



PROFESSIONAL DOCTORATE (DBA)

Guidelines for the Application Research Proposal

Please note that this is 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).

The research proposal should be written in a fluent text (essay format) of approx. 1500 words and it should contain ca. 15 references to academic literature (Management or business reviews, practitioners' journals, academic papers, etc.).

Please highlight the following key points in your research proposal:

Your personal objectives

Your answer should include reference to personal, professional, and educational experience, as well as the impact you expect it to have on your career.

- Why do you want to pursue a DBA?
- What motivates you personally and professionally towards the DBA?
- Which impact do you expect a DBA to have on your career?
- How does your personal, professional and educational performance prepare you for the DBA?
- How are you prepared to handle the demands of the DBA program?

What do you propose to research?

Discuss a possible topic and research approach that interests you, and address the following:

- 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
- Potential impacts of the research
- Relevance of the expected findings to management knowledge and practice
- Proposed methodological approach for the research
- Proposed Timetable / Plan for your Study

Please save your research proposal in PDF format and upload it with the rest of your application at the following link: <https://www.munich-business-school.de/en/online-application/application-dba>