



**PROFESSIONAL DOCTORATE (DBA)
Guidelines for the Application Essay**

Please note that this not the application form for the DBA program.

This document is intended as an aid to applicants when writing their research proposal (key issues to consider) and is not a required document as part of the applications process.

The research proposal must be written in a fluent text (approx. 1500 words).

APPLICANT INFORMATION

Family Name:

Date of Birth:

First Name/s:

SUMMARY OF PERSONAL OBJECTIVES (Please amplify on these in your research proposal)

*The application essay should address two main questions. First: **Why do you want to pursue a DBA?** Your answer should include reference to personal, professional and educational experience, as well as the impact you expect it to have on your career.*

What motivates you personally and professionally to want to get a DBA?

Which impact you expect does a DBA have on your career?

How your personal, professional and educational performance prepare you for the DBA?

How you are prepared to handle the demands of the DBA program?



RESEARCH PROPOSAL

*The second question is: **What do you propose to research?** Discuss a possible topic and research approach which interests you. The area of research that you actually pursue may be different, provided that it is within the supervisory scope of MBS and SBS. The headings below are provided as a guide to the questions that you need to be thinking about in developing your research.*

Proposed Title:

Reason why this possible area of business and management is important:

Identification of a clear research question with a scope suitable for doctoral research:

Contextualization of the research question within a body of existing scholarly literature (including identification of ambiguity or deficiencies in understanding in the literature and usage of the literature to justify the need for future research):

What is your proposed methodological approach to investigate your topic?

Relevance of the expected findings to management knowledge and practice:



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Proposed Timetable / Plan for your Study:

HAVE YOU COMPLETED ANY RESEARCH TRAINING COURSES?

Course:

Date:

Details of any other research related activities (e.g. conference papers/articles/publications etc.) with dates:

*You **can** return this document along with your research proposal and with your fully completed application form and relevant supplementary evidence (photocopies of qualifications etc.) to:*

Munich Business School

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