

## **DBA Programme - Guidelines on preparing the proposal**

The purpose of the proposal is for us to evaluate the fit between your intentions and the nature of the DBA. There are five main sections. These are intended to enable you to provide a summary of your professional practice expertise and as full an explanation of the research which you wish to carry out as possible. Importantly, our consideration of you as an applicant is based on this proposal and, therefore, the more information you can provide at this stage the better.

At this stage we appreciate that there may be many aspects to the research that are uncertain. We would urge you to give as much consideration to how the work will be carried out as possible; particularly the way that particular concepts can be researched in whichever organisation you are able to gain access to. Using your own organisation provides the most ideal way to carry out the research but is not mandatory. Because this is a DBA which is explicitly practice-orientated, we would urge you to pay particular attention to your own role within the development and implementation of the work. It would also be useful for you to consider some of the major issues you may encounter in utilising a particular methodology for the work. You should produce a working title for the research and provide an indication of the programme of work you are planning.

Finally, as a doctoral piece of work in an aspect of business and management, underpinned by a relevant Masters qualification, this proposal should demonstrate an appropriate body of academic knowledge or inquiry, a conceptual framework, or a current issue in the literature to which this proposed work can be a contribution. Ideally, we are looking for work that is personally unique, that appears to be worthwhile and interesting and, significantly, you are qualified to undertake and have sufficient resources and motivation to successfully complete.