade Points/Quality Points Earned
85 – 100	Excellent	A	3	4.00	12.00
80 – 84	Very Good	B+	3	3.50	10.50
70 – 79	Good/Pass	B	3	3.00	9.00
65 - 69	Fairly Good	C+	3	2.50	7.50
60 - 64	Fair	C	3	2.00	6.00
50 - 59	Poor	D	3	1.50	4.50
45 - 49	Very Poor	E	3	1.00	3.00
≤44	Fail	F	3	0.00	0.00

Grade Point Average (GPA)

- Credit Hour (CH) is the amount of work represented in learning outcomes and verified by evidence of student achievement of grade A, B+, B, C+, C, D, E and F: one hour of lecture and a minimum two hours of on-going work/out-of-class student work each week for approximately of fifteen weeks for one semester hours of credit. The on-going work/out-of-class student work includes workshops, seminars, laboratory work, practicum, studio work, field work, presentation, group discussion, quizzes, exams, study visits, and other academic work leading to the award of credit hours.
- One credit hour (CH) is equivalent to at least 15 hours of work presented in student learning outcomes and each course involves at least 3 credit hours (CH) or is equivalent to 45 hours for the entire program.
- Grade Points Value (GP) is the conversion of letter grade to numerical grade representing the percentage of marks received.
- Grade Points Earned = GP x CH
- Total Grade Points Average (GPA) is the average of total grade points earned, where,
$$GPA = \frac{\sum(GP \times CH)}{\sum(CH)}$$

Conditions for the Achievement of Doctoral Degree:

- The total GPA must be at least 3.00 points or above.
- A minimum of 3.00 grade points are required to pass in a course.
- There is no exemption for any course that has grade points less than 3.00.



Seminar and Workshop

The School of Doctoral Studies organizes seminars and workshops for doctoral students on relevant topics and recent issues of national, regional and global trend. The seminars and workshops are mostly addressed by persons of international repute and the students get an opportunity to interact and share their knowledge among others.



Physical Academic Infrastructure

Classroom Facilities



The classrooms designed for Ph.D. students are well-equipped with latest teaching aids, and are air-conditioned to make all feel comfortable to learn in a conducive environment. Each classroom has enough space for individual learning as well as to carry out group discussions, role play and presentations.

Doctoral Resource Centre

To facilitate the doctoral candidates in their research work, the university has set up a doctoral resource centre which is equipped with doctoral theses on different areas, journals and other research reports and documents. Also the centre has the arrangement for carrying out discussion among the candidates as well as between candidate and supervisor.

Library

The library of Build Bright University is rich in latest textbooks and reference books as well as relevant study materials. Besides, the students have the opportunity to consult several magazines/journals of their areas of interest.

Computer Laboratory

Build Bright University has well-equipped computer labs for students in the main campus as well as provincial campuses. To provide latest knowledge in the respective field of research as well as for the application of models in research, computer labs for the Ph.D. students are designed.

Research and Consultancy

The School of Doctoral Studies of Build Bright University through its Doctoral Resource Centre undertakes various research projects, provides consultancy services and conducts training programs on several socio-economic and management issues. The centre also prepares tracer study reports, employability study reports and satisfaction level survey reports of different faculties of the university.



Publications

Build Bright University publishes International Journal of Business and Development Research (IJBDR) annually. IJBDR is a peer reviewed and internationally referred scholarly journal, which focuses on publishing research articles in the areas of business management, social science and development studies. BBU welcomes and encourages students, researchers, academicians and persons having interest in research to submit articles for publication in IJBDR.

Tuition Fees

Khmer Candidate

✓ Semester	US\$ 1,080
✓ Annum	US\$ 2,160
✓ Three Years	US\$ 6,480

Foreign Candidate

✓ Semester	US\$ 1,260
✓ Annum	US\$ 2,520
✓ Three Years	US\$ 7,560

BBU Main Campus:

Building A&B along street 1003 between streets 1988 & 1992, Sangkat Phnom Penh Thmey, Khan Sen Sok, Phnom Penh, 12101, Cambodia. Tel : 012 682 777, 015 682 777

Website : www.bbu.edu.kh | E-mail : info_pgs@bbu.edu.kh

Professors (Full-time and Visiting) - Name a few



Prof. Dr. Manaranjan Behera

Major Areas:

- Advanced Research Methodology
- Qualitative and Quantitative Methods



Prof. Dr. Kenneth Kee Kia Hiong

Major Areas:

- Strategic Management
- Leadership and Management of Change



Prof. Dr. Satyendra Singh

The University of Winnipeg, Canada

Major Areas:

- International Marketing
- Leadership and Management of Change



Prof. Dr. N.P. Tripathy

IIM, Shillong, India

Major Areas:

- Financial Management
- Capital Market



Assoc. Prof. Dr. Teng Delux

Major Areas:

- Managerial Economics
- Economics of Strategy



Assoc. Prof. Dr. Yean Rithy

Major Areas:

- Financial Management
- Leadership and Management of Change



Assoc. Prof. Dr. Long Atichbora

Major Areas:

- Planning and Development
- Economics of Strategy



Assoc. Prof. Dr. Rom Ra

Major Areas:

- Strategic Management
- Advanced Research Methodology



Asst. Prof. Dr. Chhay Kongkea

Major Areas:

- Managerial Economics
- Economics of Strategy



Asst. Prof. Dr. Darith Siek

Major Areas:

- Planning and Development
- Economics of Strategy



Asst. Prof. Dr. Por Narith

Major Areas:

- Strategic Management
- Leadership and Management of Change



Assoc. Prof. Dr. Dy Davuth

Major Areas:

- Financial Management
- Micro-Finance Management



Assoc. Prof. Dr. Meuk Kimsroeun

Major Areas:

- Strategic Management
- Leadership and Management of Change



Assoc. Prof. Dr. Chhay Ros

Major Areas:

- Strategic Management
- Leadership and Management of Change



Assoc. Prof. Dr. Kang Om

Major Areas:

- Planning and Development
- Educational Management



Asst. Prof. Dr. Lim Suy Hong

Major Areas:

- International Business Law
- Legal Aspects in Business



Asst. Prof. Dr. Hu Ty

Major Areas:

- Legal Aspects in Business
- International Law



Asst. Prof. Dr. Heng Bunsung

Major Areas:

- Strategic Management
- Leadership and Management of Change



Asst. Prof. Dr. Thou Panha

Major Areas:

- Strategic Management
- Planning and Development



Asst. Prof. Dr. Chhim Khin Dareth

Major Areas:

- Strategic Management
- Leadership and Management of Change



Asst. Prof. Dr. Soeung Sopha

Major Area:

- Planning and Development
- Educational Management



Asst. Prof. Dr. Houy Sam Ath

Major Area:

- Strategic Management
- Leadership and Management of Change