



UNIVERSITI TEKNOLOGI MARA

ABR797: APPLIED BUSINESS RESEARCH-MIBF I

Course Name (English)	APPLIED BUSINESS RESEARCH-MIBF I APPROVED
Course Code	ABR797
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	Critical thinking and problem solving, live long learning and information management.
Teaching Methodologies	Supervision
CLO	CLO1 Formulate researchable Islamic Banking and Finance issues/problems CLO2 Synthesize related literature to chosen Islamic banking and finance issue/problem CLO3 Justify appropriate decision making tasks for decision making to solve Islamic Banking and Finance issue/problem
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	Recommended Text	<ul style="list-style-type: none"> • Uma Sekaran, <i>Research Methods for Business – A Skill Building Approach</i> • Naresh Malhotra, <i>Marketing Research, An Applied Orientation, Pearson Education International</i> 	
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			