

UKM-GRADUATE SCHOOL OF BUSINESS

(PhD/DOCTOR OF BUSINESS ADMINISTRATION)

COURSE OUTLINE

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| 1. Course Code | ZCDF8024 (PhD, DBA) |
| 2. Course Title | Research Methodology 2 |
| 3. Credit Hours | 4 |
| 4. Course Status | Core Subject |
| 5. Prerequisite | Research Methodology 1 |
| 6. Evaluation | Attendance and Class Participation : 40% (Class & Colloquium)   * *must score at least 70% to pass*   Presentation in Research Colloquium 2 : 20% (by Colloquium Assessors)   * *must present in order to pass*   Written Paper for Colloquium 2 : 40% (by Supervisor/Assessors)   * *must submit write-up in order to pass* * *coverage: title, abstract, research background, research objectives, synthesis of the literature, theoretical underpinning, conceptual*   *framework, hypotheses, & methodology* |
| 7. Course Instructor | Name: Prof. Dr. Low Soo Wah Email: [swlow@ukm.edu.my](mailto: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 | The primary objective of this course is to extend and deepen student’s understanding of the various research approach and methodologies in the business and management discipline. In addition to lecture discussions and reading materials, the course places greater emphasis on the practical side (hands-on) of research, covering prevalent techniques used in quantitative and qualitative research. Students will be exposed to theory-testing and advanced analytical procedures, including how to synthesize the literature, interpret findings, and prepare for proposal defense/viva. Each session will be led by a professor or scholar who is knowledgeable and experienced in his or her respective field. The course is designed to groom student’s understanding of research and impart fundamental skills required to undertake supervised research projects in their chosen area of interest. At the end of the course, all students have to present their independent work-in- progress research paper at the second Doctoral Colloquium to a panel of  professors. Students will receive valuable feedback to enhance their research projects and make preparations for proposal defense. |

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| 11. References | Top journals in Management, Marketing, and Finance. Other references:   1. Zikmund, Babin, Carr, Griffin, 2013. Business Research Methods, 9th Edition, Thompson. Southwestern 2. Cooper, D.R. and Schindler, P.S. 2003. Business Research Methods, 8th Edition, McGraw Hill. 3. Bryman, A. 2008. Social Research Methods, 3rd Edition. Oxford University Press. 4. Robert Burns, Richard Burns, 2008. Business Research Methods and Statistics Using SPSS (Hardback). Published by Sage Publications Ltd, United Kingdom |
| 12. Teaching Methods | Lectures discussions, Task-based assignments, Student presentations |

13. Content

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| **Session** | **Date** | **Time** | **Topics** | **Instructor** |
| **1.** | **16 October 2021**  **Saturday Online** | 9.00am-  6.00pm | * Scope towards Knowledge Creation * Link between Theory, Model, & Hypothesis * Triangulation and Mixed Methodology * When & How to Use Mixed Methods | Assoc. Prof. Dr. Daud Ismail  [mddaud@ukm.edu.my](mailto:mddaud@ukm.edu.my) |
| **2.** | **17 October 2021**  **Sunday Online** | 9.00am-  6.00pm | * Introduction to Research Methods Two * Preparing for Proposal Defense & Viva * Coping with Presentation Anxieties * Presentation Skills and Tips * Presentation Content and Flow * Dealing with Questions | Prof. Dr. Low Soo Wah [swlow@ukm.edu.my](mailto:swlow@ukm.edu.my) |
| **3.** | **30 October 2021**  **Saturday Online** | 9.00am-  6.00pm | * Statistical Hypothesis Testing * SPSS & AMOS in Application * Model Purification * Dealing with Outliers, Normality, Kurtosis | Dr. Lam Mun Soon (Jason) MMU Melaka [mslam@mmu.edu.my](mailto:mslam@mmu.edu.my) |
| **4.** | **31 October 2021**  **Sunday Online** | 9.00am-  6.00pm | * UKM Thesis Writing Style * Template & Tools for Managing Thesis | Dr. Mazleha Maskin [mazleha.maskin@gmail.com](mailto:mazleha.maskin@gmail.com) |
| **5.** | **13 November 2021**  **Saturday Online** | 9.00am-  6.00pm | * Writing Argumentations for Hypotheses (Direct, Moderating, & Mediating   Hypothesis)   * Moderation & Mediation Analysis (Regression) * Interpretation of Results * Presenting Insights and Findings | Prof. Dr. Arawati Agus [araa@ukm.edu.my](mailto:araa@ukm.edu.my) [araa190660@gmail.com](mailto:araa190660@gmail.com) |
| **6.** | **14 November 2021**  **Sunday Online** | 9.00am-  6.00pm | * Time Series Data Analysis | Dr Roslan Ja’afar [jroslan@ukm.edu.my](mailto:jroslan@ukm.edu.my) |
| **7.** | **27 November 2021**  **Saturday Online** | 9.00am-  6.00pm | * Applied PLS-SEM (SmartPLS: Day 1) * Preliminary Procedures Before Data Analysis * Measurement Model Assessment * Structural Model Assessment | Dr. Ida Rosnita Ismail [idarosnita@ukm.edu.my](mailto:idarosnita@ukm.edu.my) |
| **8.** | **28 November 2021**  **Sunday Online** | 9.00am-  6.00pm | * Applied PLS-SEM (SmartPLS: Day 2) * Moderation and Mediation Analysis * Evaluation of Measurement Results * Reporting the Results | Dr. Ida Rosnita Ismail [idarosnita@ukm.edu.my](mailto:idarosnita@ukm.edu.my) |
| **9.** | **11 December 2021**  **Saturday Online** | 9.00am-  6.00pm | * Writing Doctoral Thesis * Writing for Journal Publication * Converting Thesis into Book * Writing Instructions | Prof. Dr. Othman Yong [othmanyo@ukm.edu.my](mailto:othmanyo@ukm.edu.my) |
| **10.** | **12 December 2021**  **Sunday Online** | 9.00am-  6.00pm | * Extracting Information from Published Articles * Synthesize and Analyze the Literature * Hands-on Mendeley | Assoc. Prof. Dr. Mohd Helmi Ali [mohdhelmiali@ukm.edu.my](mailto:mohdhelmiali@ukm.edu.my) |
| **11.** | **8 January 2022**  **Saturday Online** | 9.00am-  6.00pm | * Journal Publication Workshop * Preparing Your Manuscript (Conceptual Paper) | Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim [nikhaz@ukm.edu.my](mailto:nikhaz@ukm.edu.my) |
| **12.** | **9 January 2022**  **Sunday Online** | 9.00am-  6.00pm | * Creating Actionable Survey Questionnaires * Evaluation & Avoiding Common Mistakes * Constructing a Questionnaire | Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim [nikhaz@ukm.edu.my](mailto:nikhaz@ukm.edu.my) |
| **13.** | **To be**  **confirmed later** | **9.00-**  **12.00** | ***Colloquium 1 - Parallel Session***   * Management * Marketing * Finance | **to be announced later** |

1. **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. | Understand and able to integrate theoretical structures for conceptualizing a research. | C6 | 2 | 2 | 2 |  |  | Lecture, class discussion | Written paper,  participation, presentation, assessment |
| 2. | Build up the abilities to think critically, synthesize the literature, and analyze  research projects on an individual basis. | C6 | 2 | 2 | 2 |  |  | Lecture, class discussion, computer  lab | Written paper, participation,  presentation, assessment |
| 3. | Familiar with various dimensions of research  designs, analytical procedures, and theory testing. | C6 | 2 | 2 | 2 | 1 | 1 | Lecture, class  discussion, computer lab | Written paper,  participation, presentation, assessment |
| 4. | Develop research skills required for  designing and executing research projects, including presentation abilities. | C6 | 2 | 2 | 2 |  |  | Lecture, class discussion, doctoral colloquium | 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 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* |

1. **Required Learning (Hours)**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Session** | **Topic** | **Class** | **Group Discussion** | **Quiz** | **Presentation** | **Self- Learning** | **Total Hours** |
| 1 | * Introduction to Research Methods Two * Actionable Survey Questionnaires * Evaluation & Avoiding Common Mistakes * Constructing a Questionnaire | 7 | 2 | 0 | 1 | 3 | 13 |
| 2 | * Scope towards Knowledge Creation * Link between Theory, Model, & Hypothesis * Triangulation and Mixed Methodology * When & How to Use Mixed Methods | 7 | 2 | 0 | 1 | 3 | 13 |
| 3 | * Writing Argumentations for Hypotheses (Direct, Moderating, & Mediating Hypos) * Moderation & Mediation Analysis (Regression) * Interpretation of Results * Presenting Insights and Findings | 7 | 2 | 0 | 1 | 3 | 13 |
| 4 | * UKM Thesis Writing Style * Template & Tools for Managing Thesis | 7 | 2 | 0 | 0 | 3 | 12 |
| 5 | * Statistical Hypothesis Testing * SPSS & AMOS in Application * Model Purification * Dealing with Outliers, Normality, Kurtosis | 7 | 2 | 0 | 1 | 3 | 13 |
| 6 | * Extracting Information from Published Articles | 7 | 2 | 0 | 1 | 3 | 13 |

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|  | * Synthesize and Analyze the Literature * Hands-on Mendeley/ATLAS.Ti |  |  |  |  |  |  |
| 7 | * Applied PLS-SEM (SmartPLS: Day 1) * Preliminary Procedures Before Data Analysis * Measurement Model Assessment * Structural Model Assessment | 7 | 2 | 0 | 1 | 3 | 13 |
| 8 | * Applied PLS-SEM (SmartPLS: Day 2) * Moderation and Mediation Analysis * Evaluation of Measurement Results * Reporting the Results | 7 | 2 | 0 | 1 | 3 | 13 |
| 9 | * Writing Doctoral Thesis * Writing for Journal Publication * Converting Thesis into Book * Writing Instructions | 7 | 2 | 0 | 1 | 3 | 13 |
| 10 | * Journal Publication Workshop * Preparing Your Manuscript (Conceptual Paper) | 7 | 2 | 0 | 1 | 3 | 13 |
| 11 | * Preparing for Proposal Defense & Viva * Coping with Presentation Anxieties * Presentation Skills and Tips * Presentation Content and Flow * Dealing with Questions | 7 | 2 | 0 | 1 | 3 | 13 |
| 12 | * Time Series Data Analysis (E-Views) * Panel Data Analysis (Stata) | 7 | 2 | 0 | 1 | 3 | 13 |
| 13 | ***Colloquium 2 - Parallel Session***   * Management * Marketing * Finance | 7 | 2 | 0 | 1 | 3 | 13 |
| **Total Hours of Learning Per Semester** | | **91** | **26** | **0** | **12** | **39** | **168** |
| **Total Hours Required at National Level** | | | | | | | **160** |
| **Total Credit** | | | | | | | **4** |