



UiTM Global

News

ENGAGING THE WORLD

SUMMER PROGRAM:
INTERNATIONAL EXPOSURE &
EXPERIENCE ACT LOCAL, BE LOCAL

15th – 29th January 2024

SUMMER PROGRAM:
LANGUAGE AND CULTURE 2024

31st January 2024

ERASMUS + FAB
PROJECT CONSORTIUM MEETING

16th February – 18th March 2024

SEARCH WEB
MGT648 RESEARCH
METHODS)

DATA COLLECTION METHODS



Prof Dr Dodi Wirawan,
S.E., M.Com, PhD
Professor of Leadership Brawijaya University
Chief Commissioner, LocalLead



DR SARAH
SABIR AHMAD
6 JUN
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Poster for Collaborative
Teaching (CT) Session:
*'Data Collection
Methods'* featuring Prof.
Dr. Dodi Wirawan from
Brawijaya University and
moderated by Dr. Sarah
Sabir Ahmad. Organised
by the Faculty of Business
and Management,
UiTM Kedah Branch, the
session took place on 6
June 2024 via Google
Meet.

schedule of the MGT648 course, the CT project covered key topics such as Research Problem Identification, Literature Review, Quantitative and Qualitative Data Analysis, and the Development of Theoretical Frameworks. The inclusion of expert-led sessions provided valuable depth to the curriculum, equipping students with practical research skills and preparing them to address real-world challenges.

The Collaborative Teaching initiative not only enhanced students' understanding of research methodologies but also nurtured critical skills such as teamwork, analytical thinking, and professional communication. By combining academic and industry perspectives, the program delivered an enriched learning experience that underscored the effectiveness of collaborative teaching. This program reflects UiTM Kedah's unwavering commitment to academic excellence, global collaboration, and innovation in education, preparing students to thrive in an ever-evolving professional landscape.

#UiTMKedah #CollaborativeTeaching #MGT648 #LeadershipInLearning
#GlobalCollaboration



DATA COLLECTION METHODS
Research Methodology
Tools, Methods and Techniques
Prof. Dr. Dodi Wirawan, S.E., M.Com, PhD



10:00 AM | 6 Jun 2024 | 1/1

Learning Objectives

- 1. Define research problem statement
- 2. Identify different types of research designs and methods
- 3. Explain qualitative and quantitative data collection methods
- 4. Explain sampling techniques in research design
- 5. Differentiate between primary and secondary data collection methods

A glimpse of the Collaborative Teaching (CT) session on 'Data Collection Methods,' conducted virtually on 6 June 2024 via Google Meet.



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