



UNIVERSITI TEKNOLOGI MARA

ABR796: APPLIED BUSINESS RESEARCH (PRESENTATION)

Course Name (English)	APPLIED BUSINESS RESEARCH (PRESENTATION) APPROVED
Course Code	ABR796
MQF Credit	3
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. ABR 794 is a pre-requisite course to ABR 796
Transferable Skills	Research Skill Decision making skill Communication and writing skill
Teaching Methodologies	Supervision
CLO	CLO1 Able to identify an issue which involves preliminary outline as well as periodic status reviews that is neither too broad nor too narrow. (C5, P6, A5) CLO2 Able to present compelling evidence either in the form of interview quotes, statistics, comparative studies or detailed analysis that support the selected issue. (C5, P6, A5) CLO3 Able to generate and develop findings from the issue discuss. (C5, P6, A5)
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 and Choosing a Research Strategy 3.1) n/a	
4. Selecting Samples 4.1) n/a	
5. Using Primary/Secondary Data 5.1) n/a	
6. Collecting Data 6.1) n/a	
7. Analyzing Data 7.1) n/a	
8. Writing and Presenting Report 8.1) n/a	

Assessment Breakdown		%		
Final Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
Reading List	Recommended Text	<ul style="list-style-type: none"> UMA SEKARAN 2013, <i>Research Methods for Business – A Skill Building Approach</i>, 6th Ed., John Wiley & Sons, Inc 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			