



UNIVERSITI TEKNOLOGI MARA

CTF532: RESEARCH METHODOLOGY

Course Name (English)	RESEARCH METHODOLOGY APPROVED
Course Code	CTF532
MQF Credit	2
Course Description	The research methodology course introduces students to the principles of social science research and the relationship with the creative arts such as script writing, literary writing, theatre, performance, dance, visual art, film and other art forms. Particular attention is placed on art-based methodologies. Topics that are covered include the formulation of research design, problem statement, research objectives, literature reviews, theoretical framework, data collection and analysis, issues of design and conceptualization.
Transferable Skills	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions
Teaching Methodologies	Lectures, Blended Learning, Presentation, Workshop, Supervision
CLO	CLO1 Apply the fundamentals of research methods relevant to research field. CLO2 Conceptualize a research design. CLO3 Produce a research proposal with sound understanding of the fundamental of research methods.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Research 1.1) Definition of Research 1.2) Purpose/Importance of Research 1.3) Components of Research	
2. Introduction to Research (continued) 2.1) i) Background of Research 2.2) ii) Problem Statement 2.3) iii) Research Questions 2.4) iv) Research Objectives 2.5) v) Significance of Research 2.6) vi) Research Scope and Limitations 2.7) viii) Operational Definitions and Terms	
3. Introduction to the Creative Industries 3.1) History of the Creative Industries 3.2) Development of the Creative Industries 3.3) Future of the Creative Industries	
4. Object of Study: Industry, Text and Audience 4.1) Identification of object of study - industry 4.2) Identification of object of study - text 4.3) Identification of object of study - audience	
5. Research Title Presentation 5.1) Components in research a subject matter.	
6. Literature Review 6.1) From Literature Review to Theoretical Framework	

7. Literature Review 7.1) Synthesizing Relevant Literature and Formulating Research Perspectives
8. Research Design 8.1) Collecting data
9. Research Design 9.1) Analyzing data
10. Research Proposal Presentation 10.1) Components of a full Research Proposal.
11. Research Workshop 11.1) Research areas according to field of study.
12. Research Workshop 12.1) Research areas according to field of study
13. Finalizing the Research Proposal 13.1) Finalizing the research proposal. 13.2) Preparing to write.
14. Final Draft 14.1) Research Proposal

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Literature Review - Students are required to prepare a literature review related to their research topic.	10%	CLO1 , CLO2 , CLO3
	Assignment	Research Method - Students are required to prepare a draft stating their intended approach/method towards analysing the subject matter.	10%	CLO1 , CLO2 , CLO3
	Assignment	Students are required to prepare a full draft of the proposal that is to be submitted through Turnitin.	10%	CLO1 , CLO2 , CLO3
	Assignment	Students are required to attend 2x Workshops prior to Final Submission.	10%	CLO1 , CLO2 , CLO3
	Presentation	Research Title Presentation - Students are required to present their proposed research title.	10%	CLO1 , CLO2 , CLO3
	Presentation	Students are to present their Research Proposals prior to Final Submission.	10%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	• Chua Yan Piau 2012, <i>Mastering Research Methods</i> , McGraw Hill Shah Alam
	Reference Book Resources	<ul style="list-style-type: none"> • Helen Kara 2015, <i>Creative Research Methods in the Social Sciences: A Practical Guide</i>, Policy Press [ISBN: 1447316274] • Flick, U. 2011, <i>Introducing Research Methodology: A Beginner's Guide to Doing a Research Project</i>, Sage Publications London • Estelle Barrett, Barbara Bolt 2010, <i>Practice as Research</i>, I. B. Tauris [ISBN: 1848853017] • Hilary Collins 2010, <i>Creative Research</i>, AVA Publishing [ISBN: 2940411085]
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Book Bordens, K.S. & Abbott, B.B. 2014, <i>Research Design and Methods (9th ed.)</i> , McGraw-Hill, New York	