TOMORROW’S BUSINESS LEADERS FOR TOMORROW’S MARKETS

EDINBURGH BUSINESS SCHOOL
HERIOT-WATT UNIVERSITY

STRASCHEG CENTER FOR ENTREPRENEURSHIP
Students learn by doing, not by hearing or seeing.

Professor Keith Lumsden
Global Distribution of DBA Students

- Africa: 31%
- Europe: 26%
- Middle East: 15%
- North & Central America: 18%
- Asia-Pacific: 10%
What is coming your way?
Course 1
- The academic research process

Course 2
- Qualitative Research

Course 3
- Quantitative Research

Mentored phase
- Research Proposal

Supervised Stage
- Intermediate Thesis

Thesis

1- Introduction
2- Literature Review
3- Research methods
4- Analysis
5- Conclusions

Outline
# DRC Submission Requirements and Word Limits

<table>
<thead>
<tr>
<th>SUBMISSION TYPE</th>
<th>GUIDANCE/TEMPLATE</th>
<th>WORD LIMIT*</th>
<th>NOTES</th>
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</thead>
<tbody>
<tr>
<td>RESEARCH OUTLINE</td>
<td>The ‘Preparing a Research Outline’ document in the research resources section of the <a href="#">Student Portal</a> sets out what to include in your outline.</td>
<td>2000 including references</td>
<td></td>
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<tr>
<td>RESEARCH PROPOSAL</td>
<td>The ‘Research Proposal Structure’ document on the <a href="#">Student Portal</a> sets out the structure of the proposal and a MS Word template is also provided to help you format your proposal correctly.</td>
<td>10,000 including references</td>
<td>Any additional appendices, apart from those requested in the ‘Research Proposal Structure’ document, must be included in the word count.</td>
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<tr>
<td>INTERMEDIATE SUBMISSION</td>
<td>The requirements for the intermediate submission are set out in Section 1.4 of the IBR2 course. The research proposal MS Word template can be used to format your intermediate submission correctly.</td>
<td>40,000 including references &amp; appendices</td>
<td></td>
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<tr>
<td>FINAL DRAFT THESIS</td>
<td>The requirements for the draft thesis are set out in Section 1.3 of the IBR3 course. The research proposal template can be used to format your thesis correctly.</td>
<td>80,000 including references &amp; appendices</td>
<td></td>
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</tbody>
</table>

*Word limits are strictly enforced. All submissions must include an accurate word count on the title page. Submissions that exceed the word limit or have an incorrect word count will not be considered by the Committee.*
Getting Started
Subject guides

https://www.hw.ac.uk/services/is/guides/subject.htm

• Articles – Scopus
• Company and financial data – Nexis
• Market research – Mintel
• Theses – EThOS
• Referencing – EndNote
Software for home use

https://www.hw.ac.uk/services/is/it-essentials/software-for-personal-use.htm

• EndNote
• Microsoft office
• NVivo
• SPSS