

**UKM-GRADUATE SCHOOL OF BUSINESS**

(PhD/DOCTOR OF BUSINESS ADMINISTRATION)

**COURSE OUTLINE**

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| 1. Course Code | ZCDF8014 (PhD & DBA) |
| 2. Course Title | Research Methodology 1 |
| 3. Credit Hours | 4 |
| 4. Course Status | Core Subject |
| 5. Prerequisite | Nil |
| 6. Evaluation | Attendance and Class Participation : 40% (Class & Colloquium)  *- must score at least 70% to pass*  Presentation in Research Colloquium 1 : 20% (by Colloquium Assessors)  *- must present in order to pass*  Written Paper for Colloquium 1 : 40% (by Supervisor/Assessors)  *- must submit write-up in order to pass*  *- coverage: title, abstract, research issue, research gap, research questions*  *and objectives, significance of study, literature review, & initial*  *conceptual framework* |
| 7. Course Instructor | Name: Prof. Dr. Low Soo Wah  Email: swlow@ukm.edu.my  Room: No.9, Second Floor, Administration Block UKM-GSB |
| 8. Class Schedule | Saturday & Sunday  Online class |
| 9. Semester Offered | Semester 1, 2021/2022 |
| 10. Synopsis | This course introduces students to a diversity of research methodology in business and management. It exposes students how to plan and execute the research process in a proficient manner i.e., problem identification, literature review, developing a model, data collection, analytical techniques, and presenting research insights. Emphasis will be given to both quantitative and qualitative research designs and philosophy, not only to assist students in identifying their preferred area of research interest but to develop an appreciation for neighboring domains. Students will also be exposed to various fields of research in business, journal information search, assessing published research, academic writing, and publication. Each session will be conducted by a professor within his or her area of expertise. They will share their knowledge and experiences in research, including how to undertake and complete studies within the expected timeframe. At the end of the course, students are required to present their initial research proposal in Research Colloquium 1 to obtain constructive feedback from a panel of professors. |
| 11. References | Top journals in Management, Marketing, and Finance. Other references:  1. Sekaran, U., and Bougie, R., (2020). Research Methods for Business: A Skill-Building Approach, 8th Edition, John Wiley and sons, Inc.  2. Zikmund, G.M, Babin, J.B., Carr, J.C. and Griffin, M. (2010). Business Research Method, Eight Edition, South-Western Cengage Learning.  3. Cavana, R.Y. Delahaye, B.L and Sekaran, U. (2001). Applied Business Research: Qualitative and Quantitative Methods, John Wiley and Sons, Queensland, Australia.  4. Hair, J., Black W., Babin, B. & Anderson, R. 2010. Multivariable Data Analysis: Global Edition, 7th Edition. Pearson Higher Education. |
| 12. Teaching Methods | Lectures, Discussions, Task-based assignments, Question and Answer, Student presentations |

**13. Content**

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| **Session** | **Date** | **Time** | **Topics** | **Instructor** |
| **1.** | **16 October 2021**  **Saturday**  **Online** | 9.00am-6.00pm | * Briefing & Intro to Research Methods * Research Philosophy & Paradigms * The Role of Research * Preparations for Postgraduate Research * Nature of PhD & Supervision Process * Planning and Time Management * Integrity & Ethics in Business Research | Prof. Dr. Low Soo Wah  swlow@ukm.edu.my |
| **2.** | **17 October 2021**  **Sunday**  **Online** | 9.00am-6.00pm | * Quantitative Research Design & Paradigm * Problem Statement & Research Questions * Conceptual Model & Hypotheses * Data Collection Methods & Generalization * Correlation and Regression Analysis | Assoc. Prof. Dr. Khairul Anuar  kabma@ukm.edu.my |
| **3.** | **30 October 2021**  **Saturday**  **Online** | 9.00am-6.00pm | * Critical Reading and Thinking * Literature Review and Gaps * Writing the Literature * Identifying Appropriate Theories | Prof. Dr. Low Soo Wah  swlow@ukm.edu.my |
| **4.** | **31 October 2021**  **Sunday**  **Online** | 9.00am-6.00pm | * Panel Data Analysis | Dr. Ali Albada  (Xiamen University, Sepang)  ali.albada@gmail.com |
| **5.** | **13 November 2021**  **Saturday**  **Online** | 9.00am-6.00pm | * Overview of Research Process * Systematic Approach to Research * Conceptual Design * Critical Assessment of Published Research | Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim  nikhaz@ukm.edu.my |
| **6.** | **14 November 2021**  **Sunday**  **Online** | 9.00am-6.00pm | * Multivariate Statistical Analysis * SPSS Data Preparation & Intro to AMOS * Introduction to SmartPLS & SEM * Fundamentals & Basic Modeling | Dr. Ida Rosnita Ismail  idarosnita@ukm.edu.my |

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| **7.** | **27 November 2021**  **Saturday**  **Online** | 9.00am-6.00pm | * Designing a Survey Instrument * Measurement and Scaling * Sampling Techniques and Implications * Pre-test and Pilot Test * Response Rate Issues * Reliability & Validity | Assoc. Prof. Dr. Fazli Idris  fazli@ukm.edu.my |
| **8.** | **28 November 2021**  **Sunday**  **Online** | 9.00am-6.00pm | * Critical Reading and Thinking * Literature Review and Gaps * Writing the Literature * Identifying Appropriate Theories | Prof. Dr. Low Soo Wah  swlow@ukm.edu.my |
| **9.** | **11 December 2021**  **Saturday**  **Online** | 9.00am-6.00pm | * Publishing in High Impact Journals * Handling Reviewers’ Comments | Assoc. Prof. Dr. Mohd Helmi Ali  mohdhelmiali@ukm.edu.my |
| **10.** | **12 December 2021**  **Sunday**  **Online** | 9.00am-6.00pm | * Introduction to Qualitative Research * Problem Statement & Research Questions * Theoretical Framework & Propositions * Qualitative Research Methods * Qualitative Analysis   Presenting Insights and Findings | Dr. Nur Saadah Muhamad  nurs@ukm.edu.my |
| **11.** | **8 January 2022**  **Saturday**  **Online** | 9.00am-1.00pm  2.00pm-5.00pm | * Research Proposal Write-up * How to Write a Good Introduction * Writing Abstracts * Avoiding Plagiarism & Turnitin * Academic Writing & Referencing * Internet & Library Search, E-journals * ATLAS.Ti, End Note, & Mendeley | Prof. Dr. Othman Yong  othmanyo@ukm.edu.my  Prof. Madya Dr. Wan Mohd Hirwani Wan Hussain  wmhwh@ukm.edu.my |
| **12.** | **9 January 2022**  **Sunday**  **Online** | 9.00am-11.00am  11.30am-1.30pm  2.30pm-4.30pm | * Fields of Research in Management & Publication * Fields of Research in Marketing & Publication * Fields of Research in Finance & Publication | Assoc. Prof. Dr. Fazli  fazli@ukm.edu.my  Prof. Dr. Nor Asiah Omar  [norasiah@ukm.edu.my](mailto:norasiah@ukm.edu.my)  Prof. Dr. Othman Yong  othmanyo@ukm.edu.my |
| **13.** | **To be confirmed later** | **9.00am-5.00pm** | ***Colloquium 1 - Parallel Session***   * Management * Marketing * Finance | **to be announced later** |

**15.** **Learning Outcome Matrix**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Course Learning Outcome** | **Taxonomy** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **Teaching Method** | **Evaluation** |
| 1. | Develop an understanding of the basic framework of research process. | C6 | 2 | 2 | 2 |  |  | Lecture, class discussion | Written paper, participation, presentation, assessment |
| 2. | Understand the various research designs and techniques in business and management. | C6 | 2 | 2 | 2 |  | 1 | Lecture, class discussion, computer lab | Written paper, participation, presentation, assessment |
| 3. | Able to address a feasible research problem, find information for literature review and advance the knowledge in the literature. | C6 | 2 | 2 | 2 | 1 | 1 | Lecture, class discussion | Written paper, participation, presentation, assessment |
| 4. | Appreciate scholarly writing and possess intellectual-progressive mind-set in designing an individual research project. | C6 | 2 | 2 | 2 |  |  | Lecture, class discussion | Written paper, participation, presentation, assessment |

1 = Fulfills PLO without formal evaluation, 2 = Fulfills PLO with formal evaluation

***Program Learning Outcomes (PLOs)***

*At the end of the program, the PhD/DBA/MIM graduate is expected to possess the following competencies:-*

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| PLO1: | *Demonstrate mastery of knowledge in the disciplines of business that will extend and develop new insights in these disciplines.* |
| PLO2: | *Acquire conceptual and analytical skills to undertake original research* |
| PLO3: | *Demonstrate ability to communicate effectively through writing and oral communication.* |
| PLO4: | *Possess social and ethical values conforming to professional academic standard* |
| PLO5: | *Appreciate and internalize the values of lifelong learning.* |

***Codes for Levels of Taxonomy***

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| --- | --- | --- |
| ***Cognitive Domain***  C1 *Knowledge*  C2 *Comprehension*  C3 *Application*  C4 *Analysis*  C5 *Synthesis*  C6 *Evaluation* | ***Psychomotor Domain***  P1 *Perception*  P2 *Set*  P3 *Guided Response*  P4 *Mechanism*  P5 *Complex Overt Response*  P6 *Adaptation*  P7 *Origination* | ***Affective Domain***  A1 *Receiving phenomena*  A2 *Responding to phenomena*  A3 *Valuing*  A4 *Organizing values*  A5 *Internalizing values* |

**16. Required Learning (Hours)**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Session** | **Topic** | **Class** | **Group Discussion** | **Quiz** | **Presentation** | **Self-Learning** | **Total Hours** |
| 1 | * Briefing & Intro to Research Methods * Research Philosophy & Paradigms * The Role of Research * Preparations for Postgraduate Research * Nature of PhD & Supervision Process * Planning and Time Management * Integrity & Ethics in Business Research | 7 | 2 | 0 | 1 | 3 | 13 |
| 2 | * Overview of Research Process * Systematic Approach to Research * Conceptual Design * Critical Assessment of Published Research | 7 | 2 | 0 | 0 | 3 | 12 |
| 3 | * Fields of Research in Mktg & Publication * Fields of Research in Mgt & Publication * Fields of Research in Fin & Publication | 7 | 2 | 0 | 0 | 3 | 12 |
| 4 | * Critical Reading and Thinking * Literature Review and Gaps * Writing the Literature * Identifying Appropriate Theories | 7 | 2 | 0 | 0 | 3 | 12 |
| 5 | * Research Proposal Write-up * How to Write a Good Introduction * Writing Abstracts * Avoiding Plagiarism & Turnitin * Academic Writing & Referencing * Internet & Library Search, E-journals * ATLAS.Ti, End Note, & Mendeley | 7 | 2 | 0 | 1 | 3 | 13 |
| 6 | * Introduction to Qualitative Research * Problem Statement & Research Questions * Theoretical Framework & Propositions * Qualitative Research Methods * Qualitative Analysis (N-Vivo) * Presenting Insights and Findings | 7 | 2 | 0 | 0 | 3 | 12 |
| 7 | * Quantitative Research Design & Paradigm * Problem Statement & Research Questions * Conceptual Model & Hypotheses * Data Collection Methods & Generalization * Correlation and Regression Analysis | 7 | 2 | 0 | 0 | 3 | 12 |
| 8 | * Multivariate Statistical Analysis * SPSS Data Preparation & Intro to AMOS * Introduction to SmartPLS & SEM * Fundamentals & Basic Modeling | 7 | 2 | 0 | 0 | 3 | 12 |
| 9 | * Speed Reading * Testing Your Reading Skills | 7 | 2 | 0 | 1 | 3 | 13 |
| 10 | * Introduction to Time Series * Introduction to Panel Data | 7 | 2 | 0 | 0 | 3 | 12 |
| 11 | * Designing a Survey Instrument * Measurement and Scaling * Sampling Techniques and Implications * Pre-test and Pilot Test * Response Rate Issues * Reliability & Validity | 7 | 2 | 0 | 0 | 3 | 12 |
| 12 | * Publishing in High Impact Journals * Handling Reviewers’ Comments | 7 | 2 | 0 | 1 | 3 | 13 |
| 13 | ***Colloquium 1 - Parallel Session***   * Management, Marketing, Finance | 7 | 2 | 0 | 1 | 3 | 13 |
| **Total Hours of Learning Per Semester** | | **91** | **26** | **0** | **5** | **39** | **161** |
| **Total Hours Required at National Level** | | | | | | | **160** |
| **Total Credit** | | | | | | | **4** |