

Personal/Supporting Statement for DBA Applicants

Applicants should submit a supporting statement with their application, detailing their motivation for undertaking the DBA and outlining relevant academic and professional skills and experience. An indicative length for the statement is 1,000 words.

The statement should cover the following:

- **Motivation for applying:**

Why do you wish to apply for the DBA?

What do you hope to achieve through completing it?

You will need to demonstrate that your understanding of and commitment to undertaking a DBA programme of study, that you have an interest in research/academic study at this level, that you have thought carefully about your personal/professional goals and how the programme aligns with these.

- **Academic interests:**

What is your area of research interest and why? You will need to demonstrate intellectual curiosity and wider reading in areas that you might wish to focus on for their research. An awareness of key issues within a research field, engagement with research, e.g. through reading, attending conferences, etc. would be helpful.

- Suitability for the programme – outline educational and professional skills and experiences and other evidence of your suitability for the programme. (As well as a good academic record and significant work experience at senior level, you will need to demonstrate drive and self-motivation as well as experience/understanding of, and commitment to, undertaking high level study via distance learning. You should also reflect on how you will juggle other work and personal commitments to make time for doctoral level study over a 4-6-year period.)
- Other relevant experience and/or interests (optional) – tell us about anything else that is relevant to your application which may not be captured elsewhere in the statement. (This is an optional category, examples may include publications, awards/prizes or other forms of professional/personal recognition).