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The statement of purpose gives candidates the opportunity to contemplate and then articulate their motivations for pursuing a D.B.A. at the University of South Florida. Given the financial and time constraints and general plan is critical for both the candidate and the school.

Statements vary in length depending on numerous factors, but typically range from 1-5 single-spaced pages while addressing issues such as the following: (1) your short-term and long-term career goals and the role a D.B.A. might play in achieving them, (2) specific issues you want to learn about to help you meet certain challenges, (3) any research you want to investigate or conduct while in the program, (4) any prior experience you have in areas similar to those emphasized in the program, such as conducting research, (5) support you in your pursuit of a doctorate, etc.