



PROFESSIONAL DOCTORATE (DBA) RESEARCH PROPOSAL GUIDELINES

Overview

This document aims to provide aspiring DBA candidates with a clear understanding of the purpose, structure, and content expected of a research proposal. It emphasizes the importance of addressing key elements such as the research theme, literature review, methodology, potential contributions, and practical implications of the proposed research.

What is a DBA proposal?

A DBA proposal serves as a blueprint for your intended research endeavors. It outlines the research question(s), contextualizes the significance of the proposed research, outlines the methodology, forecasts expected outcomes, and offers a provisional timeline for the research. The proposal should be clear, original, and demonstrate critical thinking, aligning with both academic rigor and practical relevance.

How long does it need to be?

Typically, a DBA research proposal can be approximately 2000 words in length, excluding a reference list, providing a concise yet comprehensive overview of the proposed research project.

What do I need to include?

1. **Working Title:** The working title is the first impression of your research. It should be concise yet descriptive, providing insight into the central theme or problem you intend to address. Crafting a compelling title involves capturing the essence of your research while enticing readers to delve deeper into your proposal.
2. **General Overview:** This section serves as the introduction to your proposal, providing context for your research topic. It outlines the broader subject area and explains its relevance within the academic field and potentially in practical contexts. This overview should highlight the significance of your research, emphasizing why it matters and what contributions it aims to make to existing knowledge.
3. **Literature Review:** The literature review is a critical examination of existing research and theoretical frameworks relevant to your study. It demonstrates your familiarity with the current state of knowledge in your field and helps identify gaps or areas for further exploration.
4. **Research Questions or Hypotheses:** Research questions or hypotheses articulate the specific inquiries or assertions that guide your research. They provide a clear focus for your study and help define its objectives. Formulating precise and relevant research questions is essential for ensuring clarity and coherence in your research design.



5. **Methodology:** The methodology section outlines the approach you will take to conduct your research. It details the research design, data collection methods, sampling techniques, and analytical procedures you will employ. Additionally, it may address ethical considerations and discuss any limitations or constraints affecting your research approach.
6. **Expected Results:** This section discusses the potential outcomes of your research and their implications. It allows you to anticipate the contributions your study may make to the academic field and/or practical applications.
7. **Timescale:** The timescale outlines the projected timeline for completing various research tasks. It breaks down the research process into manageable steps and estimates the time required for each task. Establishing a realistic timeline ensures effective project management and helps monitor progress towards completion.
8. **References:** The references section lists all the sources cited in your proposal (ideally a minimum of 15) following the appropriate citation style guidelines. It provides credibility to your research by acknowledging the contributions of existing literature and allowing readers to verify your claims and explore related work further.

Please consider the following points while writing your proposal:

Ensure Research Topic Clarity: It's crucial to ensure that your research topic is well-defined and manageable. Avoid topics that are overly broad or vague, as they can lead difficulties in focusing your research efforts.

Anticipate Potential Challenges and Limitations: Acknowledge and address potential challenges and limitations that may arise during the course of your research. This could include constraints related to data availability, sample size limitations, or methodological constraints.

Ethical Considerations: Ensure that your research proposal adheres to ethical guidelines and principles. Ethical considerations are essential for maintaining the integrity and credibility of your research.

The DBA research proposal serves as a gateway to your academic and professional aspirations. By following the guidelines outlined in this document, you can embark on the journey of formulating a research proposal that not only meets the stringent criteria of Munich Business School's DBA program but also sets the stage for impactful scholarly inquiry and practical innovation.

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