



UNIVERSITI TEKNOLOGI MARA

ADS555: APPLIED RESEARCH PROJECT

<b>Course Name (English)</b>	APPLIED RESEARCH PROJECT <b>APPROVED</b>
<b>Course Code</b>	ADS555
<b>MQF Credit</b>	4
<b>Course Description</b>	The applied research project focuses on developing research competencies relating to systematic research. This project gives practical application in the identification, formulation, understanding and presentation of an independent study. The research project will culminate in the submission of a research report and oral presentation.
<b>Transferable Skills</b>	1) Organise preliminary research project based on faculty research method guidelines 2) Utilise the collected and analyzed data and consider its implications using quantitative & qualitative research 3) Explain research process and findings via presentation according to the faculty guidelines & requirements
<b>Teaching Methodologies</b>	Discussion, Directed Self-learning , Supervision
<b>CLO</b>	CLO1 Organise preliminary research project based on faculty research method guidelines CLO2 Utilise the collected and analyzed data and consider its implications using quantitative & qualitative research CLO3 Explain research process and findings via presentation according to the faculty guidelines & requirements
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Final Research Project (Supervisory Activities)</b> 1.1) Improvement of Research Proposal 1.2) Finalising Data Collection 1.3) Analysing Data 1.4) Writing up the Findings of Research/ Discussion & Conclusion	
<b>2. Self-Learning Preparation of Materials for Supervision</b> 2.1) Self-Learning Improvement of Research Proposal 2.2) Preparation of Questionnaire 2.3) Self-Learning Pilot Study 2.4) Self-Learning Data Collection & Analysis 2.5) Self-Learning Discussion & Conclusion 2.6) Self-Learning Preparation for Final Report	
<b>3. Research Presentation/VIVA</b> 3.1) Self-Preparation and Consultation for Presentation	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Research Report (Chapter 4-5)	40%	CLO2
	Presentation	Research Presentation	30%	CLO3
	Written Report	Preliminary Report (Chapter 1-3)	30%	CLO1

  

Reading List	Recommended Text	Hazman Shah Abdullah 2015, <i>Research Method Guide; Bachelor of Administrative Science</i> , Faculty of Administrative Science & Policy Studies Shah Alam
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Babbie, E. 2014, <i>The Basics of Social Research</i>, 6th Edition, Ed., Cengage Learning Wadsworth</li> <li>• Coakes, S. J. 2013, <i>SPSS version 20.0 for Windows, Analysis without Anguish.</i>, John Wiley &amp; Sons Australia, Ltd. Milton</li> <li>• Merriam, B. S, &amp; Tisdell, J. Elizabeth 2015, <i>Qualitative Research: A Guide to Design and Implementation</i>, 4th Revised Edition Ed., John Wiley &amp; Sons. New York:</li> <li>• Saunders, M, Lewis, P. &amp; Thornhill, A. 2016, <i>Research Methods For Business Students</i>, 7th Edition, Ed., Pearson Education Limited. Essex</li> <li>• Sekaran, U. &amp; Bougie, R. 2013, <i>Research Methods for Business. A Skill Building Approach</i>, 6th Edition Ed., Prentice-Hall New York:</li> <li>• Tabachnick, B. G, and Fidell, L. S. 2013, <i>Using Multivariate Statistics</i>, 6th Edition Ed., Pearson. Boston</li> </ul>

  

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources