



UNIVERSITI TEKNOLOGI MARA

FTA532: RESEARCH METHODOLOGY

Course Name (English)	RESEARCH METHODOLOGY APPROVED
Course Code	FTA532
MQF Credit	2
Course Description	The research methodology course introduces students to the principles of humanities and social science research and its relationship to the creative arts namely, film studies, theatre studies, screenwriting and creative writing, as well as fields such as the creative arts, creative industries and animation. Emphasis of the course is not only on standard research practices but also explores art-based methodologies such as project-based research. Related topics include exploration of the research matter, identification of the research problem, survey and evaluation of related literature (inclusive of past research, theoretical frameworks, critical evaluation of information), and formulation of the research design. By the end of the course, students should be able to conceptualise and produce a research proposal.
Transferable Skills	Students will be able to demonstrate knowledge and skills required for academic research as well as field research.
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Workshop
CLO	CLO1 Conceptualise and present an introduction within the framework of a research proposal. CLO2 Review and present relevant literature and research strategies in the writing of a research proposal. CLO3 Produce a research proposal with sound understanding of the fundamental concepts and its mechanics.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to research 1.1) What is research?	
2. Review of writing style 2.1) APA referencing	
3. Object of study 3.1) Industry 3.2) Text 3.3) Audience	
4. The research process 4.1) The 8-Step Process	
5. Research ethics and conduct 5.1) Overview of research ethics and conduct	
6. Introducing your research 6.1) Writing the introduction	
7. Research concept/direction 7.1) Research titles	
8. Reviewing literature 8.1) Seeking and evaluating literature	
9. Reviewing literature 9.1) Synthesising and formulating a theoretical/conceptual framework	

10. Research method 10.1) Data collection
11. Research method 11.1) Data analysis
12. Drafting the research proposal 12.1) First draft
13. Refining the research proposal 13.1) Second draft
14. The Research Proposal 14.1) Final draft

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to present and draft an introduction with regards to their area of research.	30%	CLO1
	Assignment	Students are to prepare an analytical and critical review of relevant and related literature. The research method is to be identified, outlined and explained.	30%	CLO2
	Assignment	Students are required to submit research portfolios for review of final Research Proposal.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Yan Piaw Chua, <i>Mastering Research Methods</i>, 2nd Ed. [ISBN: 9789670761206]
	Reference Book Resources	<ul style="list-style-type: none"> John W. Creswell, Cheryl N. Poth 2017, <i>Qualitative Inquiry and Research Design</i>, 4th ed. Ed., Sage Publications, Incorporated [ISBN: 9781506330204] Patricia Leavy 2017, <i>Research Design</i>, Guilford Publications [ISBN: 9781462514380] Leedy, P.D. & Ormrod, J.E. 2015, <i>Practical research: Planning and design</i>, 11 Ed., Pearson Malaysia [ISBN: 978013269324] Bordens, K.S. & Abbott, B.B. 2014, <i>Research design and methods</i>, 9th ed. Ed., McGraw-Hill New York [ISBN: 978125984474] Flick, U. 2011, <i>Introducing research methodology: A beginner's guide to doing a research project</i>, Sage Publications London [ISBN: 978144629424]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	