



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.

Program of Study

Executive Doctor of Business Administration

First Name

Middle Name

Last Name

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

TITLE (up to 20 words)

The title of your research proposal must reflect the content.

RESEARCH QUESTIONS (up to 300 words)

Provide two to three questions that the research will address.



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RELEVANCE TO THE PROFESSIONAL FIELD OR LITERATURE REVIEW (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?

A large, empty light blue rectangular area intended for the student to write their response to the questions above.



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RESEARCH APPROACH OR METHOD (up to 300 words)

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

EXPECTED OUTCOMES (up to 300 words)

Summarize the expected outcomes that you hope to see.



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REFERENCES

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

- List a minimum of five academic journal articles, or trade publications.

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