



## UNIVERSITI TEKNOLOGI MARA

### COM663: RESEARCH PROJECT

<b>Course Name (English)</b>	RESEARCH PROJECT <b>APPROVED</b>
<b>Course Code</b>	COM663
<b>MQF Credit</b>	10
<b>Course Description</b>	<p>This course offers the opportunity for students to discover their understanding of the communication and media field of study. The area of study in communication and media involved will be specifically catered to each programme within the faculty. Students will engage in discussions and presentations with their supervisors to complete the assessment given. The central theme of the report will be based upon the reflective and analysis of different studies in the area of communication and media. Students will be required to explore each reflective piece and analysis with the guidance of their supervisor. The whole assessment will be based upon how students propose their ideas according to the field related and portray theirs in encompassing the whole communication and media practices with the theories learned throughout their studies. Students should maintain constant contact with their supervisor and this assessment requires discussion and approval. One of the most important aspects is a student should read and analyze reading materials such as books, journals, research, and previous studies. There may also be additional reading, research, and presentation assigned by the supervisor. At the end of the semester, students will be required to present their reflective piece and analysis of their chosen topic.</p>
<b>Transferable Skills</b>	Research skills, problem solving, ethics, autonomous learning and communication
<b>Teaching Methodologies</b>	Demonstrations, Discussion, Presentation, Directed Self-learning , Supervision
<b>CLO</b>	<p>CLO1 Display values and ethical relevant in research project (A5) CLO2 Construct problem solving skills in issues related to research project (C6) CLO3 Demonstrate autonomous learning in research project (A5) CLO4 Present ideas related to research project through verbal communication (A2)</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Exploring the subject matter</b> 1.1) 1.1 Describing research report writing 1.2) 1.2 Relationship between doing a research and writing a report 1.3) 1.3 writing style and format	
<b>2. 2. Required Reading and Research material.</b> 2.1) 2.1. Reviewing the draft of the research introduction section. 2.2) 2.2. Information seeking and organizing literature review. 2.3) 2.3. Steps in writing literature review.	
<b>3. 3. Research Proposal 1</b> 3.1) 3.1. Proposal introduction, identifying problem, objectives of the study	
<b>4. 4. Research proposal 2</b> 4.1) 4.1. Methodology, significance and scope of study 4.2) 4.2 Writing the research proposal	

<b>5. 5. Introduction</b> 5.1) 5.1. Background of the study 5.2) 5.2. Statement of research problem 5.3) 5.3. Objectives, hypotheses/research questions 5.4) 5.4. Significance of the study 5.5) 5.5. Scope/Limitation of the study 5.6) 5.6. Operational Definition
<b>6. 6. Literature Review 1</b> 6.1) 6.1. Background. 6.2) 6.2. Past research findings.
<b>7. 7. Literature Review 2</b> 7.1) 7.1 Related theories 7.2) 7.2 Conceptual framework
<b>8. 8. Methodology 1</b> 8.1) 8.1. Location and subjects of the study. 8.2) 8.2. Population and sampling procedures 8.3) 8.3. Research instruments, pre-testing and organization 8.4) 8.4. Operationalization of the variables.
<b>9. 9. Methodology 2</b> 9.1) 9.1 Validity and reliability of the instrument 9.2) 9.2 Data collection method 9.3) 9.3 Data analysis and statistical significant
<b>10. 10. Results and discussion 1</b> 10.1) 10.1. Demographic characteristics of the respondents 10.2) 10.2. Arranging results according to the objectives 10.3) 10.3. Tables and graphs
<b>11. 11. Results and discussion 2</b> 11.1) 11.1 Outcome of the statistical analysis 11.2) 11.2 Discussion in relation to theory and past research
<b>12. 12. Conclusion and recommendation 1</b> 12.1) 12.1. Summary of research 12.2) 12.2. Answering research objectives 12.3) 12.3. Conclusion of the findings
<b>13. 13. Conclusion and recommendation 2</b> 13.1) 13.1 Recommendation and implication 13.2) 13.2 Suggestions for future research
<b>14. 14. Presentation</b> 14.1) 41.1 Presentation of the research project by students

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	proposal writing related to research project	30%	CLO1
	Presentation	presentation of the research project report	20%	CLO4
	Written Report	Discussion of report writing on progress of the research project	15%	CLO2
	Written Report	written report of the research project	35%	CLO3

<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources