UNIVERSITI TEKNOLOGI MARA

ABR798: APPLIED BUSINESS RESEARCH-MIBF II

Course Name (English)	APPLIED BUSINESS RESEARCH-MIBF II `APPROVED`
Course Code	ABR798

MQF Credit	3

Course Description	This course requires student to complete the research project

Transferable Skills	Critique business decision. Integration of data for analysis. Leading a team to execute tasks.

Teaching Methodologies	Presentation, Supervision

CLO	CLO1	Able to identify an issue which involves preliminary outline as well as periodic status reviews that is neither too broad nor too narrow
	CLO2	Able to present compelling evidence either in the form of interview quotes, statistics, comparative studies or detailed analysis that support the selected issue
	CLO3	Able to generate and develop findings from the issue discuss

Pre-Requisite Courses	No course recommendations

Topics
1. Selecting Samples 1.1) n/a
2. Using Primary/Secondary Data 2.1) n/a
3. Collecting Data 3.1) n/a
4. Analyzing Data 4.1) n/a
5. Writing and Presenting Report 5.1) n/a

Assessment Breakdown	%
Final Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO

Reading List	Recommended Text	• Davis D. And Cosenza R M, *Business Research for Decision Making* • Gary D Bouma, *The Research Process* • *Statistical Theory in Economics and Business* • Uma Sekaran, *Research Methods for Business – A Skill Building Approach* • Naresh Malhotra, *Marketing Research, An Applied Orientation*
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	