



## LETTER OF INTENT AND RESEARCH CONCEPT NOTE

*Dear Applicant,*

Save this form as "AIM Letter of Intent and Research Concept Note - [Last Name], [First Name].pdf" (Ex. **AIM Letter of Intent and Research Concept Note - Smith, John.pdf**) before sending to [dba@aim.edu](mailto:dba@aim.edu).

Program of Study

Executive Doctor of Business Administration

First Name

Middle Name

Last Name

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### SUMMARY OF YOUR INTENT TO PURSUE THE DBA (up to 300 words)

- What is your motivation to undertake a DBA?
- After completing the program, what is your desired outcome?



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### RESEARCH CONCEPT NOTE

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#### TITLE (up to 20 words)

The title of your research proposal must reflect the content.

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#### AIMS AND OBJECTIVES (up to 300 words)

Supply an overall aim and three to four objectives that the research will address.



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### RELEVANCE TO THE PROFESSIONAL FIELD OR LITERATURE REVIEW OR KEY READINGS (up to 500 words)

Describe using some cited references:

- How will your proposed research fit into the existing body of management or academic research and practice?
- How will your proposed research enhance the body of management practice and academic knowledge or contribute to new understandings on the subject?



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### RESEARCH APPROACH OR METHODOLOGY (up to 300 words)

- Describe the methods you intend to use to deliver your aims and objectives.
- Provide details of data sources and specialist resources or facilities you may require.

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### EXPECTED OUTCOMES (up to 300 words)

Summarize the outcomes/personal development that you hope will result from the research proposed.



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### BIBLIOGRAPHY

List those research you have read which have informed your knowledge of this topic.

- List a minimum of 10 academic journal articles.