



UNIVERSITI TEKNOLOGI MARA

AMT709: RESEARCH METHODOLOGY

Course Name (English)	RESEARCH METHODOLOGY APPROVED
Course Code	AMT709
MQF Credit	3
Course Description	This course discusses theoretical and practical research methods, which are subdivided into qualitative, quantitative, and mixed method approaches. Students will be guided on formulating their research designs, including their research questions (topic). A combination of methods and processes of implementing research will help students to achieve their proposed aims of research planning.
Transferable Skills	1. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. 2. Demonstrate ability to investigate problems and provide effective solutions. 3. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial, Discussion
CLO	CLO1 Understand and apply appropriate theoretical or practical research methodologies CLO2 Understand and apply qualitative, quantitative or mixed methods approach CLO3 Demonstrate an understanding of research design with relevant research questions according to the topic selected. CLO4 Produce a scholarly research proposal.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the Course 1.1) Course Definition 1.2) Course Expectation 1.3) Course Assessment	
2. An Introduction to Research Methodology 2.1) Research and its purpose 2.2) Why research is important?	
3. Research Quality 3.1) What constitutes a research quality? 3.2) Research issue/ Problem Statement 3.3) How to formulate a problem statement?	
4. Research Problem 4.1) Why research issue is needed in a research? 4.2) How to choose an issue? 4.3) A phenomena or a problem 4.4) How to write a research problem 4.5) Justifications needed to support research problem	
5. Research Questions 5.1) Developing research questions for research 5.2) How to construct research questions? 5.3) Why research questions are important to the research?	

6. Types of Research Methodology 6.1) Quantitative Research Approach 6.2) Survey 6.3) Questionnaire Design 6.4) Experimental Design
7. Writing Research Proposal 7.1) Background/Introduction 7.2) Research Aim/Objectives 7.3) Problem Statement 7.4) Research Questions
8. Research Ethics and Procedures 8.1) Human Rights Consent 8.2) Originality 8.3) Plagiarism 8.4) Confidentiality
9. Writing Research Proposal 9.1) Research Significance 9.2) Research Scope 9.3) Research Delimitation 9.4) Research Methods
10. Research Proposal 10.1) Research issue 10.2) Underlying concepts 10.3) Theory building 10.4) Model framework
11. Final Research Proposal 11.1) Formulating research problem with literature review
12. Research Proposal Presentations 12.1) n/a
13. Final draft proposal and submission 13.1) n/a

Assessment Breakdown		%
Continuous Assessment		100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research Proposal (1st Draft)	20%	CLO1
	Assignment	Article Review and Reflection on Method	20%	CLO2
	Assignment	Research Proposal - (2nd Draft)	20%	CLO3
	Assignment	Final Research Proposal and Presentation	40%	CLO4

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Jaccard, J., & Jacoby, J. 2010, <i>Theory Construction and Model Building Skills</i>, The Guilford Press New York: • Rossiter, J. 2010, <i>The APA Pocket Handbook</i>, (6th ed.) Ed., DW Publishing Port Saint Lucie, FL • Rugg, G., & Petre, M. . 2007, <i>A gentle guide to research methods</i>, The McGraw Companies New York, NY • McBurney, D., & White, T. 2010, <i>Research methods</i>, 8th ed Ed., Wadworth Cengage Learning Belmont, CA • Wagner, C., Kawulich, B., & Garner, M. 2012, <i>Doing social research: A global context</i>, McGraw-Hill Higher Education Berkshire, UK • Collins, H. 2010, <i>Creative research: The theory and practice of research for the creative industries</i>, AVA Publishing Switzerland 	<ul style="list-style-type: none"> • Kumar, R. 2005, <i>Research Methodology: A step-by-setep guide for beginners</i>, 2nd Ed., Pearson. Frenchs Forest, NSW • Creswell, J.W 2008, <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i>, 3rd Ed., Sage Publications New York • Chambliss, D.F., & Schut, R.K. (2013). 2013, <i>Making Sense of the Social World: Methods of Investigation</i>, 4th Ed., Sage Washington DC

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources