Fostering the Usage of Flipped Classroom: Student Engagement, Student Content Interaction and Student Motivation.

RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA

BY :

YUSRINA HAYATI NIK MUHAMMAD NAZIMAN
NADIA FARLEENA MOHD AZNAN
SITI MAZIAH AB RAHMAN
NOR HARYANTI MD NOR
SYUKURRIAH IDRUS

JULY 2019

Contents

1. Letter of Report Submission

Yusrina Hayati bt Nik Muhammad Naziman
Faculty of Business and Management
Universiti Teknologi MARA (UiTM)
Kampus Kota Bharu
15050 Kelantan

26th JULY 2018

Head of Department
INSTITUTE OF Research management & Innovation
Aras 3, Bangunan wawasan
40450 Shah Alam
Selangor

Dear Sir,

SUBMISSION OF FINAL REPORT RESEARCH PAPER FOR ARAS GRANT 1/2016
600-IRMI/DANA 5/3/ARAS (0043/2016)

I am Yusrina Hayati bt Nik Muhammad Naziman (250287) on behalf of the group members hereby is submitting the project paper titled "Factors Influencing The Usage of Flipped Classroom" as a requirement for the ARAS Grant.

We hope that this project paper will meet IRMI expectation and university's requirement.

Thank you.

Yours Sincerely,

_____
YUSRINA HAYATI BT NIK MUHAMMAD NAZIMAN
(250287)

3. Acknowledgements

5. Report

5.1 Proposed Executive Summary

Teaching and learning nowadays is different from past. Together with their environment where the students can easily connected to internet and digital media make them ease to be technology savvy. Thus, flipped classroom become the option to the lecturer to change methods of teaching. However, there are lacked discussions in innovating teaching approach particularly in marketing. Hence, the objectives of this study to examine factors influencing the usage of flipped classroom and which factors contribute most to the usage of flipped classroom. The sampling of the data used is sample random sampling. The researcher will used the structured questionnaire and divided into five sections including the demographic section. The study will analyze normality test, data cleaning, reliability test, descriptive and frequency analysis, Pearson correlation and Multiple Regression to test the hypothesis. Apparently, the expected result will be used to recommend in order having better understanding in student's learning particularly in using technology.