



UNIVERSITI TEKNOLOGI MARA

ABP792: Applied Business Project II

Course Name (English)	Applied Business Project II APPROVED
Course Code	ABP792
MQF Credit	4
Course Description	This course provides a platform in understanding the role of research in shaping business decisions. Taking up from the proposal developed in applied business research, this course will now move into the methodological execution, the analytical process, the report writing and finally the justification of the whole research undertaking. Students are guided in the way they conduct the research and their ability to handle queries relating to the process, the analyses and the findings of the research in line with the applied business demands.
Transferable Skills	Engage hands-on experience in conducting statistical analysis. Produce academic research reports using requisite research skills. Defend research findings in line with applied business research needs.
Teaching Methodologies	Discussion, Small Group Sessions , Supervision
CLO	CLO1 CLO 1: Perform hands-on activities to conduct the research process using appropriate methods in responsible manners (PLO3). CLO2 CLO 2: Integrate lifelong learning skills using appropriate research tools befitting the applied research demands (PLO7). CLO3 CLO 3: Explain research process and findings convincingly to demonstrate their comprehension of the applied research process (PLO5).
Pre-Requisite Courses	No course recommendations
Topics	
1. Refining and clarifying research topic 1.1) N/A	
2. Critical literature review 2.1) N/A	
3. Deciding on the research approach/design and strategy 3.1) N/A	
4. Data collection 4.1) N/A	
5. Data process and analysis 5.1) N/A	
6. Research report and presentation 6.1) N/A	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Data Collection and Processing	10%	CLO1
	Final Project	Final Report	60%	CLO2
	Presentation	ViVA-Voce	30%	CLO3

Reading List	Recommended Text	Sekaran, U. & Bougie, R. 2016, <i>Research Methods for Business: A Skill Building Approach</i> , 7th Ed., Wiley USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	