



# **Doctor of Business Administration**

**1ST AI-POWERED ACCREDITED  
UNIVERSITY IN THE WORLD**

**PORTMAN UNIVERSITY HEADQUARTERED IN CHICAGO, USA.**





# About The Group

PORTMAN Education Group is redefining education in Malaysia and beyond with a lifelong learning ecosystem that spans from early childhood to university-level and professional training. Guided by a vision to make learning accessible, practical, and future-ready, PORTMAN is committed to delivering quality education that empowers learners at every stage of life.

From nurturing toddlers to shaping industry-ready professionals and AI-powered university graduates, PORTMAN Education Group embodies the belief that education should adapt to every learner's needs and ambitions—setting new benchmarks for holistic, progressive, and technology-enhanced education in the region.



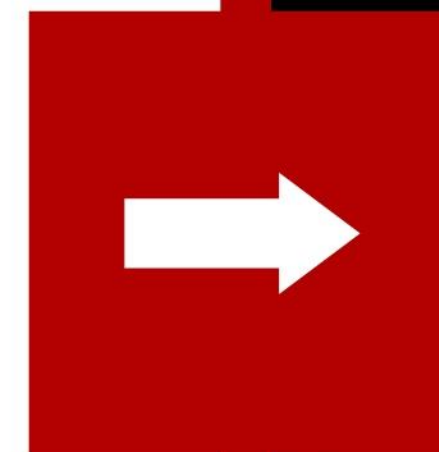


## **Vision**

To be the No.1 AI-Powered Education Platform in South East Asia

## **Mission**

Making a Difference by Making Lives and Businesses Better



# PORTMAN UNIVERSITY

Empowering Learners for Success in an AI-Driven World



## Global Recognition

Earn internationally recognized, blockchain-verified certificates you can share instantly with employers and institutions worldwide.



## Flexibility & Accessibility

Learn anytime, anywhere, on any device with 24/7 access to interactive lessons and AI support.



## AI-Personalized Learning

Adaptive learning paths tailored to your performance, interests, and goals. Get intelligent nudges, feedback, and curated study plans that fit your pace.



## Career-Ready Curriculum

Industry-relevant courses designed with employers in mind. Build real-world skills, complete capstone projects, and prepare for in-demand careers.



## AI-Enhanced Student Support

24/7 AI Tutor Assistant, Student Success Bot, and Wellness Bot ensure you never study alone. Instant help, progress tracking, mental health support, and personalized guidance.



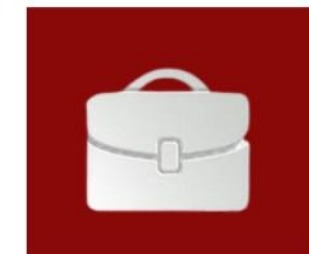
## Autonomous AI Teaching & Delivery

AI Teaching Assistants generate course materials, quizzes, and summaries on demand—ensuring consistent quality and fast updates across all programs.



## Smart University Management

Real-time dashboards for student progress, early warning systems, and automated admin tasks ensure a responsive, student-centered learning experience.



## Global Employment Pathways

AI-powered talent profiling, employer matchmaking, and blockchain-verified credentials connect you directly to global job opportunities.



# PORTMAN University Roadmap

## Phase 1



## Phase 2



## Phase 3



Q3  
2025

Q4  
2025

Q1  
2026

Q3  
2026

**AI-Powered  
Personalized  
Learning Platform  
Refinement and  
Expansion**

**Autonomous  
AI Avatars  
Deployment  
and Training**

**Content Bot  
Generation**

**Crypto and Blockchain  
Credentials Infrastructure  
Implementation**

**Talent Profiling, Global  
Job Matching, AI Pathway**

Laying the groundwork with AI-powered personalized learning, supported by autonomous AI tutors, scalable content bots, and 24/7 AI-driven marketing for global reach and engagement.

Embedding blockchain at the core of education with verifiable identities, transcripts, and NFT certificates, while graduates join a crypto-enabled ecosystem of NFC cards and wallets — building the world's first borderless, future-proof education economy.

Unlocking cross-border opportunities by connecting graduates and enterprises worldwide. Through talent profiling and global job matching, students gain personalized AI-driven career pathways — linking education to entrepreneurship, innovation, and employment globally.



## Phase 1: Building the AI-Powered Foundation (Q3 – Q4 2025)



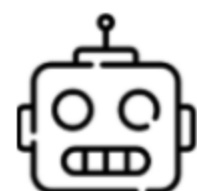
### Mass Personalization Learning (MPL)

Custom-tailored learning paths based on performance, behavior, and interests. AI tracks progress, adapts content, and nudges students toward success.



### AI-Generated Academic Content

One prompt produces slides, quizzes, videos, and summaries – enabling fast and cost-effective course creation.



### AI Teaching & Support Assistants

Multilingual tutors offer real-time support, career and mental health bots assist students holistically, and forum coaches guide meaningful discussions.

**Impact:** 70%+ margin on delivery, global reach, and affordable education at scale.



## Phase 2: Crypto and Blockchain Credentials Infrastructure Implementation (Q1 2026)

### Blockchain-Verified Certificates

PORTMAN University's blockchain-verified certificates provide students with secure, tamper-proof records of their achievements. This empowers them to instantly share their qualifications with employees and institutions worldwide.

**All student achievements are securely issued and stored on blockchain, creating portable, tamper proof academic records.**

### Global Learning Records

Learners can instantly share their verified credentials with employers, institutions or immigration authorities worldwide.

### Plug & Play API Integration

**Impact.** PORTMAN becomes a globally trusted credentialing authority, setting the standard for future-proof, cross-border education validation.



## Phase 3: Talent Profiling, Global Job Matching, AI Pathway (Q3 2026)



### Learning Pathways

AI-optimized curriculum designed to build specific skill sets demanded by the global job market.



### Accreditation

Globally recognized credentials that verify competencies across industries and borders.



### Employer Matchmaking

Precision matching of qualified candidates to global employment opportunities



### Talent Profiling

Comprehensive assessment of skills, behavior, and potential to create rich talent profiles

**Impact:** PORTMAN becomes the backbone of global digital education and employment, powering the future of work with precision AI.



## Education Will Never Be the Same Again.

We used to think education meant going to campus, sitting in classrooms, and following routines. Then everything changed.

Universities closed their gates, but education opened its doors wider than ever. Screens replaced classrooms. Distance became irrelevant.

We learned that true learning isn't about where you sit, but how deeply you want to grow. It's about purpose, not proximity.

I saw students adapt with discipline, educators embrace new tools, and families make sacrifices to keep learning alive.

We were given a chance to rethink what a university should be—not just grand buildings, but grand ideas. Not tradition, but transformation.

That's why PORTMAN University exists. To break barriers. To make world-class learning accessible to anyone, anywhere. To combine technology with human connection.

The future may feel uncertain, but it's full of possibility. We can choose to learn, grow, and prepare for a world that keeps changing.

I believe in you—the students, educators, and families who dare to do things differently. Together, we can build a better tomorrow.

Stay safe. Stay curious. And keep believing in the power of education to change everything.

## A Message from Our Vice Chancellor



**Ethan Stuart**

Vice Chancellor

# Management Team



**Ethan Stuart**

Vice Chancellor



**Prof. Naveen Alvaraj**

Dean of School of Business and Administration



**Pauline Lynn**

Registrar



**Lily Fuller**

Deputy Vice Chancellor



**Grace Parker**

Director of Counselling Support



**Prof. Owen Spencer**

Dean of School of Digital  
Education



# What is PIEL Pathway



**YOUR EXPERIENCE = YOUR ACADEMIC CREDIT**

PIEL stands for **Prior Industry Experiential Learning**.

It recognizes your professional and industry experience as part of the qualification for enrollment into PORTMAN University's DBA and MBA programs.

If you have years of relevant work experience, PIEL allows you to pursue advanced academic qualifications without needing traditional academic prerequisites.

**Designed for Busy Professionals**



**Senior Executives**



**Entrepreneurs**



**Experienced Professionals**

## **TRADITIONAL PATHWAY**



**Requires prior academic qualifications**

**Multiple prerequisites before admission**

**Longer completion time**

**VS**

## **PIEL PATHWAY**



**Recognizes your professional experience**

**Direct entry without lengthy prerequisites**

**Complete your degree faster**



# YOUR GATEWAY TO FUTURE-READY, AI-POWERED HIGHER EDUCATION

PORTMAN University is committed to redefining higher education in Southeast Asia and beyond by delivering accessible, AI-powered, world-class learning experiences. Focused on affordability and flexibility, PORTMAN University empowers learners with the skills, credentials, and mindset to thrive in an AI-driven world. Our mission is to break traditional barriers and make personalized, industry-relevant education available to anyone, anywhere.

## 100% Online Learning

Provides flexible and accessible education through digital platforms.

## Global-Standard Curriculum

Ensures education meets international standards and relevance.

## Blockchain Credentials

Offers secure and verifiable educational credentials.



## AI-Powered Personalized Pathways

Tailors learning experiences to individual student needs using AI.

## Affordable Fees

Makes education accessible to a wider audience through cost-effective pricing.

## Career-Focused Education

Prepares students for specific career paths with practical skills.

## CORE AI-ERA SKILLS

- Critical Thinking
- Creativity
- Communication
- Collaboration
- Digital Literacy

## PROFESSIONAL & INDUSTRY SKILLS

- Problem Solving
- Leadership & Initiative
- Data & AI Fluency
- Project Management
- Ethical Decision Making

## GLOBAL & CAREER READINESS

- Global Citizenship
- Cultural Intelligence
- Adaptability in Diverse Workplaces
- Networking & Relationship Building
- Career Resilience

## PERSONAL WELLBEING & GROWTH

- Emotional Intelligence
- Self-Management & Discipline
- Stress Management
- Growth Mindset
- Life-Long Learning

## OUR GRADUATES ARE:

- Confident
- Responsible
- Reflective
- Innovative
- Engaged
- Adaptive
- Ethical

# PORTRAIT OF A FUTURE-READY GRADUATE



# AI-POWERED, FUTURE-READY LEARNING

Our curriculum empowers students with a dynamic blend of industry-relevant skills, academic excellence, and advanced AI-powered personalization for truly future-ready education.



## AI-ENABLED CURRICULUM

A revolutionary approach that uses advanced AI to adapt learning paths to each student's goals and progress.

It emphasizes:

- Personalized, self-paced modules
- Real-time feedback and intelligent nudges
- Adaptive assessments and tailored study plans

PORTMAN University delivers an AI-enhanced curriculum that ensures learners stay on track, master concepts deeply, and achieve their goals efficiently.



## INDUSTRY-READY PROGRAMS

Designed with employer input and real-world demands in mind, PORTMAN's programs prepare students to thrive in a rapidly changing economy.

Key features include:

- Practical, project-based learning
- Capstone projects aligned to industry scenarios
- Career-focused modules with AI career advising
- Blockchain-verified certificates for global recognition



## GLOBAL & DIGITAL-FIRST LEARNING

PORTMAN University's fully online platform connects learners worldwide, providing an accessible and flexible education experience without borders.

It offers:

- 24/7 learning access on any device
- Multilingual AI tutors for real-time support
- Blockchain-secured credentials instantly verifiable anywhere



# AI-ENABLED LEARNING, INDUSTRY-READY EDUCATION!

### AI-Personalized Learning

Advanced AI adapts learning paths to each student's goals and pace, delivering real-time feedback and intelligent guidance for maximum mastery and retention.

### Professional & Personal Development

Cultivates self-management, emotional intelligence, adaptability, and growth mindset —preparing graduates to thrive in a rapidly evolving, AI-enhanced world of work.

### Real-World Connections

Direct industry integration through internships, virtual company visits, expert guest lectures, and blockchain-verified credentials recognized by employers globally.

### Technology-Driven Education

Leverages cutting-edge tools, online platforms, and AI-powered tutors to enhance engagement, streamline access, and personalize the learning experience for every student.

### Project-Based Learning

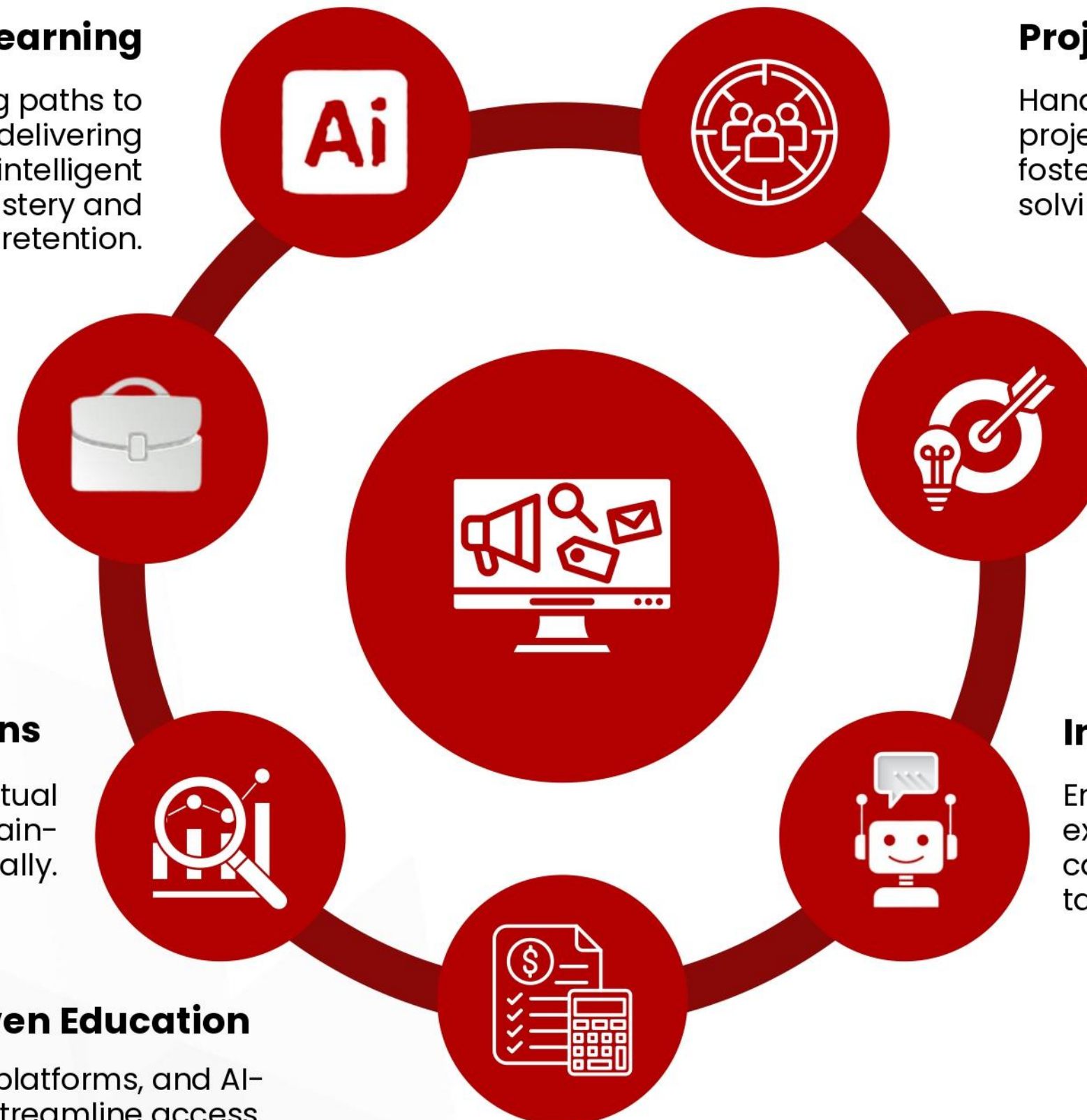
Hands-on assignments and capstone projects solve real industry challenges, fostering critical thinking, problem-solving, and practical skill application.

### Collaborative Learning

Interactive group projects and discussions build teamwork, leadership, and professional communication skills essential for the modern workplace.

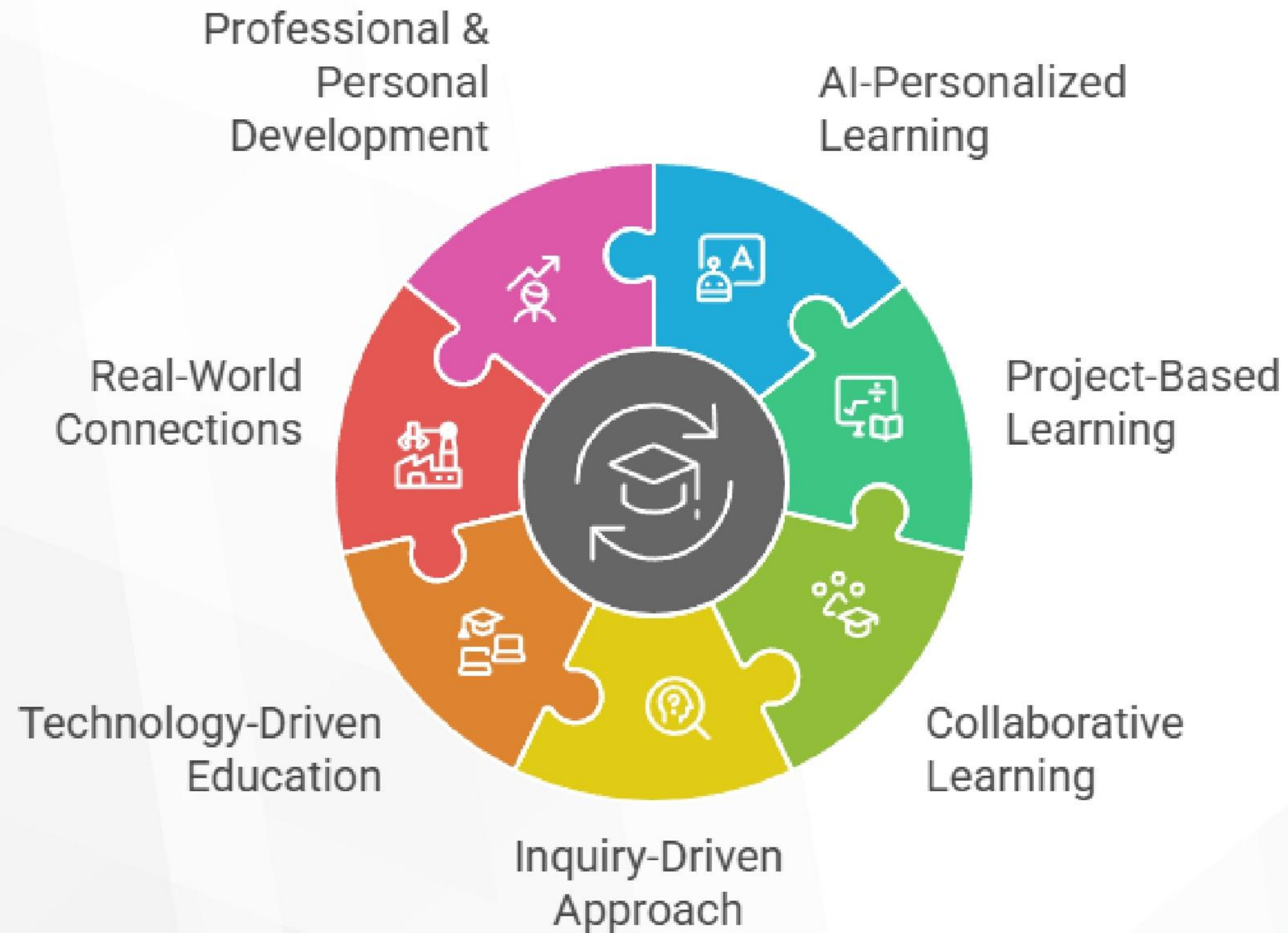
### Inquiry-Driven Approach

Encourages curiosity and independent exploration through research assignments, case studies, and applied learning tasks tailored to real-world scenarios.





## **THE REAL-WORLD AI UNIVERSITY EXPERIENCE**



### THE REAL-WORLD UNIVERSITY EXPERIENCE

PORTMAN University's AI-Enabled Learning Ecosystem blends the flexibility of 100% online learning with industry-aligned, practical experiences. This innovative approach ensures students develop critical thinking, professional skills, and real-world readiness for a future driven by technology and change.



#### **Interactive Learning Spaces**

Experience a seamless integration of self-paced online modules, live virtual discussions, and AI-driven tutoring for a highly personalized education journey.



#### **Real-World Applications**

Engage in industry-based projects, case studies, capstone assignments, and problem-solving workshops that translate academic learning into practical, career-ready skills.



#### **Student-Faculty-Industry Collaboration**

A dynamic platform that connects students with expert educators and industry mentors, promoting holistic growth and deep engagement with real-world challenges.



## BRIDGING EDUCATION AND EMPLOYMENT

At PORTMAN University, our AI-Enabled Learning Ecosystem is designed to seamlessly connect academic learning with industry needs, ensuring graduates are ready to thrive in a fast-changing, AI-powered economy.

- **Project-Based Learning & Capstone Projects**
- **Virtual Internships & Company Collaborations**
- **Blockchain-Verified Certificates for Employer Validation**
- **Live Industry Webinars & Guest Lectures**
- **Career Mentorship & AI-Powered Career Advising**
- **Employability Skills Workshops**
- **Global Networking Opportunities**

At PORTMAN University, this innovative ecosystem ensures every learner gains **accessible, flexible,** and **industry-relevant education**—equipping them to excel in a connected, **future-ready world.**

# INTELLIGENT FEATURES FOR FUTURE- READY LEARNING



## **AI-Personalized Learning Paths**

PORTMAN University's platform adapts to each learner's goals and pace, delivering customized study plans, intelligent nudges, and targeted resources for maximum success in an online environment.



## **Blockchain-Verified Academic Records**

Secure, tamper-proof transcripts and certificates ensure credibility and global recognition, making it easy for graduates to share verified achievements with employers and institutions worldwide.



## **Automated Assessments & Analytics**

AI-driven tools manage quizzes, assignments, and exams while tracking progress and understanding levels—ensuring seamless, reliable evaluation with real-time feedback for learners.



## **AI-Driven Student Performance Insights**

Advanced analytics provide real-time insights into student engagement, progress, and learning outcomes, enabling proactive support, personalized guidance, and improved course delivery.



# YOUR GATEWAY TO FLEXIBLE, FUTURE-READY EDUCATION

At PORTMAN University, our AI-Powered Learning Platform transforms higher education into a flexible, interactive, and personalized experience. Designed for accessibility, engagement, and real-world outcomes, it keeps learners connected, supported, and on track—anytime, anywhere.

## Streamlined Administration

AI automates and simplifies key administrative tasks, freeing educators to focus on teaching quality and student engagement.

## Productivity Boost

By handling repetitive processes, AI enhances operational efficiency, reducing delays and streamlining the student experience.

## Personalized Learning Journeys

AI dynamically tailors learning paths to individual goals, progress, and preferences—delivering a customized, student-centered education.



## Interactive, Multimedia-Rich Content

Immersive modules with video, simulations, and real-world scenarios keep learners engaged and reinforce understanding.

## Adaptive Learning Technology

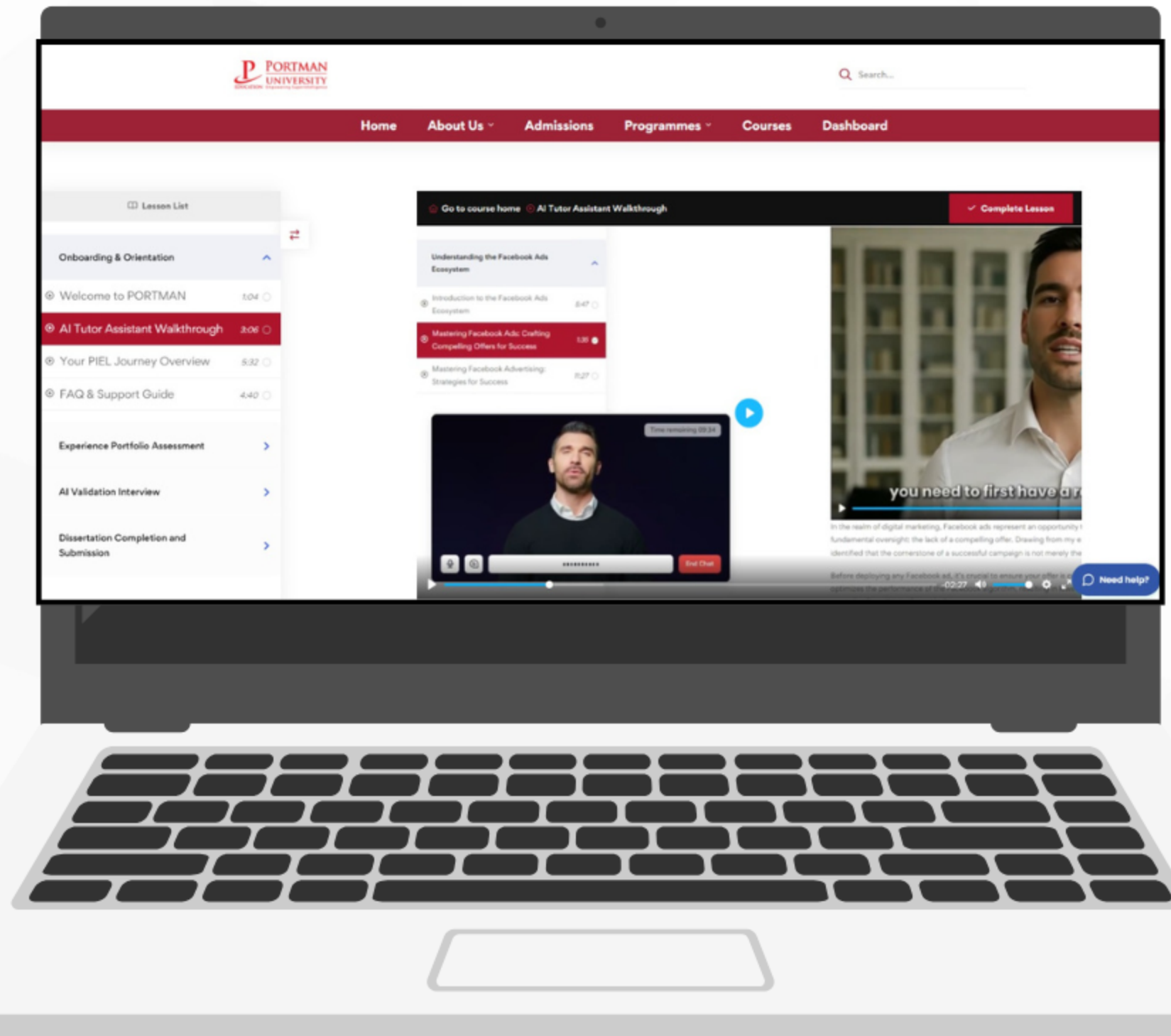
AI analyzes student performance in real time, delivering targeted support and resources to close knowledge gaps and boost outcomes.

## Enhanced Learning Outcomes

AI-driven interactivity and intelligent feedback improve mastery, retention, and application of industry-relevant skills.

# Why Choose PORTMAN University ?

Experience flexible, fast, and affordable learning with a credential recognized worldwide—plus always-on AI support to keep you moving.



## ► Learn on Your Schedule, Anywhere

100% flexible—no fixed class times, no commuting. Study when and where it works for you.

## ► Affordable, Transparent Pricing

High-quality education without the bloat or hidden fees.

## ► Complete in 12 Months

Accelerated pathway so you complete sooner and move up faster.

## ► 24/7 AI Tutor

Instant help, feedback, and guidance—anytime you need it.

## ► Globally Recognized Credential

Earn a qualification accepted and respected around the world.



# UNIVERSITY COUNSELLING SUPPORT

## Peer Networking & Mentoring

Connect with experienced peers and industry professionals for academic guidance, career advice, and mutual support in overcoming challenges.

## Wellbeing Champions Program

Student volunteers trained in stress management, resilience, and active listening to provide empathetic, peer-to-peer support.

## Professional Development Workshops

Interactive sessions with psychologists, career coaches, and industry leaders on topics like stress management, work-life balance, leadership, and productivity.

## Continuous Learning & Reflection

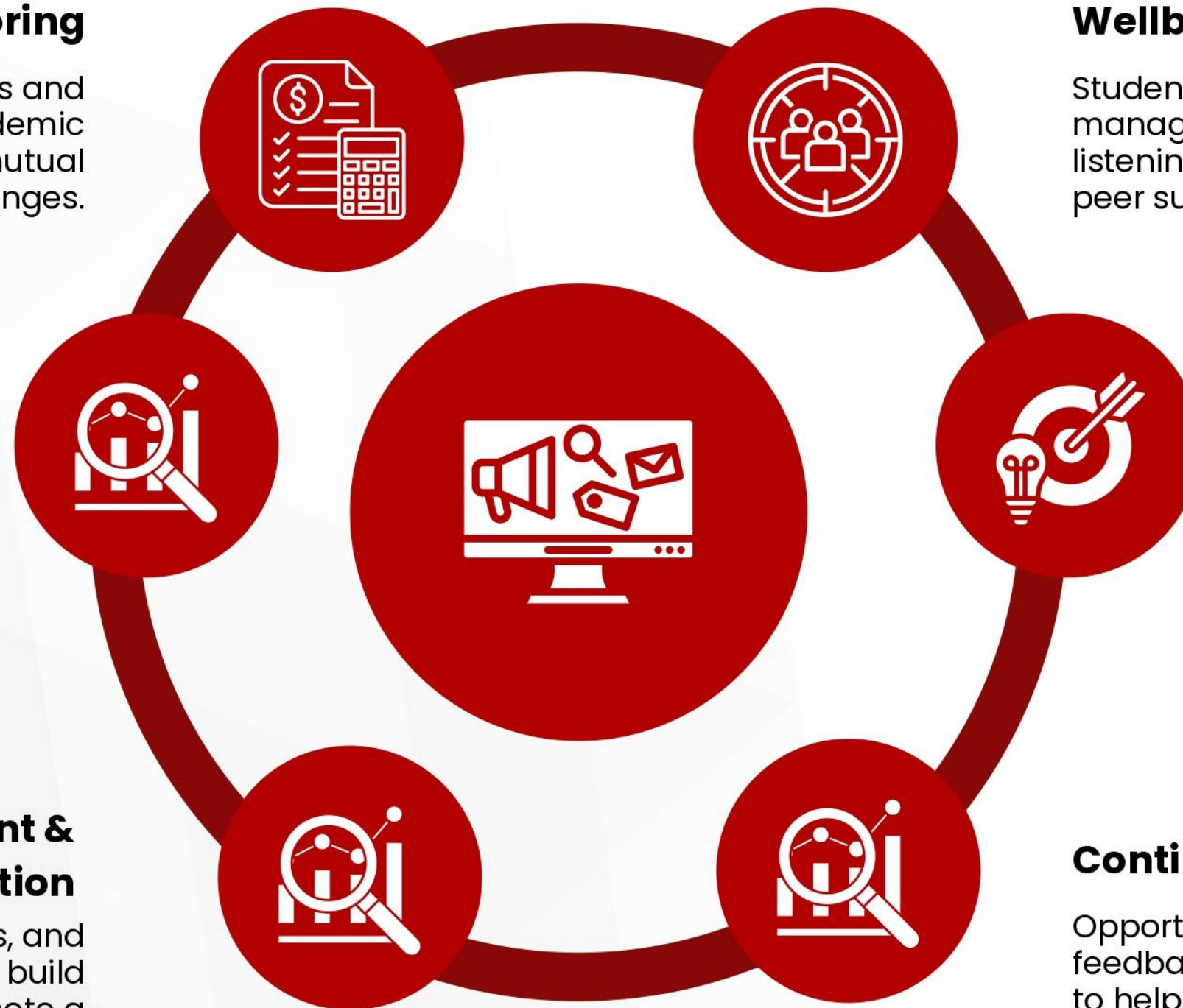
Opportunities for self-assessment, feedback, and personal growth planning to help you develop essential soft skills alongside your studies.

## Access to Professional Support

Confidential sessions with certified counsellors and mental health professionals for personalized guidance and well-being management.

## Community Engagement & Collaboration

Virtual meetups, group projects, and volunteering initiatives that build meaningful connections and promote a strong learning community.



**Empowering Confident, Resilient Graduates Ready for the World.**



# Empowering Confident, Resilient Graduates Ready for the World.

## Career & Skills Development Groups

Join specialized groups in areas like entrepreneurship, digital marketing, leadership, and data analytics to sharpen critical skills and enhance employability.

## Applied Learning Workshops

Participate in practical, industry-focused sessions, live problem-solving labs, and interactive case studies designed to bridge theory and real-world application.

## Community Engagement & Collaboration

Connect with peers, alumni, and industry professionals worldwide. Share ideas, build your network, and create opportunities for career advancement and collaboration.



# Global Accreditation



# Industrial Doctorate (DBA)

Complete in  
**ONE Year**

## Phase 1

3

Months

### Step 1 : Eligibility Check

- Verification of entry requirements based on industry experience and qualifications.
- Issuance of conditional offer letter.

### Step 2 : Sign Up & Enroll

- Completion of payment and administrative enrollment.
- Delivery of login credentials for the online portal.

### Step 3 : Onboarding & Orientation

- Tutorial on how to navigate the LMS and documentation system.
- Update of online profile and submission of relevant documentation (CV, portfolio, certifications, etc.).

### Step 4 : Experience Portfolio Assessment

- Tutorial on how to navigate the LMS and documentation system.
- Update of online profile and submission of relevant documentation (CV, portfolio, certifications, etc.).

### Step 5 : AI Validation Interview

- AI-guided avatar interview (chatbot or video call).
- Human assessor conducts final validation via online interview (Google Meet / MS Teams).

## Phase 2

9

Months

### Step 6 : Dissertation Completion & Submission

A DBA (Doctor of Business Administration) dissertation is a substantial research project that forms a key component of the DBA degree, focusing on practical, real-world business problems and offering solutions relevant to industry and management.



## What Will You Gain?

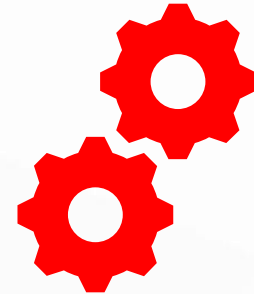
- ✓ **Enhanced Leadership Skills**  
*(Lead teams and organizations with confidence)*
- ✓ **Strategic Thinking & Decision-Making**  
*(Drive impactful business strategies)*
- ✓ **Global Recognition & Credibility**  
*(Stand out in an international business environment)*
- ✓ **Expanded Professional Network**  
*(Connect with global peers, mentors, and industry leaders)*
- ✓ **Career Advancement & Higher Earning Potential**  
*(Access C-Level roles, consulting opportunities, and academic positions)*
- ✓ **Innovation & Adaptability**  
*(Stay ahead in an AI-driven digital economy)*



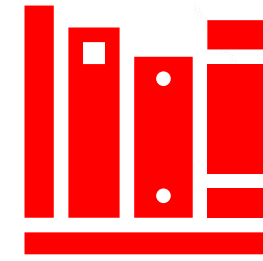
# Curriculum



**Business & Management  
Theories and Concepts**



**Strategic Decision-Making  
Frameworks**



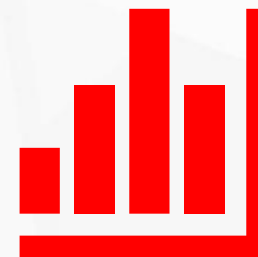
**Research Methodologies For  
Real-World Business Problems**



**Leadership And  
Managerial Capabilities**



**Mastery of Qualitative &  
Quantitative Research Methods**



**Data Analysis & Interpretation  
For Strategic Recommendations**



**Independent Research  
With Ethical &  
Professional Standards**



## Career Outcomes



### **C-Level Leadership Roles**

*CEO, CFO, COO roles in multinational organizations.*



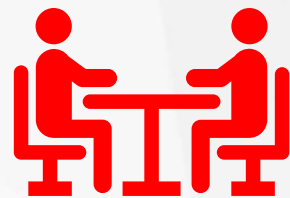
### **Corporate Strategist**

*Drive digital transformation and organizational innovation.*



### **Academic Lecturer or Researcher**

*Pursue careers in universities and research institutions globally.*



### **Board Advisor**

*Influence key business decisions at the highest level.*



### **International Business Consultant**

*Guide Fortune 500 companies and SMEs with strategic expertise.*



### **Entrepreneur / Business Founder**

*Start and scale your own ventures with confidence.*

## Industrial Doctorate (DBA) – Entry Requirement

General Eligibility (all applicants must) :

- Be at least 30 years of age in the year of application
- Possess significant, relevant working experience
- Hold one of the following minimum academic qualifications with the corresponding work experience:

Work Experience Requirements by Qualification Level:

- Master's Degree: No minimum working experience required
- Bachelor's Degree: Minimum 10 years relevant working experience
- Diploma / Pre-University / A-Levels (or equivalent): Minimum 15 years relevant working experience
- O-Levels / Secondary School Certificate / Certifications: Minimum 20 years relevant working experience

## Program Fee

Program	Program Fee	Installment Plan
DBA	USD \$3,600	\$500/month x 12 months
DBA Dual Doctorate Degree	USD \$3,600	-



As part of your DBA journey, you may choose to publish your research or capstone project. Here are some practical, PIEL-friendly journals that are free or low-cost to publish in — with a strong focus on business, management, and real-world application.

Rank	Journal Name	Practical Fit (Business/PIEL)	APC (Publishing Cost)	Ease of Acceptance	Remarks
1	Journal of Work-Applied Management (JWAM)	★★★★★ Excellent fit for DBA + PIEL	✅ Free to publish (APC waived by Emerald for some formats)	★★★★ Friendly to practitioner-style submissions	Scopus-indexed, ideal for action research, SME case studies, leadership practices
2	The Learning Organization (TLO)	★★★★ Business + organizational learning	✅ Free to submit (APC only for Open Access)	★★★ Mid-level, but accepts case-based work	Business transformation, digitalization, change management — all fit
3	Journal of Management Development (JMD)	★★★★ Focused on leadership, HRD, business development	✅ Free to publish	★★★ Mid-level review process	Very suitable for DBA projects on people management, training, or change
4	Industry and Higher Education (IHE)	★★★ Mainly business-education interface	✅ Free to publish	★★ ½ Slightly more selective	If your research bridges business needs with education (training, upskilling)
5	Case Studies in Business, Industry and Government Statistics (CSBIGS)	★★★ SME/business data and real cases	✅ Free	★★★ Easy to moderate	Good for data-based case studies; not Scopus, but solid niche platform

# Contact Us Now

For any inquiries or further assistance, please visit our website below. We appreciate your interest and look forward to assisting you.



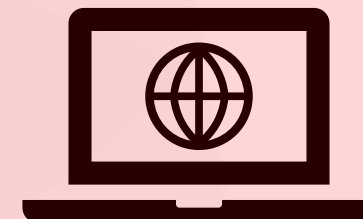
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**THANK YOU**