

SHORT COURSE DETAILS

1. Name of Series
University Preparatory Programme
2. Name of Course
Micro Award in Business Research
3. Synopsis of Course (60-word limit)
The module aims to prepare students with the necessary skills for carrying out research. It deals with aspects related to research process and research methods. This module also allows students to be aware of the techniques for preparing a research proposal
4. For Whom?
 - Students who are waiting for their STPM results or its equivalent
 - Students from other institutions
 - Students who have completed Diploma.
5. Course Outcomes (100-word limit)
By the end of the course, students will be able to:
 - Evaluate information and research methods to achieve particular research objectives.
 - Equip students with the necessary academic skills to enable them to critically evaluate literature in the public domain.
 - Communicate the outcomes of the project both verbally and in writing to a specialist audience
6. Delivery Mode

Online Lecture and tutorials. Online assessment.
7. Duration of Course

Minimum 7 weeks and Maximum 14 weeks
3 hours per week.
Cumulative learning 3 credit hrs for the total course
8. Level of Course & Microcredential Credit Value, if any

Degree/3 credit hours per subject
9. Course Outline
 - a) The nature of business research and management research; The research process; Turning research ideas into research question.

- b) Theoretical framework; Hypothesis development; Research objectives; Critically reviewing the literature.
- c) The sources of literature; Planning your literature search strategy; Recording literature; Structure of literature review.
- d) Rationale of Access and Ethics; Difficulties in Getting Access; Managing Access; Why Ethics are Important in Research?; Ethical Issues in Research.
- e) Time Horizons; The Credibility of Research Finding; Sampling (Population, Sample and Normal Distribution); Types of Sampling Methods.
- f) Reasons for Questionnaire Design; Difficulties In Using Questionnaires; Ways to Design the Questionnaire.
- g) Measurement and Scaling Concepts; Techniques for Measuring Attitude; Main Types of Interviews – Face to Face Interviews, Telephone Interviews, and Focus Group Interviews).
- h) Main Interview Difficulties; Purpose of a Case Study; Criteria for Selection of a Case Study.
- i) Access to the Real World; Analysing and Interpreting Case Data; Observation Methods.
- j) Types of Observations; How to Make Effective Research Observations; Benefits and Limitations of Observations.
- k) Getting Started with Writing; Structuring Your Research Project; Organising the Project Report's Content; Developing an Appropriate Writing Style; Meeting the Assessment Criteria

10. Course Fee
RM1,800

11. Short Bio of Trainer/s (50-word limit)

Supported by Department of Management Studies (DOMS)