



UNIVERSITI TEKNOLOGI MARA

BRM701: Business Research Application

Course Name (English)	Business Research Application APPROVED
Course Code	BRM701
MQF Credit	3
Course Description	This is a specialization course, graded and it carries 3 (three) credit hour units. Class attendance is required as per academic regulations. It is both qualitative and quantitative in nature designed to enhance strategic, analytical, and inquisitive approach of applying knowledge acquired in other functional areas of the MBA curriculum. The emphasis therefore is on PROCESS without sacrificing contents though it may differ in vigorous treatment as data gathering and analysis.
Transferable Skills	1. Knowledge regarding Business Research Procedures. 2. Demonstrate teamwork skills. 3. Integrate information management and lifelong learning skills.
Teaching Methodologies	Lectures, Discussion, Journal/Article Critique
CLO	CLO1 1. Illustrate Business Research Procedures to undertake and complete a more advance independent course, namely, APPLIED BUSINESS RESEARCH (ABR 794/796) in a group setting. (PLO1, C2) CLO2 2. Demonstrate teamwork skills within diverse team members in doing a research proposal (PLO5, A3) CLO3 Integrate information management and lifelong learning skills in research related decisions in response to changes in domestic and global economy. (PLO7, A4)
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Research 1.1) 1.1. Definition and importance of research 1.2) 1.2. Types of research: 1.3) 1.2.1. Basic research 1.4) 1.2.2. Applied research [Emphasis: use of strategic tools in the pursuit of applied research] 1.5) 1.3. Characteristics of Basic research vs Applied research	
2. 2. Problem Identification 2.1) 2.1. Problem definition/statement [should also highlight/lead to the uses of appropriate strategic tools] 2.2) 2.2. Development of research objectives & research questions [including use of strategic tools]	
3. 3. Literature Review 1 3.1) 3.1. Operationalization of variables based on literature. 3.2) 3.2. Literature on choice of strategic tools. 3.3) 3.3. Referencing and citation 3.4) 3.4. Development of Academic Construct	
4. 4. Literature Review 2 4.1) 1.1. Operationalization of variables based on literature. 4.2) 1.2. Literature on choice of strategic tools. 4.3) 1.3. Referencing and citation 4.4) 1.4. Development of Academic Construct 4.5) 1.5. Operationalization of variables based on literature. 4.6) 1.6. Literature on choice of strategic tools. 4.7) 1.7. Referencing and citation 4.8) 1.8. Development of Academic Construct	

5. 5. Data Sources and Data Collection Method 5.1) 5.1 Types of data 5.2) 5.1.1 primary data 5.3) 5.1.2 secondary data 5.4) 5.2. Modes of data collection 5.5) 5.2.1 Survey 5.6) 5.2.2 Interview [personal interview, focus group] 5.7) 5.2.3 Observation
6. 6. Research Design 6.1) 5.1. Purpose of study 6.2) 5.2. Types of investigation 6.3) 5.3. Study setting 6.4) 5.4. Unit of analysis 6.5) 5.5. Time horizon
7. 8. Measurement Scales 1 7.1) 7.1. Types of scales 7.2) 7.2. Rating scales 7.3) 7.3. Ranking scales
8. 7. Sampling Design 8.1) 6.1. Reasons for sampling 8.2) 6.2. Sample size decisions 8.3) 6.3. Sampling methods
9. 9. Measurement Scales 2 9.1) 8.1. Reliability 9.2) 8.2. Validity[Content/ Face validity]
10. 10. Research Instrument 10.1) 9.1. Questionnaire 10.2) 9.2. Interview guide 10.3) 9.3. Observation checklist
11. 11. Data Processing 1 11.1) Preparing data for analysis
12. 12. Data Processing 2 12.1) Statistical Analysis: 12.2) a) Univariate Analysis 12.3) b) Bivariate Analysis
13. 13. Proposal Presentation 13.1) Presentation of completed ABR proposal
14. 14. Final assessment 14.1) Test

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	In addition to discussion and active learning, students work in a group of 2-3 to propose research on a company of their choice. Continuous feedback will be given to refine the research proposal.	20%	CLO1
	Group Project	Students obtain the skills on information management and lifelong learning through the conceptualization of their project (research proposal) and presentation	40%	CLO3
	Journal/Article Critique	Article critique is to enable students to assess the quality of published empirical research based on their acquired research knowledge. Student's will have to assess research elements that can be adapted into their research proposal. The group dynamics is important to assess the empirical articles.	20%	CLO2
	Test	Midterm assessment (situational based and questions) given to gauge student's application of knowledge to resolve business issues of a company.	20%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Sekaran, U. & Bougie, R. /John Wiley & Sons 2016, <i>Research Methods for Business</i>, 7TH Ed., 1, John Wiley & Sons Ltd United Kingdom [ISBN: 9781119266846]

Article/Paper List	This Course does not have any article/paper resources

Other References	
	<ul style="list-style-type: none"> • Website Analysis Joseph F. Hair Jr. William C. Black Barry J. Babin Rolph E. Anderson 2014, <i>Multivariate Data Analysis</i>, Pearson Education Ltd, England https://is.muni.cz/el/1423/.../um/Hair_-_Multivariate_data_analysis_7th_revised.pdf • Book William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin 2013, <i>Business Research Methods</i>, CENGAGE Learning Custom Publishing, Boston, USA