



UNIVERSITI TEKNOLOGI MARA

PMG555: RESEARCH METHODS

Course Name (English)	RESEARCH METHODS APPROVED
Course Code	PMG555
MQF Credit	3
Course Description	This course will explore the process and importance of research in park management and/or natural resource management. This class examines the research process, data collection method, developing data collection instrument, data analysis and writing a research proposal and report.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Tutorial, Discussion
CLO	CLO1 Apply the theories and philosophy of research in park and amenity management CLO2 Explain the issues in park and amenity management CLO3 Identify the concepts and principles in research implementation
Pre-Requisite Courses	No course recommendations
Topics	
1. Fundamentals of Research 1.1) Introduction to research 1.2) Research Process	
2. Initial Stages of Research 2.1) Preliminary Information Gathering 2.2) Problem definition 2.3) Developing Theoretical Framework & Setting objectives 2.4) Research Design	
3. Data Collection 3.1) Methods of Data Collection 3.2) Qualitative vs Quantitative 3.3) Collection of Secondary Data 3.4) Measurement and Scaling Techniques	
4. Questionnaire Design 4.1) Questionnaire Design and Fieldwork Plan 4.2) Pre-testing Questionnaire 4.3) Design of Fieldwork 4.4) Sampling Techniques: Theory and Practice	
5. Data Analysis 5.1) Data processing and Basic Data Analysis (SPSS) 5.2) Parametric Test (T-test, One-way ANOVA, Repeated measures ANOVA, Pearson Correlation, Simple Linear, Regression) 5.3) Non-Parametric Test (Analyzing Nominal Data- Chi-Square, Analyzing Ordinal Data-Mann-Whitney U, Kruskal-Wallis H and Spearman Rho Correlation)	

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment on Research Proposal	15%	CLO3
	Group Project	Data Analysis	15%	CLO3
	Test	Covered chapters before mid-sem break	10%	CLO1

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Russell K. Schutt, <i>Investigating the Social World</i> [ISBN: 0803990103] • A. N. Oppenheim 2000, <i>Questionnaire Design, Interviewing and Attitude Measurement</i>, Bloomsbury Publishing [ISBN: 0826451764] • Yan Piaw Chua, <i>Kaedah penyelidikan</i> [ISBN: 9675771313] • Uma Sekaran, Roger Bougie 2010, <i>Research Methods for Business</i>, John Wiley & Sons [ISBN: 0470744790] • David de Vaus 2013, <i>Surveys in Social Research</i>, Routledge [ISBN: 1136996311] • Mukesh Kumar, Salim Abdul Talib, T. Ramayah 2013, <i>Business Research Methods</i> [ISBN: 9789834707477]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources