



Ballsbridge University

Research DBA and PhD Syllabus

Module 1: Principle of research

- Hypothesis formulation and theory construction
- Data collection
- Ethical issues in research
- Research design

Module 2: Research Methodology & Design

- Research strategies
- Searching literature
- Observational and survey research
- General writing techniques
- Data presentation
- Scientific methods
- Cognitive guidelines
- Quantification and standardization survey research

Module 3: First Thesis Draft Supervision (first year)

- Review of thesis proposal
- Introduction of original thesis
- Review of literature

Module 4: Second thesis draft supervision (second year)

- Draft Hypothesis formulation
- Draft methodology
- Findings collection

Module Third thesis Draft supervision (third year)

- Draft research conclusion
- Draft research recommendation
- Draft the executive summary
- Thesis presentation and defence