Doctorate of Management: Project Proposal Template

Introduction
This is guidance on the general structure for the application proposal, required as part of the application process for the Doctorate of Management. It is a guide of what might be covered in the proposal, and should not be taken as overly prescriptive. Prospective candidates can adjust it according to their needs. The proposal will be evaluated as part of the competitive application process. When considering the proposal the faculty team will take note of its novelty, insightfulness, clarity and rigour. By this we mean, specifically:

- **Novelty**: Is there something new and refreshing about the ideas? Would somebody reading it say it is interesting, provocative, stimulating, and so forth?
- **Insightfulness**: Does it reveal careful thought, reflectiveness, and a critical orientation?
- **Clarity**: Are the ideas clearly stated, and carefully crafted, even if they are tentative?
- **Rigour**: Are claims and statements made supported by an argument, or some form of evidence—such as quantitative data, existing research, examples from personal experience, and so forth?

The proposal will be judge in terms of the degrees to which these attributes are present. Not all of these will apply equally to all proposals, of course. They are, nevertheless, also indicative of the sort of judgments that will be made about the final thesis. As such we take them as indicative of the degree to which a prospective participant might be able to complete the programme successfully.

Suggested structure for the proposal

1. **Introducing your organisation and yourself**
   - Provide a concise overview of your organisation/industry
   - Provide a concise overview of your role in the organisation

2. **Problems, issues, or opportunities, in your organisation/industry that interests you**
Provide an overview of the issues, problems or opportunities that you, your organisation, or your industry face that you might want to research.

   - What is the particular issue, problem or opportunity that interests you? Limit this to one or two rather that are particularly of interest.
   - Why do you think this issue, problem or opportunity exists? Is it an intuition, why? Do you have some evidence of it, what is the nature of this evidence?
   - Why has it come to your attention, and particularly now?
   - Why do you think it is important to address it, and particularly now?

3. **How might the issue, problem or opportunity be addressed?**
   - What are your initial intuitions in terms of how one might think about, rethink, or reimagine the issue, problem or opportunity?
   - Are you aware of any thinking, approaches, models, ideas or theories that might be relevant to your issue, problem or opportunity?
   - Why do you think they are particularly relevant?
4. **How might the issue, problem or opportunity be researched in your organisation?**
   - How might you go about researching the particular issue, problem or opportunity?
   - Are there particular research approaches or methods that you think might be more or less appropriate?
   - Why do you think they may be appropriate or inappropriate?
   - What might be the challenges in actually doing the research? Especially, in your own organisation? You might want to consider the methodological, practical and ethical challenges your research might pose.

5. **What do you hope to achieve, or, what might success look like?**
   - What do you hope to achieve through this research journey, for yourself personally?
   - What might be the outcomes/benefits of your research for the organisation?
   - Why might your research journey/project not deliver the benefits for yourself or the organisation?

**Formatting requirements**

We expect the typical proposal to be between 2000 and 3500 words in length (single spaced 12 point font). Please use full references where appropriate. Any referencing style can be used as long as it is used consistently. Harvard is most commonly used. Please include your name and last name in the header of the proposal.