UNIVERSITI TEKNOLOGI MARA

ABR794: APPLIED BUSINESS RESEARCH (PROPOSAL)

Course Name (English)	APPLIED BUSINESS RESEARCH (PROPOSAL) `APPROVED`
Course Code	ABR794

MQF Credit	2

Course Description	This course will provide a platform in understanding the role of BUSINESS research in shaping decision. This specialized course covers topics such as the nature of research, business problem, research design, theoretical framework, scales and measurement , questionnaire design, sampling design and procedures, data collection methods and field, data processing, analysis and interpretations, hypothesis testing, research proposal and presentation of research report.

Transferable Skills	Research skill Decision making skill Communication skill

Teaching Methodologies	Supervision

CLO	CLO1 Formulate researchable business issues/problems (C5, P5, A4) CLO2 Synthesize related literature to chosen business issue/problem (C5, P5, A4)

Pre-Requisite Courses	No course recommendations

Topics
1. Formulating and Clarifying The Research Topic 1.1) n/a
2. Critically Reviewing the Literature 2.1) n/a
3. Deciding on the Research Approach 3.1) n/a
4. Research Design 4.1) n/a
5. Writing the Proposal 5.1) n/a

Assessment Breakdown	%
Final Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources