

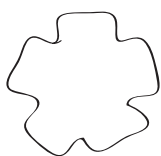


**DEAKIN**  
UNIVERSITY AUSTRALIA

**DOCTORAL STUDIES IN  
BUSINESS AND LAW**

| MELBOURNE | GEELONG | WARRNAMBOOL | OFF CAMPUS

**2012**



**BUSINESS AND LAW**

# Doctoral studies in Business and Law

**Would a doctoral degree support your career plans? Are you interested in developing your research skills? Is there a problem you'd like to research systematically to find an original solution? Do you want to prepare for a career as a university academic or a professional researcher?**

## Benefits of a doctoral degree

Substantial benefits can be gained from doctoral studies as you work towards the highest level of academic qualification. If you are seeking a career as a university academic, a PhD degree is the universally recognised qualification. Universities world-wide increasingly require staff with a PhD, along with the research skills it develops. For professionals, business practitioners and consultants, a doctoral degree represents high level conceptual, methodological and communication skills.

The intellectual experience of completing a major piece of research is as significant as the thesis itself, giving you a deep sense of achievement and personal satisfaction.

## Academic vs practitioner focused doctorates

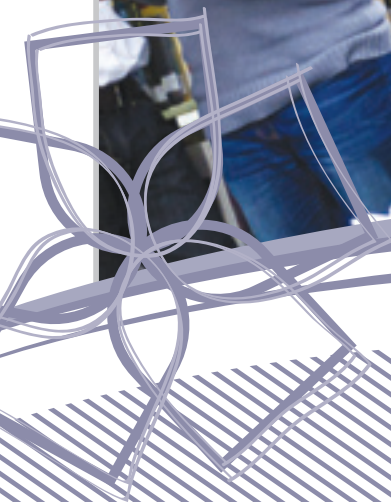
The Faculty of Business and Law at Deakin University offers two doctoral programs: a Doctor of Philosophy (PhD) and a Doctor of Business Administration (DBA). The PhD consists of a substantial original research project (supported by research related coursework) completed over three years of full-time study or the part-time equivalent. The PhD thesis makes an original contribution to knowledge with a substantial theoretical component. In contrast, the DBA entails advanced coursework and research training with a two-year research project that makes an original contribution to knowledge and practice.

The PhD is particularly suitable for people building an academic career; the DBA is often more appropriate for professional practitioners including managers and business consultants. Both programs develop high level conceptual and research skills. The choice of program will depend on your background, qualifications and experience, along with your ultimate career plans. Either way, you will achieve the highest level of academic qualification in your field.

## Our approach to doctoral studies

We have designed our doctoral programs to support students and guide them through their research projects, ensuring excellent outcomes, while providing flexible study options. Looking beyond the individual research projects, we will also help you develop high level skills in academic networking, critical analysis and review, project management, oral communication, client relationships and research writing.

You will be supported to engage with international research communities, as well as other researchers in the university community. A range of additional workshops, seminars and activities are also offered to build the confidence and capability of Deakin's own doctoral community.



# Comparing PhD and DBA programs

	PhD	DBA
<b>Duration</b>	Three years full time or part time equivalent.	
<b>Entry requirements</b>	Evidence of research capability usually demonstrated by completion of an honours or masters degree involving substantial research with results of distinction or above.  Research reports or publications can be taken into account.	<ul style="list-style-type: none"> <li>• Five years of management or relevant professional experience</li> <li>• Four year bachelor degree or masters degree</li> <li>• Evidence of research background and capability (e.g. honours or masters thesis, publications, workplace research).</li> </ul>
<b>English language requirements</b>	For international applicants, evidence of English language capability equivalent to and IELTS score of 7.0 overall with no band score lower than 6.5.	
<b>Course structure</b>	Major research project supported by integrated research training coursework units.	One year of advanced coursework (Stage 1), plus a two year research project supported by integrated coursework units (Stages 2 and 3).
<b>Attendance requirements</b>	Study can be on or off campus. Off-campus candidates should plan for periodic meetings with their supervisory panel.	Study can be on or off campus in Stage 1. During Stage 2, there are approximately four 2–3 day required sessions in Melbourne. During Stage 3, off-campus candidates will be expected to make at least three visits to meet with supervisors.
<b>Thesis</b>	Research makes an original contribution to knowledge presented in a thesis of approximately 80 000 words.	Research makes an original contribution to knowledge of business practice presented in a thesis of about 60 000 words.
<b>Examination process</b>	Externally examined.	
<b>Career outcomes</b>	Independent researcher; academic; research leader.	Business researcher; business consultant; senior manager; policy analyst. In some countries DBA may be a recognised qualification for academic roles.



# PhD

## Program details

You will work closely with a dedicated supervisory panel to design and refine your research project. Through our 'supported PhD' program, you will complete up to four or five units which provide additional guidance and assistance in the major components of your research project: the design of your project, the analysis of existing literature, research methods and results write-up. These units are an integral part of your project.

While Deakin provides high-level support for off-campus study, students should plan to meet regularly with their supervision panel to ensure good progress.

In general terms, a PhD project involves the following stages (assuming full-time study):

- Year 1: project design, conceptual grounding and analysis of previous relevant research, and development of a specific research question. This results in a substantial research proposal to ensure satisfactory progress and planning
- Year 2: data collection, analysis and interpretation
- Year 3: writing and preparing the final thesis (up to 100 000 words).

You will be strongly encouraged to present your work to at least one academic conference or doctoral colloquium to gain feedback and ensure your work is of appropriate international standard. Students are also encouraged to submit articles for publication to academic journals.

Your final thesis will be examined by three independent, internationally-recognised experts on your topic.



## Admission requirements

Applicants must demonstrate their ability to conduct research at doctoral level. Evidence can be provided in one or more of the following ways:

- an Australian honours degree (an undergraduate degree plus an additional year of supervised research). The minimum standard for the honours year is 70 per cent (or honours 2A)
- a research masters degree with at least two-thirds of the degree comprising a thesis
- a coursework masters degree or graduate diploma, including a research project or thesis of 10 000 to 20 000 words to 70 per cent or above standard, and research methodology units
- comparable qualifications from international universities including a research project or thesis of 10 000 to 20 000 words to 70 per cent or above standard
- relevant postgraduate research experience
- one or more independently peer-reviewed journal articles, publications or conference papers
- where English is not your first language for international applicants, evidence of English language ability equivalent to an IELTS score of 7.0 overall, with no band score lower than 6.5.

## Steps in applying

1. Visit the Deakin University and Faculty of Business and Law web sites to see if we have staff conducting research in your area of interest. Availability of supervision is an important consideration in deciding whether or not we can accept your application. You do not have to identify an individual supervisor or make supervision arrangements. If you have questions about our research areas, you should email the relevant Associate Head of School – Research. For contact details visit [www.deakin.edu.au/buslaw/research/research-contacts.php](http://www.deakin.edu.au/buslaw/research/research-contacts.php), or email the Faculty research office [research-buslaw@deakin.edu.au](mailto:research-buslaw@deakin.edu.au).
2. Gather the relevant documents required to support your application (e.g. transcripts of results).
3. Arrange for two academic referees to submit a confidential report directly to the University (instructions at [www.deakin.edu.au/future-students/research/how-to-apply.php](http://www.deakin.edu.au/future-students/research/how-to-apply.php)).
4. Apply online:

*Domestic (Australian and New Zealand) applicants*

You can apply online at [www.deakin.edu.au/research/admin/hdradmin/online-forms/hdr-application](http://www.deakin.edu.au/research/admin/hdradmin/online-forms/hdr-application).

*International applicants*

Please apply via Deakin International at [www.deakin.edu.au/future-students/international/scholarships/research.php](http://www.deakin.edu.au/future-students/international/scholarships/research.php).

## Scholarships

Information about the availability of higher degree by research (HDR) scholarships and how to apply, can be found at [www.deakin.edu.au/future-students/research/scholarships/index.php](http://www.deakin.edu.au/future-students/research/scholarships/index.php).



*Wayne Read  
Bachelor of Commerce (major in Psychology and Management), Deakin University,  
Geelong Waurn Ponds Campus, graduated 2010  
Graduate Certificate of Arts and Science,  
Deakin University, Deakin University,  
Geelong Waurn Ponds Campus, graduated 2010  
Bachelor of Commerce (Honours),  
Deakin University, Geelong Waurn Ponds Campus,  
graduated 2011  
Currently: PhD, Deakin University,  
Melbourne Burwood Campus*



• STUDENT •  
PROFILE

After finishing year 12 in 1999, Wayne Read did factory work, spent some time in small retail outlets and had a stint working in a video store. The thought that one day he may be a university lecturer was not on his radar.

Fast forward and Wayne has completed an honours degree – picking up the Vice-Chancellor's Prize for his thesis along the way – and is now throwing himself into a PhD. He is already tutoring at Deakin and sees himself joining a university's academic staff in the not-too-distant future. 'An academic career would be fantastic,' he says.

After completing his undergraduate degree, honours seemed like a natural progression, Wayne says. 'I figured I would keep going and give it a whirl.' He then felt the same about tackling the PhD and was pleased to be awarded a scholarship.

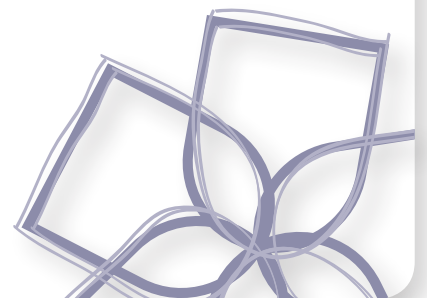
Researching small business and social media is set to be the object of Wayne's research. 'No one is really looking at social media from a small business perspective,' he says. 'I have been thinking about the Geelong region because there are a lot of small businesses here.'

*'It (Honours) has been amazing – a great experience. We had such a tight knit group, it was a fantastic year.'*

Wayne's decision to do honours has left him with no regrets. 'It has been amazing – a great experience,' he says. 'We had such a tight knit group, it was a fantastic year.' For him, taking the opportunity to check out different paths has been the key, he adds. 'I was just trying different things, especially in the first couple of years.'

A particular highlight of Wayne's honours year was having a paper based on his thesis accepted by the Australian and New Zealand Marketing Academy (ANZMAC). He flew to Christchurch to present the paper to a room of marketing academics at the ANZMAC conference.

As he anticipates an academic path, Wayne looks forward to sharing his interests with new students. 'I like getting up in front of students and sharing my passion with them – marketing and communications are my real interests now.'



# DBA

Stage 1 of the DBA (equivalent to one year full-time study) consists of 8 units covering key business disciplines, and can be studied on or off campus. You may be eligible for credit for corresponding masters level units completed with a grade of distinction or higher. Transcripts and results will be reviewed by the DBA Program Director to determine whether credit can be awarded.

After completing Stage 1 you will begin your own research project supervised by qualified academic staff with expertise on your topic. Stage 2 consists of 4 units of study that support your project design and research method, plus 4 credit points of research for your thesis. During Stage 2 you will need to attend approximately four on-campus study blocks of 2–3 days at Deakin's Melbourne Burwood Campus. If you are an off-campus student, these visits provide an opportunity to meet with your supervisors. At Stage 3 you will continue to work on your project, collecting and analysing your data and writing your thesis. You will be encouraged to present to academic or appropriate professional conferences and university-based research seminars.

Just as for a PhD, your final thesis will be examined by three independent, internationally-recognised experts on your topic. However, the criteria for the DBA thesis reflect its practice orientation, its smaller scope and its contribution to knowledge about business or management practice.

## Admission requirements

- At least five years of management (or equivalent professional) experience.
- Four years of undergraduate study or a masters degree.
- Evidence of research experience and capability equivalent to an honours or masters degree minor thesis (15 000 words). Work-based research and/or publications may also be considered.
- For international applicants, evidence of English language ability equivalent to an IELTS score of 7.0 overall with no band score lower than 6.5.



## How to apply

You are encouraged to seek advice from the DBA Program Director before submitting your formal application. Email your query or expression of interest to [dba-enquiries@deakin.edu.au](mailto:dba-enquiries@deakin.edu.au).

If you wish to proceed, fill out the application form (available at [www.deakin.edu.au/buslaw/gsb/course/docs/dba-app-form.pdf](http://www.deakin.edu.au/buslaw/gsb/course/docs/dba-app-form.pdf)) and attach the following documents:

- CV to demonstrate management or professional experience
- transcripts of results of previous studies
- letter outlining your research experience, your suitability for the DBA and the topic area in which you plan to undertake your research.

You may be asked to provide copies of publications or reports as evidence of your research background.

You will also need to arrange for confidential reports to be sent directly to us from two people who can comment on your research performance and ability. At least one of these referees should hold a doctoral qualification.

## Domestic (Australian and New Zealand) applicants

Post or email your DBA application directly to:

DBA Applications  
Deakin Graduate School  
Deakin University  
Melbourne Burwood Campus  
221 Burwood Highway  
Burwood Victoria 3125

[dba-enquiries@deakin.edu.au](mailto:dba-enquiries@deakin.edu.au)

## International applicants

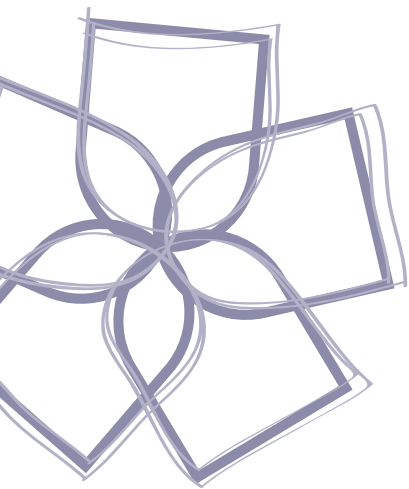
Post or email your DBA application to:

DBA Applications  
Deakin International  
Deakin University  
Melbourne Burwood Campus  
221 Burwood Highway  
Burwood Victoria 3125  
Australia

[deakin-int-admissions@deakin.edu.au](mailto:deakin-int-admissions@deakin.edu.au)

## Scholarships

International DBA applicants may also apply for a Deakin University International Scholarship. For more information please visit [www.deakin.edu.au/future-students/international/scholarships](http://www.deakin.edu.au/future-students/international/scholarships).



*Stephen Ryan  
Bachelor of Arts, Deakin University,  
Geelong Waurn Ponds Campus, graduated 2005  
Bachelor of Public Policy and Management,  
University of Melbourne, graduated 2007  
Master of Business Administration, Deakin University,  
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Currently: Policy Adviser, Policy Division,  
Department of Building and Innovation,  
Victorian Government, and studying for Doctor of  
Business Administration, Deakin University*



Stephen Ryan wanted two bites of the academic cherry and found choosing a Deakin DBA suited him perfectly. 'I really wanted to do a doctorate but I also wanted to do an MBA, so this was the perfect course for me to choose. The first stage of the DBA is eight course work units in business administration and they are also core units of the MBA, although DBA students complete additional assessment in each subject.'

After starting those eight units in 2009; this year Stephen has embarked on stage two of the DBA – four units in research methods. And he hopes to finish stage three, consisting of a research project and thesis at the end of 2012. 'It is quite ambitious but we will see how we go,' he says. 'I get all the core units of the MBA, I am able to develop the critical thinking and apply all the understanding involved in the MBA, but I also get the advanced research skills – that is what I really wanted to develop.'

Compared with an MBA, the DBA sees students go to the next level academically when it comes to what is expected, Stephen says. 'There is an extra requirement on top of every subject you do – an extra assignment or being upgraded to a DBA level in a field like management.'

*'This doctorate includes a year of coursework, and it has a really good research program to immerse yourself in as well.'*

As a policy adviser with the Victorian Government's Department of Business and Innovation, Stephen says he is enjoying the DBA, as well as finding its content highly relevant. 'Being in a business research environment, the methods you apply (in the DBA) are distinctly relevant to businesses.' And the breadth of the material he has covered in the DBA allowed him to identify an interesting option for his own research,

he explains. 'It is the use of social media by Indigenous operated businesses. We explored such a huge range of areas of business, that it gave us a chance to think about an area of interest. I did an elective in entrepreneurship and I have an interest in social media, so I could bring them together by looking at the emerging field of Indigenous entrepreneurship.'

A finance tour of Tasmania and the residential units at the Deakin Management Centre have both contributed to Stephen's DBA and are both options he 'definitely recommends' to others. He says the Deakin DBA is an excellent option for those weighing up a PhD or an MBA. 'This doctorate includes a year of coursework, and it has a really good research program to immerse yourself in as well. It can have more advantages than the PhD, particularly for people wanting to continue to work part time while completing their postgraduate study.'



## FACULTY OF BUSINESS AND LAW CONTACT US

### DBA ENQUIRIES

Tel +61 3 9244 5526

[dba-enquiries@deakin.edu.au](mailto:dba-enquiries@deakin.edu.au)

[deakin.edu.au/buslaw/dba](http://deakin.edu.au/buslaw/dba)

### PHD ENQUIRIES

Tel +61 3 5227 2442

[research-buslaw@deakin.edu.au](mailto:research-buslaw@deakin.edu.au)

[deakin.edu.au/buslaw/research](http://deakin.edu.au/buslaw/research)