



UNIVERSITI TEKNOLOGI MARA

BER777: BUSINESS ECONOMICS RESEARCH 11

Course Name (English)	BUSINESS ECONOMICS RESEARCH 11 APPROVED
Course Code	BER777
MQF Credit	3
Course Description	This course will require students to write a 15,000 to 20,000 word report based on a topic related to business economics. Students will be expected to use their knowledge in all courses more importantly Econometrics and Forecasting to prepare a relevant quantitative analysis for their research paper. The student is required to justify the significance of the problem chosen, outline the literature on the topic, examine the current state of the problem, collect the relevant data, run and study the quantitative analysis as well as come up with recommendations and suggestions pertaining to his or her study.
Transferable Skills	recognize, explain and discuss specific issues(s) pertaining to their field of study [LO3, 6, 7] [C5] [P3] conduct a study (qualitative and / or quantitative) on the specific issues pertaining to their field of study.[LO3, 7, 8] [C5] [A4] make suggestions for improvements from the academic study conducted. [LO4] [C5] [P5] [A5]
Teaching Methodologies	Discussion, Supervision
CLO	CLO1 Able to recognize, explain and discuss specific issues(s) pertaining to their field of study. (LO3 / P3) CLO2 Able to conduct a study (qualitative and / or quantitative) on the specific issues pertaining to their field of study. (LO7 / C5) CLO3 Able to make suggestions for improvements from the academic study conducted. (LO4 / A5)
Pre-Requisite Courses	No course recommendations
Topics	
1. Discussion of research problem 1.1) n/a	
2. Discussion of Literature search 2.1) n/a	
3. Discussion on research methodology 3.1) n/a	
4. Discussion of first draft 4.1) n/a	
5. Discussion of second draft 5.1) n/a	
6. Submission of project paper 6.1) n/a	
7. Viva 7.1) n/a	

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Written Report	Written Report	20%	CLO1
	Written Report	Written Report	40%	CLO2
	Written Report	Written Report	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Zikmund, W.G Babin B.J., Carr, J.C. & Griffin, M. 2013, <i>Business Research Methods</i>, (9th International Editions) Ed., South-Western, Cengage Learning • Gujarati, N.& Porter D.C. 2009, <i>Basic Econometrics</i>, (5th International Editions) Ed., Mc Graw Hill • Sekaran, U.& Bougie, R. , Wiley. 2013, <i>Research Methods for Business-A Skill Building Approach</i> , (12th Edition) Ed., Wiley • Cooper, D.R. & Schindler 2014, <i>Business Research Methods</i>, (12th Edition) Ed., Mc Graw-Hill Irwin • Wooldridge, J.M. 2009, <i>Introductory Econometrics: A Modern Approach</i>, (4th Edition) Ed., South-Western, Cengage Learning • Pallant, J. 2013, <i>SPSS: Survival Manual</i>, (5th Edition) Ed., Mc-Graw Hill 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			