**DBA CAPSTONE TEMPLATE**

The pages in this template are correctly formatted and organized. Refer to the [DBA Capstone Template Guide](https://assets.capella.edu/campus/doctoral-programs/DBA-Capstone-Template-Guide.pdf) and the [*Doctoral Publications Guidebook*](https://assets.capella.edu/campus/doctoral-programs/DoctoralPublicationsGuidebook_APA7.pdf). **Replace** text as instructed. **Sign** the [honesty and publication agreement](#Acknowledgements) immediately. **Delete** all instructions and template notes before submitting to your instructor, mentor, or committee for reviews. **Delete** all text in yellow.

CAPSTONE TITLE (12 WORDS OR LESS), ALL CAPS, CENTERED,   
DOUBLE-SPACED; TOP LINE ABOUT 3 INCHES FROM TOP OF PAGE

by

Learner Name

FACULTY NAME ALL CAPS, Degree, Committee Chair

FACULTY NAME ALL CAPS, Degree, Committee Member

FACULTY NAME ALL CAPS, Degree, Committee Member

Jennifer A. Straub, PhD, Dean

School of Business, Technology, and Health Care Administration

A Capstone Project Presented in Partial Fulfillment

Of the Requirements for the Degree

Doctor of Business Administration

Capella University

Month Year [of final school approval]

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1. **Purpose.** The template provides structure and guidance for Capella University learners enrolled in the School of Business and Technology’s DBA 2.0 capstone program who began on or after January 1, 2018, and who will not graduate by the end of Q1 2021. This template may require updates as program requirements change. You will be notified by the DBA Program Director or Assistant Program Director when a new template is released. Required content pieces may vary by learner, depending upon their specific topic/project plan. Consult with your instructor/mentor/chair about potential changes, if you feel this pertains to you.

2. **Rubrics.** Please see the DBA Capstone Template Guide on the DBA Capstone University website to review the rubrics which will be used to grade your work. Further, the guide includes suggested content for each section. Not all studies will exactly fit into the template guide suggested content, so work with your instructor/mentor/chair/committee to ensure your project is designed appropriately for the techniques and process you have utilized.

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DELETE ALL INSTRUCTIONS PRIOR TO SUBMISSION FOR REVIEW.

**Executive Summary**

Write a one to two page executive summary (ES) of your project here. Write this before submitting for MS 4. Explain the problem, purpose, method, population, and results of your project. Implications or practical uses of the project results should be included. Unlike an APA abstract, the ES provides a high-level project description for key-stakeholders. Use paragraphs, clear statements, and precise language. Start with an introduction (brief). Then provide the following:

**Problem**

**Purpose**

**Method**

**Population**

**Results**

**Implications/Uses**

DELETE THESE INSTRUCTIONS PRIOR TO SUBMISSION FOR ANY REVIEW.

**Dedication**

This page is optional. The dedication is the writer’s personal acknowledgment indicating his or her appreciation and respect for significant individuals in the writer’s life. The dedication is personal; thus, any individuals named are frequently unrelated to the topic of the manuscript.

Typically, the learner dedicates the work to the one or two individuals who instilled in the learner the value of education and the drive to succeed in educational pursuits. Learners often dedicate manuscripts to relatives, immediate family, or significant individuals who have supported them or played a role in their lives.

DELETE ALL INSTRUCTIONS PRIOR TO SUBMITTING FOR REVIEW.

Acknowledgments

The acknowledgments differ from the dedication in one significant way: The acknowledgements recognize individuals who have supported the writer’s scholarly efforts as they relate to the doctoral manuscript or who have held a role in the writer’s academic career as it relates to the research of the manuscript. This might mean your mentor and committee members, doctoral advisor, online or colloquia faculty, and other support people from Capella or other organizations. If you received financial support from fellowships, grants, or other organizational support, it should be noted in this section.

DELETE ALL INSTRUCTIONS PRIOR TO SUBMITTING FOR REVIEW.

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number xx

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Note example Table 1 in Section 3. Leave one full blank line between entries.

List of Figures

Figure 1. Figure Title [single-spaced, hanging indent if longer than one line], and add the page   
number xx

Figure 2. Title xx

Leave one full blank line between entries. Note example Figure 1 in Section 3. Do not remove the section break that follows this paragraph.

SECTION 1. BUSINESS PROBLEM AND PROJECT SCOPE

# Introduction

Include an interesting fact, statistic, or comment that catches the attention of your reader which is relevant to your topic and project. Orient the reader to the Capstone project focus and area of interest. Ensure a thesis sentence exists.

# Capstone Topic

Open Section 1.2 with this statement:

This project is being completed as part of the Capella University Doctorate in Business Administration (DBA) program specialization of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(your specialization).

Write one good paragraph for each point below:

---Include information about your DBA specialization (look in DBA Capstone Project Programs of Research document; paraphrase content about your specialization; cite (Capella University, 2020).

---The project focus and topic, and overarching information. Begin with “The project focus is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

---Explain how the project aligns with your specialization. Begin with “This project aligns with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_specialization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

Include at least one to two Citations for support. [One half to one page].

Please cite (Capella University, 2020) and include in the reference list, the DBA Capstone Project Programs of Research v. 3.0 document:

Capella University (2020, July). DBA capstone project programs of research v. 3.0.

<https://assets.capella.edu/campus/doctoral-programs/DBA-programs-research.pdf>

You will find ample content to paraphrase to include information about your DBA specialization and cite (Capella, 2020).

## 1.2.1 Problem of Practice

Describes the general problem and the specific business problem identified in your DBA specialization scholarly and practitioner literature. Supports the existence of the general and specific business problems using baseline data and at least five supporting citations published in scholarly and/or practitioner journals within the last five years. [1-2 pages].

Problem Statement Format

Begin with:

The general business problem is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_resulting in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(the adversity, the harm created by the general problem) (CITE A CURRENT SOURCE). Follow with a couple cited facts about the general problem.

The specific business problem is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(who, what, where) resulting in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(the adversity, the harm created by the specific problem) (CITE A CURRENT SOURCE). Follow with a few supporting cited statements regarding the specific problem; including statistics is always good to expose the degree of the problem, how bad and big the problem is (%, ratio, $ in cost).

# Purpose of the Project

Example: The purpose of this qualitative inquiry project is to explore the perspectives of leaders in the U.S. automotive manufacturing industry regard effective strategies to improve employee productivity.

## 1.3.1. Project Need

Justify the need and feasibility of the proposed project. Who says this project is needed? Transition logically to the project questions. Why do the PQs need answering. Support need with at least three relevant scholarly and/or practitioner articles published within the last five years. Explain the project’s objective(s). [2 to 4 paragraphs].

Try to be explicitly clear regarding the need for your project and answering “who says” your project is needed.

For example, you could use statements such as:

A need exists for this proposed project as noted by \_\_\_\_\_\_\_\_\_\_\_\_\_(DATE), who stated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(DATE) noted that business \_\_\_\_\_\_\_\_\_\_(leaders, managers, i.e., who) need more information regarding \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(your issue) to overcome \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(the specific problem).

## 1.3.2 Project Question(s)

PQ1: Example: What are the perspectives of leaders in the U.S. automotive manufacturing industry regard effective strategies to improve employee productivity?

## 1.3.3. Project Justification

Justify the project purpose and project questions based upon gaps in practice found from searching the scholarly and/or practitioner literature. What is the gap in practice you found in the literature? Your project is to inform the gap; you justify your project by clearly explaining the gap and how the outcome of your project could inform the gap. Describe the anticipated results/desired outcomes of the project. Explains the importance to individual or community improvement. Cites two published supporting articles from the last five years. [2 to 4 paragraphs].

A gap in practice exists when business practitioners are not doing something or not doing something well in their business practices. Please tell us what business practitioners are not doing in their business that is leading to the problem.

You will want to be explicitly clear in stating the gap(s) in practice:

The gap in practice is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(CITE).

Then explain how your project might inform/reduce the gap in practice.

Example: The gap in practice is leaders in the U.S. automotive manufacturing industry are not implementing effective strategies to improve employee productivity (Cite a current source).

## 1.3.4 Project Context: Company or Industry

Situates the issue or problem in context to the company or industry of focus. Address this element by answering these questions: What are the events, trends, and issues that contribute to the business problem? What are the events, trends, and issues that illustrate the gap in practice? Describe how the project may be useful to the company or industry. Cites at least three published supporting articles or company specific documentation from the last five years. [1 page]

Be sure to provide some background information and statistics regarding your chosen industry.

## 1.3.5 Terms and Definitions

Example:

***Corporate Social Responsibility.*** The definition of corporate social responsibility is….(Cite a scholarly or practitioner source; no Wiki sites or dictionaries).

# Doctor of Business Project Specifications

This section includes the importance of the project and the approach for the project. Include here, a brief introduction and transitionary paragraph (3 sentences) which set the stage for the next two sections.

## 1.4.1 Importance of the Project

1.4.1. Importance of the Project

Describe the importance/significance of the problem to business practice. Make a convincing case for the importance of the problem of practice to practitioners. Identify the challenges, problems, situations, opportunities of practice leading to the proposed project. Support your case using at least three citations from scholarly and/or practitioner literature published within the last five years. [1-2 pages].

Open this section with an explicit statement regarding who your project’s finding are important to and why.

Example: This proposed project is significant and important to leaders in the U.S. automotive manufacturing industry as they might gain valuable insight into effective strategies to improve employee productivity from the project’s findings.

## 1.4.2 Approach for the Project

Describe the specific study techniques you will use to complete your project. Include your process for collecting and analyzing information, and which techniques you will use and why. Include a preliminary reference list of data sources you intend to incorporate in the project report, including scholarly literature, technical reports, online secondary data sources. If you are collecting your own data, explain how (e.g., interview questions, survey, etc.). Briefly explain the data-collection procedures and why they are workable; and how you will analyze the data. Identify barriers and challenges to data collection and potential contingency plans should problems arise. [2 pages].

Outline for 1.4.2:

Begin with a clear statement on what your chosen data collection technique is (i.e., qualitative inquiry or quantitative regression). Follow with several cited facts from the scholarly literature regarding how and why researchers use you chosen technique.

Explain the data collection process and why the process is manageable, workable, and feasible. For example, if you are using the qualitative inquiry technique, explain the use of interviews, using expert reviewed interview questions, recording, and transcribing the interview.

Explain the data analysis process. For example, for a qualitative inquiry, you will likely be use thematic data analysis, analyzing the transcripts for codes, labels, patterns, and key themes. Consider using Braun and Clark’s (2006) six phases of thematic analysis:

Phase 1: Familiarize yourself with the data

Phase 2: Generate initial codes

Phase 3: Searching for themes

Phase 4: Reviewing themes

Phase 5: Defining and naming themes

Phase 6: Producing the report

In Section 1, briefly explain the above six steps. In Section 2, for each phase, write a good 3-4 sentence paragraph, detailing what you propose to do to complete each phase, citing a fact or two in each paragraph.

Braun, V., & Clarke, V. (2006) Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77-101. https://doi.org/10.1191/1478088706qp063oa

Identify potential barriers and challenges in using your chosen technique. What is your back-up plan? Cite some facts from the literature about the issues researchers have in collecting data.

# 1.5 Summary

Concludes with statements that contain a summary of key points of the project and an overview of the content of the remaining sections for the project. Provide citations to at least five industry or scholarly articles that help provide the main support for your topic, problem, focus, and industry selection. Provides a logical explanation of the overarching project plan. [half page].

Note that completing 1.5 Summary is not accomplished by copying and pasting your topic, problem, purpose, gap in practice, and PQ. Summarize Section 1 without overly using previous content.

SECTION 2. LITERATURE REVIEW AND PROJECT PLAN

# 2.1 Introduction

## 2.1.1 Applied Framework

# 2.2 Method for Discovering Literature

## 2.2.1 Inclusion and Exclusion Criteria

## 2.2.2 Search Strategy

# 2.3 Review of Scholarly and Practitioner Literature

## 2.3.1 Historic and Current Business Problem Trends

### 2.3.1.1 *Potential Additional Section Header.* [Text starts here].

2.3.1.1.2 *Potential Additional Section Header.* [Text starts here].

## 2.3.2 Previous Efforts to Address the Problem

# 2.4 Summary of Literature

# 2.5 Recruitment

# 2.6 Project Study Protocol

## 2.6.1 Data Sources

**2.6.1.1** ***Preliminary Sources of Data Expected*.**

**2.6.1.2** ***Instrumentation and Data Collection Tools.***

## 2.6.2 Data Collection

## 2.6.3 Data Analysis Plan and Presentation

## 2.6.4 Validity and Reliability/Trustworthiness

## 2.6.5 Ethical Considerations

# 2.7 Overview of the Project Study Plan

# 2.8 Summary and Conclusion

[*Note to learners: The project’s sections 1 to 2.13 will be revised into past tense after you conduct the study and write Section 3.*].

SECTION 3. RESULTS, DISUSSION, AND IMPLICATIONS

# 3.1 Introduction

# 3.2 Data Collection Results

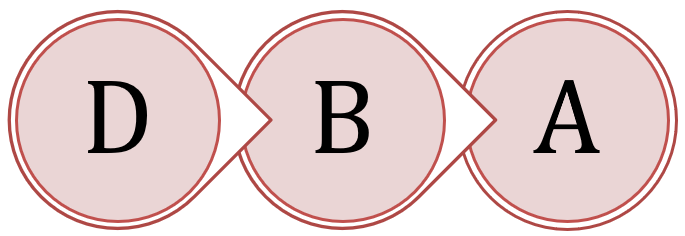
# 3.3 Data Analysis

**Table 1.** *Example of a Capella APA Table*

|  |  |
| --- | --- |
| Items | Counts |
| Item 1  Item 2  Item 3 | 4  6  21 |

*Note.* This general note describes some important items in this table. Delete this before using the template.

# 3.4 Contribution to Theory, the Literature, and the Practitioner Knowledge Base

**Figure 1.** *Example of a Capella APA Figure*

*Note.* This figure, created by M. Preiksaitis (2021), is open sourced and may be used by others, without permission. Typically, this note would include the copyright and permissions information for a figure, unless created by the research author, in which case, the note should state that the work was research author created. See APA 7.0, Rule 7.7 (p. 198) and all other pertinent rules for instructions on how to attribute unoriginal, copied figures. Delete this before using the template.

# 3.5 Project Application and Recommendations

# 3.6 Conclusion

REFERENCES

[References may be single-spaced. Use the ruler to create a hanging indent, or apply the “APA reference list” style. References should be Capella APA 7.0 styled). All article issue numbers should be included, regardless of APA edition in use. Leave one blank space between entries.]

APPENDIX A. APPENDIX TITLE

Please include all instruments, permissions, and other important documentation here [as determined by your instructor, mentor, or committee members] until final Dean review, at which time they should be removed. Learner-created interview protocols, surveys, or other original documentation should remain for Dean review and final submission.

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**Acknowledgments**:

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I attest that this dissertation or capstone project is my own work. Where I have used the ideas or words of others, I have paraphrased, summarized, or used direct quotes following the guidelines set forth in the APA Publication Manual.

**(Type full Name)**

**Signature Date**

**(If signed by typing your name, you agree that this is your signature).**