



## UNIVERSITI TEKNOLOGI MARA

### BRM919: Research Methodology Design and Practices

<b>Course Name (English)</b>	Research Methodology Design and Practices <b>APPROVED</b>
<b>Course Code</b>	BRM919
<b>MQF Credit</b>	4
<b>Course Description</b>	This course provides the foundation for doctoral students to embark on their research. It provides insights into various research methodology as well as the practices for the development of a research proposal. Students shall be exposed to both the quantitative as well as qualitative research methods. This course requires students to demonstrate their skills in the critique of methodology and practices when conducting doctoral research.
<b>Transferable Skills</b>	Transferable Skills: 1. A reflective learner undertake independent and self directed study and learning. 2. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. 3. Communicate effectively with others. 4. Identify and present material and the evidence-base to support a reasonable argument.
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation, Journal/Article Critique
<b>CLO</b>	CLO1 Integrate relevant research design and practices in an ethical and professional manner to conduct research (PLO4, A4) CLO2 Criticize related previous articles with respect to the requirements of conducting a research (PLO6, C4), CLO3 Prepare appropriate methodology for research proposal development that provide a foundation for lifelong learning skill (PLO7, A4)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. Defining terms of research &amp; Understanding scientific rsch.</b> 1.1) • Theoretical 1.2) • Empirical 1.3) • Nomothetic 1.4) • Probabilistic 1.5) • Causal <b>2. Hallmarks of a scientific research</b> 2.1) Purposiveness 2.2) Rigor 2.3) Testability 2.4) Replicability 2.5) Precision & Confidence 2.6) Objectivity 2.7) Generalisability <b>3. Concepts, constructs and variables</b> 3.1) Unidimensional construct 3.2) Multidimensional construct 3.3) Operational definitions 3.4) Types of variables 3.5) Discussion Article Critique 1

<b>4. Paradigms of Social Research</b> 4.1) • Positivism 4.2) • Post -positivism 4.3) • Ontology 4.4) • Epistemology 4.5) • The four paradigms of social research
<b>5. Qttve. rsch. component 1: Research design</b> 5.1) Nature of research 5.2) Unit of analysis 5.3) Time horizon 5.4) Study setting
<b>6. Qttve. rsch.component 2: Sampling design (1)</b> 6.1) Probability sampling
<b>7. Qttve. rsch. component 2: Sampling design (2)</b> 7.1) Non-probability sampling
<b>8. Qttve. rsch component 3 &amp; 4: Instrument &amp; data collection</b> 8.1) Instrument Development 8.2) Data collection
<b>9. Qttve. rsch. component 5: Data Analysis</b> 9.1) Data analysis
<b>10. Qualitative research approaches</b> 10.1) Case study methods 10.2) Ethnography 10.3) Action Research 10.4) Phenomenology 10.5) Grounded Theory
<b>11. Qualitative data components and analysis</b> 11.1) N/A
<b>12. Qualitative versus Quantitative Analysis</b> 12.1) • The debate 12.2) • Distinction 12.3) • Common qualitative methods 12.4) • Assumptions underlying qualitative versus quantitative 12.5) • Overview of qualitative research traditions 12.6) • Discussion Article Critique 5
<b>13. Ethics and Professionalism in Research</b> 13.1) N/A
<b>14. Presentation</b> 14.1) Presentation

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Individual Project	Presentation 1	20%	CLO1
	Individual Project	Final Presentation	20%	CLO3
	Journal/Article Critique	Written assignment	30%	CLO2
	Written Report	Final report	30%	CLO3
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>Mildred L. P. &amp; Michelle N. 2018, <i>Understanding Research Methods: An Overview of the Essentials.</i>, 10th Ed., 1-10, Taylor &amp; Francis New York [ISBN: 978-04157905]</li> </ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	<ul style="list-style-type: none"> <li>• Book Earl R. Babbie 2015, <i>The Practice of Social Research</i>, CENCAGE, Boston</li> <li>• Book Dahlia K. R. and Gregg G. V. R 2014, <i>Research Methods in Practice: Strategies for Description and Causation</i> , SAGE Publications, New York</li> </ul>			