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Course Information

Research Methodology

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Course Introduction

- BPF2113 – Research Methodology
- Credit - 3 Hours

Methods	Weighting
Class activity/projects	60%
Assignment	40%

Course Outcomes

By the end of semester, students should be able to:

CO1: Select research and research methods.

CO2: Construct research proposals by using appropriate research methods.

CO3: Propose research method for problem solving.

Course synopsis

This subject is intended to give an understanding and knowledge on the methodology of research and its application when conducting research projects. The topics to be covered are: Introduction to Research; Research topic, research question and research design; Reviewing the Literature; Sampling and measurement; Observation; Research instruments; Analysing Data, Completing the Research Project.

Course Planning

Week	Topic
Topic 1	Introduction of research
Topic 2	Quantitative research process
Topic 3	Critically review existing literature
Topic 4	Structure of literature
Topic 5	Hypotheses
Topic 6	Research design
Topic 7	Multiple research methods
Topic 8	Survey
Topic 9	Sampling
Topic 10	Qualitative Part 1
Topic 11	Qualitative Part 2
Topic 12	Data analysis
Topic 13	Project Presentation I
Topic 14	Project Presentation II

References

- Hasnah Haron, Siti Nabihah Abdul Khalid, Yuvaraj Ganesan & Yudi Fernando (2017). *A Handbook for Business Research Methods*. 2nd Edition, Pearson Malaysia.
- Saunders, M., Lewis, P., & Thornhill, A. (2012), *Research Methods for Business*, Sixth Edition, Pearson, UK.
- Sekaran, U. (2007). *Research Methods for Business: A Skill Building Approach*. Singapore: Wiley & Sons (Asia) Pte. Ltd (S)
- Yin, R.Y. (1994). *Case Study Design: Research and Methods*. Thousand Oaks, CA: Sage. (Y)