UNIVERSITI TEKNOLOGI MARA

ABP791: Applied Business Project I

Course Name (English)	Applied Business Project I APPROVED
Course Code	ABP791

MQF Credit	2

Course Description	This course is a platform in understanding the role of business research in shaping decisions. This specialized course covers topics such as the nature of research business problems, research design, theoretical frameworks, scales and measurement, questionnaire design technique and procedures. Additionally, data processing, analyses and interpretations will be discussed. A structure of research proposal and presentation of research report will be the ultimate outcome.

Transferable Skills	Demonstrate good attitude, integrity and self worth conduct in decision making and problem solving. Articulate and communicate ideas and effectively lead diverse team members. Analyse critically and resolve issues by proposing appropriate decisions within ethical framework.

Teaching Methodologies	Discussion, Presentation, Supervision

CLO	CLO1 Analyse relevant literature and databases to conceptualise research framework and academic constructs with integrity in various aspects of applied business. CLO2 Prepare a viable research proposal from selected topics relevant to applied business in an ethical and responsible manner. CLO3 Present the research proposal report with the diverse team members.

Pre-Requisite Courses	No course recommendations

Topics
1. Formulating and clarifying research topics   1.1) Generating research titles   1.2) Linking title to problem statement   1.3) Presenting a concise research title
2. Critically reviewing the literature   2.1) Technique of reading and writing literature   2.2) Literature search   2.3) Developing the research framework
3. Deciding on the research approach   3.1) Research design decision   3.2) Writing the methodology
4. Presenting the analysis of research data   4.1) Descriptive and inferential analyses decisions   4.2) Deciding on analytical techniques
5. Writing the proposal   5.1) Structure of the research proposal   5.2) How proposals are evaluated
6. Submitting the research proposal   6.1) Finalising research proposal write up   6.2) Presenting written research proposal

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Time Frame	5%	CLO2
	Assignment	Deliverables and References, Citation	5%	CLO2
	Assignment	Literature Review	15%	CLO1
	Assignment	Research Framework/Academic Construct	15%	CLO1
	Assignment	Discussion on Introduction	30%	CLO1
	Assignment	Methodology	30%	CLO3

Reading List	Recommended Text	• **Keith F. Punch 2016, *Developing Effective Research Proposals*, 3 Ed., Sage Publishing UK [ISBN: 9781473916388]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	