UNIVERSITI TEKNOLOGI MARA
HTM605: HOSPITALITY RESEARCH METHODS

Course Name (English)	HOSPITALITY RESEARCH METHODS `APPROVED`
Course Code	HTM605

MQF Credit	3

Course Description	This course is designed for those who are enthusiastic about doing management research in order to better understand the complexity of today's hospitality business environment. Managers need good information to reduce risk in their management decision making. At the same time, research can assist management to ask the right strategic questions. Hence, knowledge and understanding of our social and business environment have become the basis of today's managerial decision making. This introductory course provides a holistic and integrated approach to hospitality management research processes. This course covers a wide range of approaches to management research and their philosophical bases to be readily applicable to managerial problem solving.

Transferable Skills	Management Skills, Problem Solving Skills, Communication Skills

Teaching Methodologies	Lectures, Presentation, Small Group Sessions , Self-directed Learning

CLO	CLO1 Write, explain and differentiate the various types of research paradigm. CLO2 Describe the process of research CLO3 Analyze and discuss the research problem and questions based on empirical research articles in the refereed journal and professional literature CLO4 Observe, formulate and plan a research proposal based on the problem to be resolved CLO5 Make an effective verbal and visual presentation

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	Sekaran, U 2003, *Research for business: A skill-building approach*, 3rd edition Ed., Prentice-Hall New Jersey
		Salkind, N.J. 2000, *Exploring research*, 4th Edition Ed., Prentice-Hall New Jersey
		Kumar, M., Abdul Talib, S., Ramayah, TT. 2013, *Business Research Methods*, Oxford Fajar Kuala Lumpur
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	