UNIVERSITI KEBANGSAAN MALAYSIA
National University of Malaysia

UKM-GRADUATE SCHOOL OF BUSINESS
(MOM/PHD/DOCTOR OF BUSINESS ADMINISTRATION)
COURSE OUTLINE

1. Course Code	ZCMF6524 (MoM) / ZCDF8014 (PhD & DBA)
2. Course Title	Research Methodology / 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. Ahmad Azmi Mohd Ariffin Email: aama@ukm.edu.my Room: Second Floor, Administration Block UKM-GSB
8. Class Schedule	Saturday & Sunday Physical class
9. Semester Offered	Semester 1, 2026/2027
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

UKM-GRADUATE SCHOOL OF BUSINESS
ZCMF6524 Research Methodology / ZCDF8014 Research Methodology 1
Semester 1, 2026/2027 Academic Session

Session	Topics	Instructor	Date/Time/Venue
1	• Introduction to Business Research Methods • Research Philosophies and Paradigms • Identifying a Good Research Topic • Research Design • Academic Research Proposal	**Assoc. Prof. Dr.** **Nik Mohd Hazrul Nik Hashim** nikhaz@ukm.edu.my	**14 November 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
2	• Literature Review • Research Gaps and Problem Statement • Theoretical Underpinning and Research Conceptual Framework • Hypotheses Development	**Dr. Nur Laili Ab Ghani** nurlaili@ukm.edu.my	**28 November 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
3	• Data Cleaning, Screening and Transformation • SPSS Data Preparation • Descriptive Analysis • Correlation Analysis • Multiple Regression Analysis Factor Analysis	**Assoc. Prof. Dr.** **Abdullah Almamun** almamun@ukm.edu.my	**29 November 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
4	• Academic Writing and Referencing • End Note and Mendeley • Writing for Journal Publication (Conceptual and Empirical) • UKM Thesis Writing Style • Template and Tools for Managing Thesis	**Dr. Mazleha Maskin** mazleha@nm.gov.my	**12 December 2026** 9.00 am – 5.00 pm **Seminar Room 1 (BS1)**
5	• Instrument Development and Questionnaire Design • Measurement and Scaling • Sampling Techniques • Data Collection Procedures • Pre-test and Pilot Test • Response Rate Issues • Reliability and Validity • Common Method Variance	**Assoc. Prof. Dr.** **Abdullah Almamun** almamun@ukm.edu.my	**13 December 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**

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6	• PLS-SEM (Smart-PLS) • Preliminary Procedures • Measurement Model Assessment • Structural Model Assessment • Moderation and Mediation Analysis	**Dr. Ida Rosnita Ismail** idarosnita@ukm.edu.my	**19 December 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
7	***Parallel Sessions: Students are required to attend sessions in accordance with their respective areas of specialization/method to be used.*** **Finance:** • Panel Data Analysis • Stata **Management/Marketing:** • CB-SEM • AMOS	**Dr. Roslan Ja'afar** jroslan@ukm.edu.my **Dr. Ummu Ajirah Abdul Rauf** ummu@ukm.edu.my	**20 December 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)** **20 December 2026** 9.00 am – 5.00 pm **Lecture Room 6 (BK6)**
8	• Introduction to Qualitative Research • Qualitative Research Design, Methods and Analysis	**Assoc. Prof. Dr. Zaleha Yazid** (FEP UKM) leyha@ukm.edu.my	**10 January 2027** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
9	***POSTGRADUATE COLLOQUIUM*** • Management • Marketing • Finance	**to be announced later**	**28 – 29 January 2027** 9.00 am – 5.00 pm **Physical (Face-to-Face)**