

**PRE-REQUISITE(S)**

No pre-requisite is required

**CREDIT HOURS**

3

**SYNOPSIS**

This module develops the research skills of the students with in-depth appreciation of the nature of quantitative research. The students will experience the hands-on on designing and undertaking a research project on a chosen field of study. Topics include quantitative research process which covers Research Problem, Literature Review, and Theoretical Framework and Hypothesis development, Research Design. Other topics are Measurement of Variable, Data Collection, Sampling, Analysis and Interpretation and reporting Quantitative research findings.

**LEARNING OUTCOMES**

- Appraise quantitative approaches and methods to satisfy the framework for the study within the business and social science disciplines.
- Perform inferential statistics testing using a range of tools and suitable methods to draw conclusion and interpret population parameter.
- Design and present a feasible research proposal detailing research topic background, research problem, theoretical framework, significance of the contribution, and ethical, practical and methodological considerations.

**TOPICS**

Topic 1	Introduction to Quantitative Research
Topic 2	Research Process 1 – the Board Problem Area, Preliminary Data
Topic 3	Research Process 2 – Theoretical Framework and Hypothesis
Topic 4	Research Process 3 – Research Design – Experimental (True vs Quasi), Non-Experimental and Mixed Methods Research
Topic 5	Measurement of Variables: Scaling, Reliability and Validity
Topic 6	Data Collection – Primary and Secondary Data Collection
Topic 7	Questionnaire Design and Survey
Topic 8	Sampling – Probability and Non-Probability

- Topic 9      Instrumentation
- Topic 10     Data Analysis and Interpretation
- Topic 11     Reporting Quantitative Research Findings

#### **ASSESSMENT DETAILS**

<b>Continuous Assessment</b>	<b>%</b>
Presentation	15
Lab Assignment	15
Written Assignment	20
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<b>Final Assessment</b>	<b>%</b>
Assignment 2/Portfolio	50

#### **PRESCRIBED TEXT**

Main:

Bell, E., Bryman, A., & Harley, B. (2019). *Business Research Methods* (5th ed.). Oxford University Press.

Schindler, P.S. (2019). *Business Research Methods*. (13th ed.). McGraw-Hill Education.