



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.



PORTMAN

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.



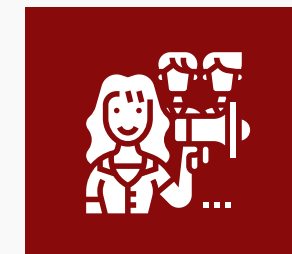
AI-Enhanced Student Support

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

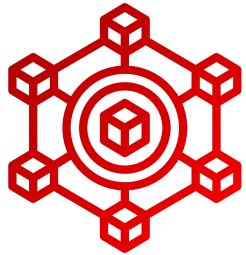
AI-powered talent profiling, employer matchmaking, and blockchain-verified credentials connect you directly to global job opportunities.

PORTMAN University Roadmap

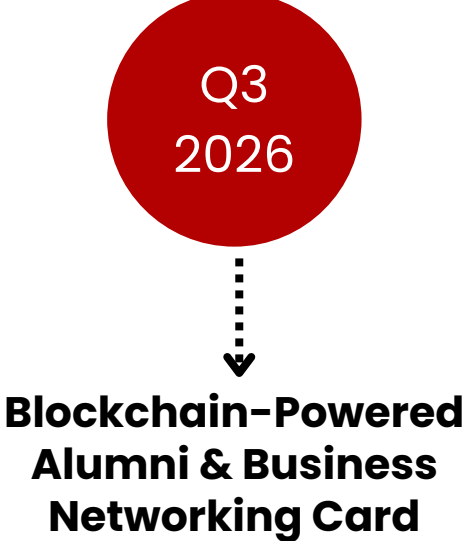
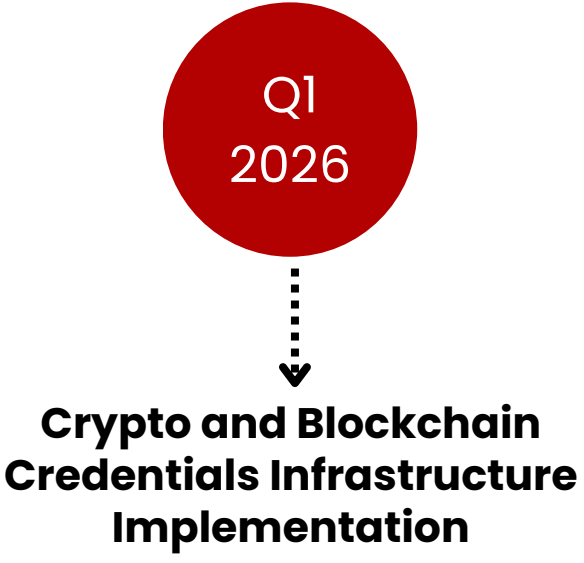
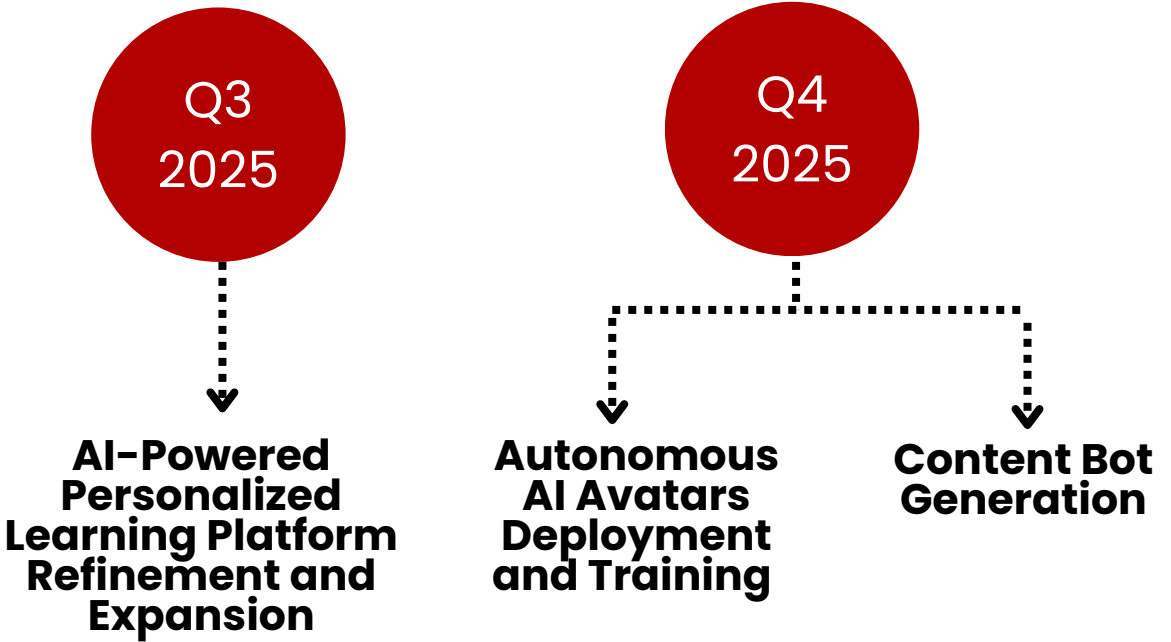
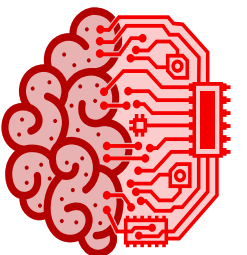
Phase 1



Phase 2



Phase 3



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.

PORTMAN University redefines alumni connections with the world’s first blockchain-powered alumni credential card, merging verified digital identity with global business networking. The Blockchain Alumni Card is more than a certificate – it’s a lifelong digital passport to global recognition, opportunities, and business growth.

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



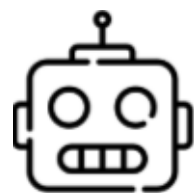
Mass Personalization Learning (MPL)

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.

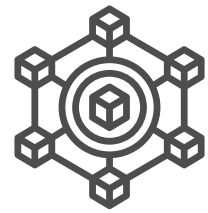


AI Teaching & Support Assistants

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 employers and institutions worldwide.



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



Global Learning Records

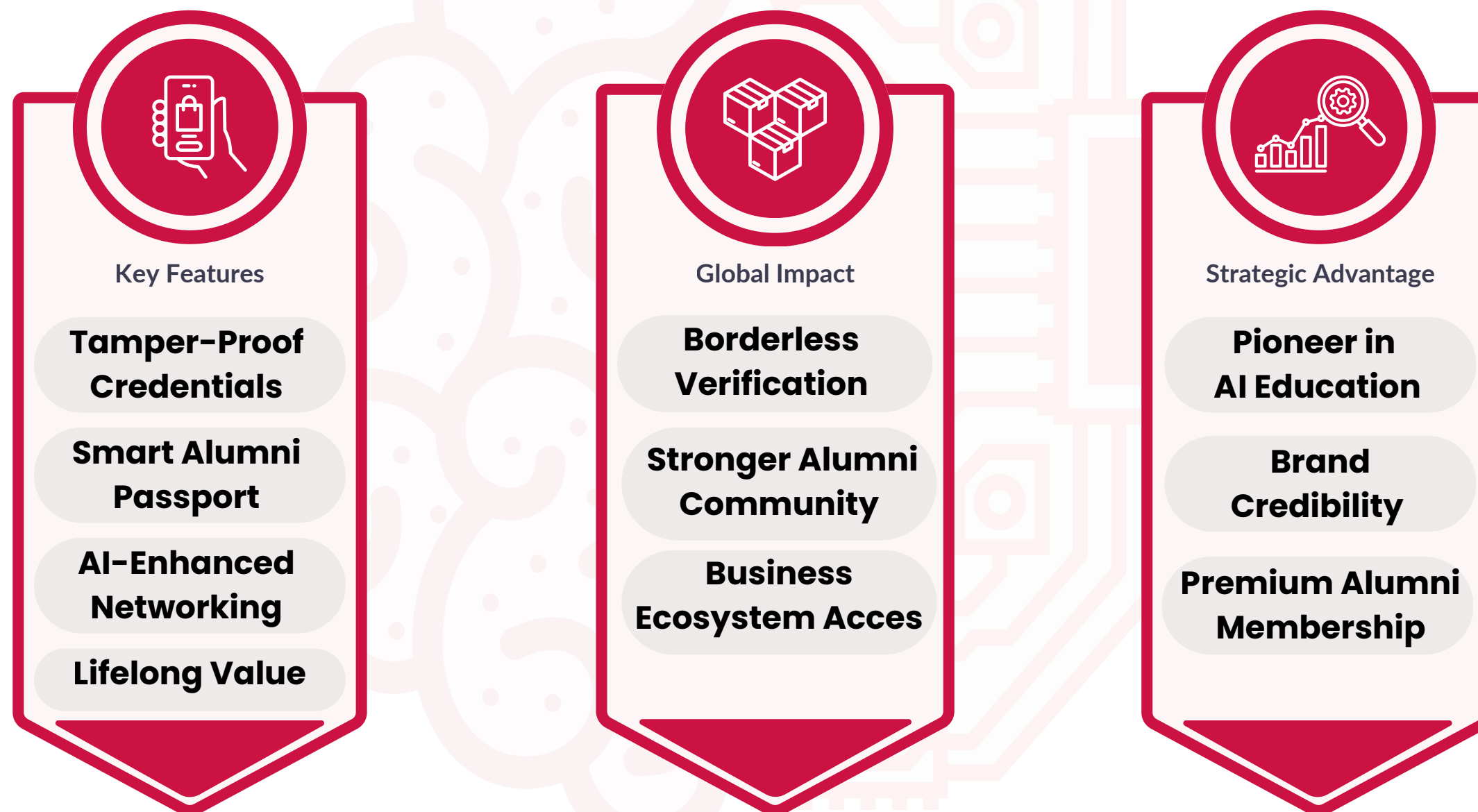
Learners can instantly share their verified credentials with employers, institutions or immigration authorities worldwide.



Plug & Play API Integration

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

Phase 3: Blockchain-Powered Alumni & Business Networking Card (Q3 2026)



Impact: PORTMAN University redefines alumni connections with the world's first blockchain-powered alumni credential card, merging verified digital identity with global business networking.

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



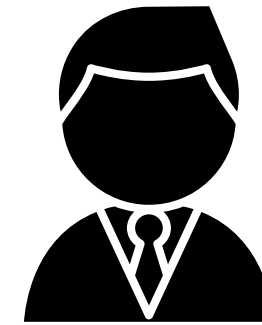
YOUR EXPERIENCE = YOUR ACADEMIC CREDIT

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



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



FUTURE-READY ADVANTAGE

PORTMAN University prepares learners not just for today's careers, but for tomorrow's opportunities. Our AI-powered ecosystem equips every student with the tools to thrive in an unpredictable world.

It offers:

- Personalized learning journeys guided by AI mentors
- Future skills focus: adaptability, innovation, and digital fluency
- Global recognition with blockchain-secured certificates

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

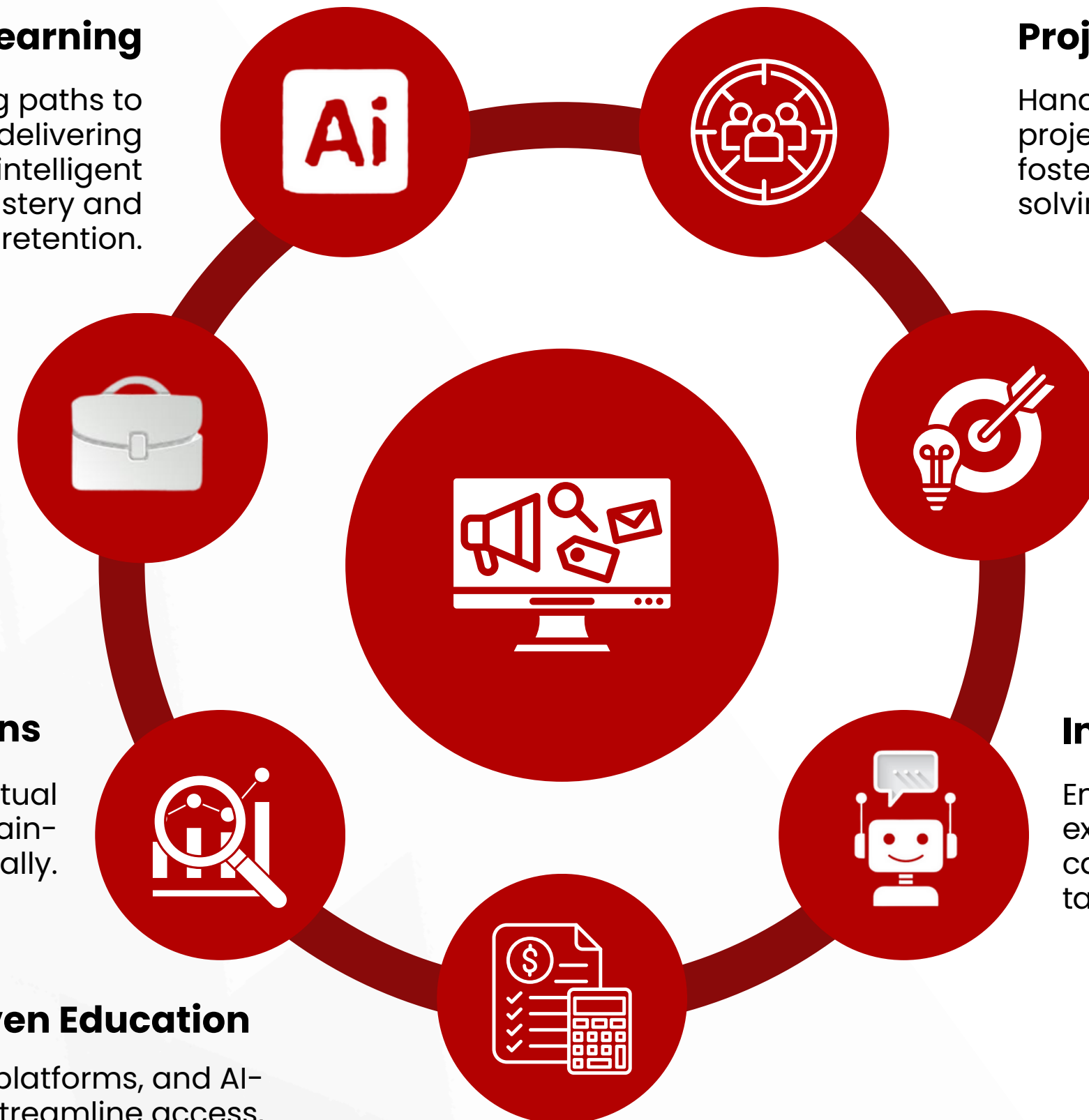
Hands-on assignments and capstone projects solve real industry challenges, fostering critical thinking, problem-solving, and practical skill application.

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.

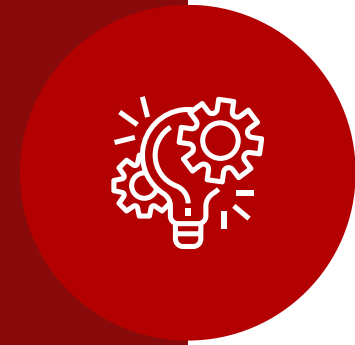
BRIDGING EDUCATION AND EMPLOYMENT

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

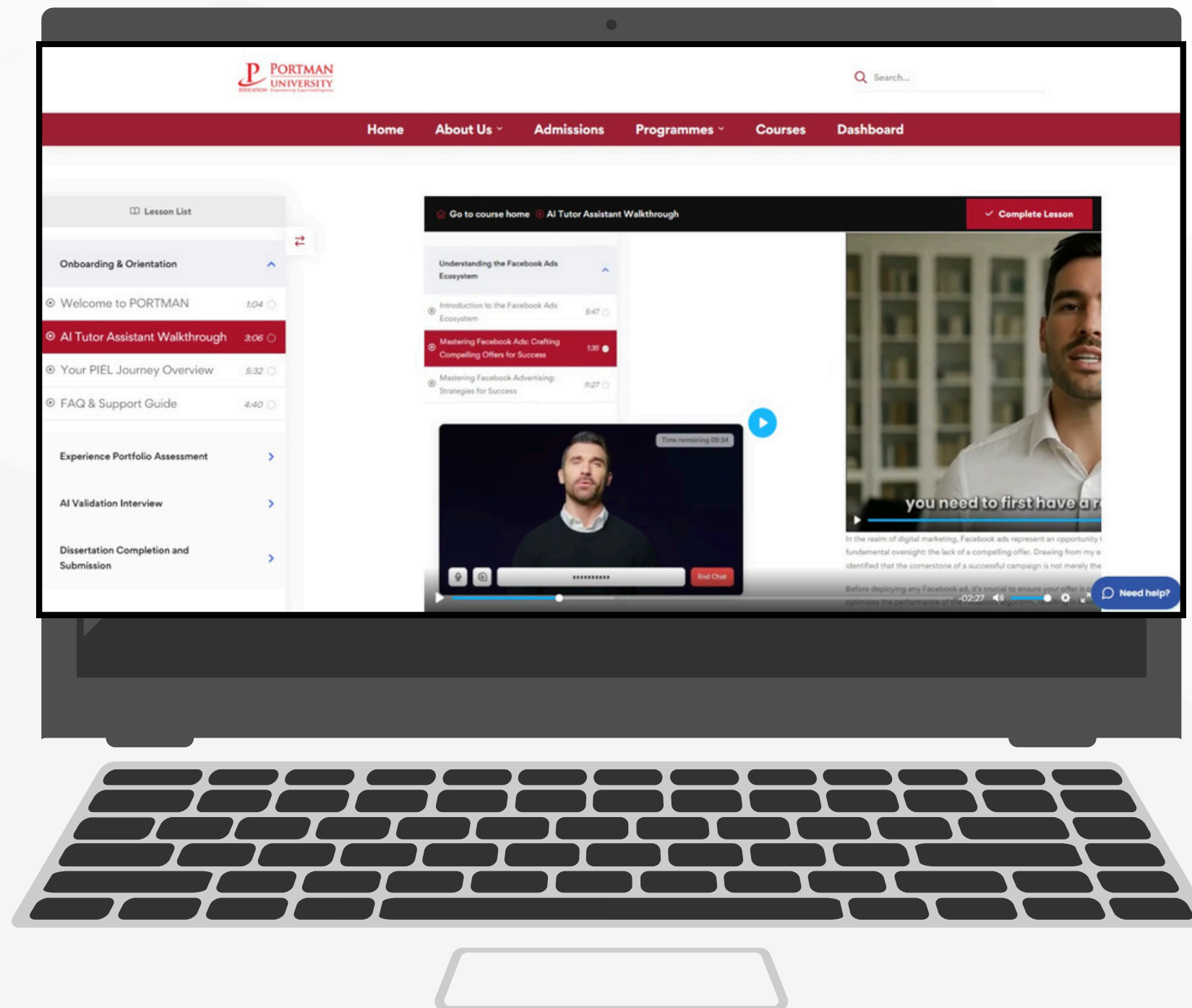
AI analyzes student performance in real time, delivering targeted support and resources to close knowledge gaps and boost outcomes.

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.

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.

Wellbeing Champions Program

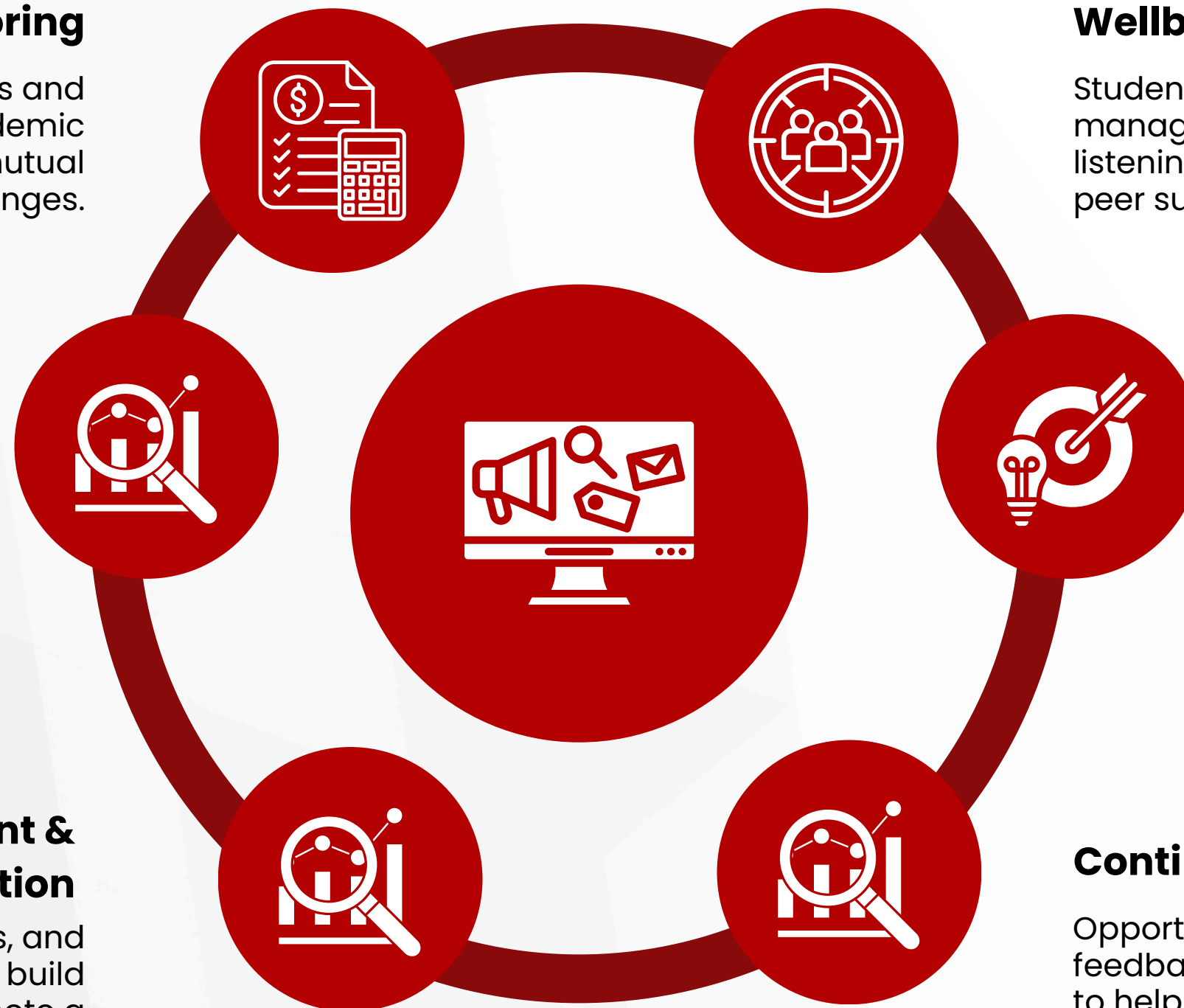
Student volunteers trained in stress management, resilience, and active listening to provide empathetic, peer-to-peer support.

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.



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



ACCREDITED

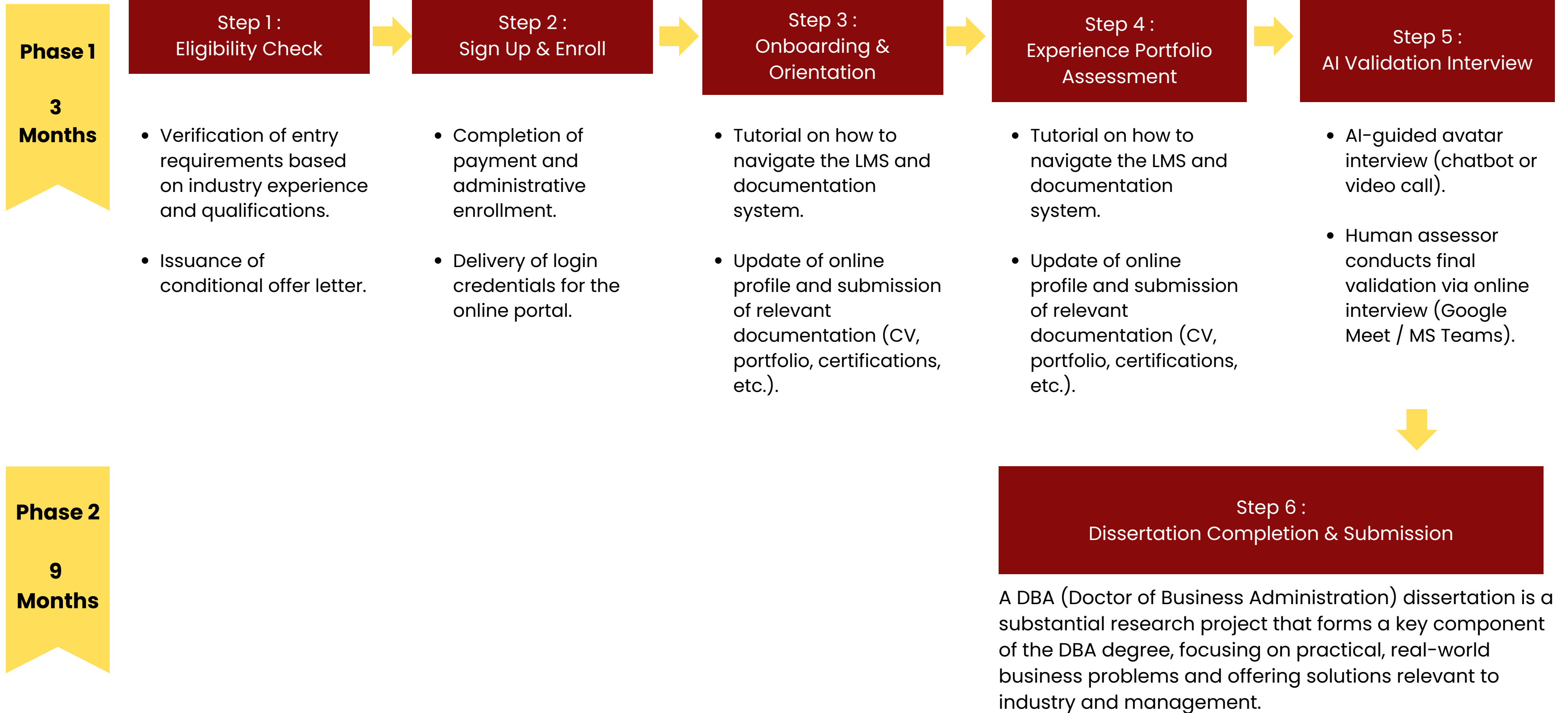
2025 - 26



Educational Organisational Management
Systems

Industrial Doctorate (DBA)

Complete in
ONE Year



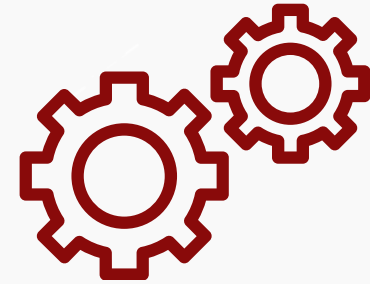
What Will You Gain?

- **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



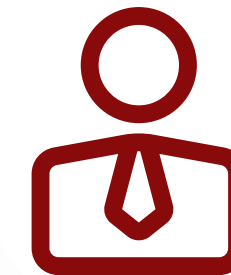
Leadership And Managerial Capabilities



Mastery of Qualitative & Quantitative Research Methods



Data Analysis & Interpretation For Strategic Recommendations



Independent Research With Ethical & Professional Standards

Program Outline

Program Educational Objectives (PEOs)

- Develop leaders with deep business expertise and advanced research skills.
- Apply strategic knowledge creatively for transformation and innovation.
- Cultivate systematic, analytical problem-solving for complex business challenges.
- Empower professionals to conduct independent, high-impact research.

Program Learning Outcomes (PLOs)

- PLO1: Critically Evaluate and Synthesize Theories and Concepts in Business and Management
- PLO2: Apply Refined Theoretical Insights and Conceptual Frameworks to Support Strategic Decision-Making in Business Environments
- PLO3: Design, Justify, and Apply Appropriate Research Methodologies to Address Real-World Business Problems
- PLO4: Conduct Independent Research with Minimal Supervision, Adhering to Legal, Ethical, and Professional Standards
- PLO5: Demonstrate Mastery in Both Qualitative and Quantitative Research Techniques Relevant to Business Research
- PLO6: Analyze and Interpret Research Findings to Develop Strategic Recommendations Using Critical and Scientific Reasoning
- PLO7: Exhibit Leadership and Managerial Capabilities Through Effective Communication, Collaboration, and Decision-Making.

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..



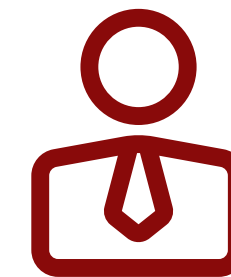
Board Advisor

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

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