Never explain yourself to any one.
Because the person who likes you doesn't need it,
and the person who dislikes you won't believe it.

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Picture by Seckin Aziz Top
Course Outline
This course is designed to introduce students to the research methods that can be used in most business research and other research related to the social phenomenon. The areas that will be covered includes, introduction to the scientific method, research process, ethics in research, research design, measurement, sampling, data collection, analysis, interpretation and report writing.
COURSE OBJECTIVES

1. Expose students to research in business
2. Discuss the process of developing a research proposal
3. Expose the students to the various research designs available for business research
4. Expose students to how they can select the appropriate research design for their proposed study
5. Expose students to the different kinds of analysis that can be used to analyze data and how to interpret the output from SPSS
6. Expose students about the good characteristics of a research
LEARNING OUTCOMES

1. Explain the scientific research process in business
2. Prepare a good research proposal
3. Identify suitable research design for business research
4. Select the best research design for the proposed research
5. Select the most appropriate analysis technique for the data collected and also to interpret the output from SPSS
6. Write a complete research report


OTHER REFERENCES - SPSS


Research Process

- Observation
- Identify Management Dilemma
- Hypothesis
- Theoretical Framework OR Network of Relationships
- Concepts Constructs Operational Definitions
- Research Design
- Data Sources & Collection
- Data Analysis
- Data Interpretation and Final Report Writing
- Theory Refinement (Basic Research) OR Implementation (Applied Research)
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Content</th>
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</table>
| 1    | Research in business (Kumar Chapter 1) (Cooper Chapter 1) | • Why study research?  
• What is research?  
• What are characteristics of a good research? |
| 2    | Thinking like a researcher (Kumar Chapter 2, 3 & 4) (Cooper Chapter 3) | • Styles of thinking  
• The thought process  
• Sources of Knowledge  
• Understanding Theory |
| 3    | The research process (Kumar Chapter 3, 4 & 5) (Cooper Chapter 4) | • Research Process  
• The Management-Research question hierarchy  
• Research Process Problems  
• Designing the study |
| 4    | The research proposal (Kumar Chapter 5) (Cooper Appendix a)  
Ethics in Business Research (Kumar Chapter 5) (Cooper Chapter 2) | • Purpose of the research proposal  
• Researcher benefits  
• Sponsor s use  
• Types of research proposals  
• Structuring a research  
• Evaluating the research proposal  
• What are research ethics?  
• Ethical treatment of participants  
• Ethics and the sponsor  
• Researchers and the team members  
• Professional standards |
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th>Relevant Chapters</th>
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<tr>
<td>5</td>
<td>Research design</td>
<td>(Kumar Chapter 5) (Cooper Chapter 6)</td>
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<td>• What is research design?</td>
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<td>• Exploratory studies</td>
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<td>Measurement</td>
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<td>• Sources of variation in measurement</td>
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<td>• Characteristics of a sound measurement</td>
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<td>Measurement scales</td>
<td>(Kumar Chapter 7) (Cooper Chapter 12)</td>
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<td>• Nature of measurement scales</td>
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<td>• Response method</td>
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<td>• Measurement scale construction</td>
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<td>8</td>
<td>Sampling</td>
<td>(Kumar Chapter 9) (Cooper Chapter 14)</td>
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<td>• The nature of sampling</td>
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<td>• Non-probability sampling</td>
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<td>• Practical considerations</td>
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<td>9</td>
<td>Surveys</td>
<td>(Kumar Chapter 6) (Cooper Chapter 10)</td>
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<td>• Characteristics of communication approach</td>
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<td>• Self administered surveys</td>
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<td>• Selecting an optimal method</td>
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</table>
| 10 | Questionnaires and instruments *(Kumar Chapter 8) (Cooper Chapter 13)* | • Developing the instrument design strategy  
• Constructing and refining the measurement questions  
• Drafting and refining the instrument |
| 11 | Data Preparation, description, exploring, displaying and examining *(Kumar Chapter 11) (Cooper Chapter 15 & 16)* | • Coding and Editing  
• Data Entry  
• Exploring, displaying and examining data  
• Frequency, descriptive statistics and contingency tables |
| 12 | Hypothesis testing *(Kumar Chapter 12) (Cooper Chapter 17)* | • Hypothesis testing  
• Tests of significance  
• Parametric test and Non-parametric tests |
| 13 | Advanced Data Analysis: Measures of association and multivariate analysis *(Kumar Chapter 13, 14) (Cooper Chapter 18 & 19)* | • Bivariate correlation analysis  
• Bivariate regression analysis  
• Multiple regression analysis |
| 14 | Report Writing: Oral and Written *(Kumar Chapter 15) (Cooper Chapter 20 & 21)* | • The written research report  
• Components of a written research report  
• Writing a report  
• Presentation of statistics  
• Oral presentation |
EVALUATION

Mid Term Test 20%
  • Week 7
  • Chapter 1 – 6
  • 60 questions objective, true/false

Project 20%
  • Submission date  (20 – 12 – 2013)
  • Form Group

Final Exam 60%
# LIST of Group Members

**Group Name:**  
Avengers

<table>
<thead>
<tr>
<th>Name</th>
<th>Matric Number</th>
<th>E-mail</th>
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<tbody>
<tr>
<td>Ali Ahmad</td>
<td>900260</td>
<td><a href="mailto:ali@yahoo.com">ali@yahoo.com</a></td>
<td>012-4444566</td>
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Graduates lacking in general knowledge, says Mustapa

SEPANG: A lack of general knowledge is one of the problems facing graduates who are interviewed by the Public Services Commission (PSC) for potential employment opportunities.

Citing examples, Higher Education Minister Datuk Mustapa Mohamed said some did not know which states border Thailand, had a lack of understanding about how the Government works and had no idea on current issues.

“We are concerned as the PSC is the biggest employer of graduates.

“We arranged this meeting so that the PSC can give feedback to the ministry and the vice-chancellors of public universities,” he told reporters after a meeting with the PSC and vice-chancellors.

Asked how the public universitiess were expected to help their students improve their general knowledge, he said the vice-chancellors would be asked to beef up the soft skills module.

Mustapa added that employment opportunities within the Government were very competitive as many were keen to join.

PSC chairman Tan Sri Jamaluddin Ahmad Damanhuri reiterated that general knowledge was not the sole criterion used in the hiring process.

“What are important are qualifications. During the interview, we will find out if they have sufficient knowledge, not only pertaining to their work but general knowledge,” he said.

Asked what other criteria were used when hiring, he said they included personal traits and competency in language.
Burj Al Arab

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Learn more languages

Be trilingual to do well, grads told

KUALA LUMPUR: Graduates need to be proficient in at least three languages to make it in today’s workforce, said Umno Youth deputy chief Khairy Jamaluddin.

He said being bilingual was nothing unusual and today’s employers would view a potential employee who knew three languages as someone who could be chief executive officer or vice-president of a company.

“It is important to master languages. While I do not want a discrimination of languages, do not forget the need to be fluent in certain languages. You have to value language as a communication tool,” he told reporters yesterday after launching the My Career & Education Fair 2007.

It is being held at the MidValley Exhibition Centre until Sunday.

Khairy said graduates needed to ensure they were fluent in a few languages instead of complaining about the strict conditions a company might impose on them requiring them to speak certain languages.

He was asked to comment on whether being proficient in Mandarin was now seen as an advantage in the working environment.

Khairy also reminded fresh graduates not to be fussy when seeking their first or second jobs, as these were the ones that would provide them the experience and knowledge to move up the ladder.

Rearing to go: Foreign students undergoing tertiary education in Malaysia with Khairy after he launched a career and education fair in MidValley yesterday.

He said the problem facing the employment market was matching the existing skills of a worker with the available jobs.

Khairy said those who graduated with a Master’s degree should not immediately assume that they would be employed, as their qualification may not match the job they were looking for.

He said they should “start from the bottom” and go for on-the-job training.

Earlier in his speech, he said globalisation was not just a threat but also offered many opportunities where large foreign corporations had a “fierce desire” to market their services to Malaysians besides using the country as a pivot point for expansion into other markets.
‘Teachers, make your students curious’

PEKAN: Teachers should not only complete the syllabus but also instil positive values in students.

Deputy Prime Minister Datuk Seri Najib Razak said teachers should mould young people into complete adults who could compete in a challenging world.

Speaking at the Teachers Day celebration in his Pekan constituency, Najib said students should be encouraged to excel, develop a reading habit and indulge their curiosity.

“We don’t want our students to be passive individuals who like to be spoon-fed by teachers,” said Najib.

“These students will not succeed in a globalised world.

“Teachers must also encourage curiosity among their students so that they will seek knowledge beyond their textbooks.”

At the same time, he said teachers must practise the positive values themselves as role models to students.

The constant pursuit of skills in lifelong education was making a first degree inadequate as more people improved their learning, he said.

Najib said he was also turning his constituency into a “knowledge hub” with the setting up of the permanent campus for Universiti Malaysia Pahang and other institutions.

At the function, he presented several awards to schools and individuals, including to former state education director Datuk Ahmad Azmey Abu Talib who was named as the “Tokoh Guru” for Pekan district.

Earlier, in Shah Alam, the deputy prime minister said it was up to the authorities to investigate the Malaysian student in Taiwan who had produced a video clip rhymed on the national anthem.

“Any insult to the national anthem is something we take seriously. As such, we are leaving it to the authorities to investigate,” he said at the Felda and Football Association of Malaysia National Futsal Competition.

The student, Wee Meng Chee, has come under fire for posting a video of himself singing Negaraku interspersed with rap and allegedly derogatory lyrics on YouTube.

He has defended his video as a satirical social commentary on life in Malaysia.
Improved grads still weak
Potential employers see better grasp of English, but youths lack confidence

By P. Aruna
aruna@thestar.com.my

KUALA LUMPUR: Employers see improvement in the quality of fresh graduates, but worry the youths are not changing fast enough to catch up with the demands of the working world.

The poor level of English and lack of self-confidence are the main reasons for concern, said employers at the Malaysia Career & Training Fair 2011 here.

"The level of English is still poor, although we have noticed a slight improvement compared with previous years," Top Glove Corp Bhd assistant human resource manager Gurmeet Kaur said about the thousands of job seekers who turned up for the fair.

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- Preserving old buildings on canvas
- Repok, adds 150 buses to increase efficiency of public transport system
- Nine-year-old bags grand prize in online contest
- Rep: Retain contractors with good track record
- An evening with Spongebob and Patrick
- Metro watch
- Putting out underground coal fire takes time

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The poor level of English and lack of self confidence are the main reasons for concern, said employers at the Malaysia Career & Training Fair 2011 here.

"The level of English is still poor, although we have noticed a slight improvement compared with previous years," Top Glove Corp Bhd assistant human resource manager Gurmeet Kaur said about the thousands of job seekers who turned up for the fair.

"Even if they do not speak perfect English, they can still get the message across if they are confident enough to communicate.

"But sadly, the confidence is lacking as well," she said.

Another employer, RHB Bank recruitment specialist Siti Nadijah Mohd Rous said the lack of confidence among candidates was worrying.

"They first need the confidence to speak up before they can improve their English," she said adding that many candidates also made the mistake of not doing their "homework" before attending interviews.

"They attend interviews without even basic knowledge about their potential employers. It makes a very bad first impression," she said.

Kuala Lumpur Kepong Bhd group manufacturing human resource manager Hisham Kusari felt English was the biggest problem among the fresh graduates.

"Although they seem more knowledgeable compared to fresh graduates from a few years ago, they are still very much lacking in terms of language," he said.

A fresh graduate in mechanical engineering, Wong Jun You, 22, said he had attended six interviews since graduating last month.

"I don't think I did well because I have problems communicating in English," he said, adding he planned to take up English classes to improve himself.

Erosion chips away at hill on which condo stands
Unsightly refuse
Shopping without leaving home
Preserving old buildings on canvas
RepokKL adds 150 buses to increase efficiency of public transport system
Nine-year-old bags grand prize in online contest
Rep: Retain contractors with good track record
An evening with Spongebob and Patrick
Metro watch
Putting out underground coal fire takes time

Latest Jobs

- Technician (KL)
- Accounts Assistant cum Supervisor (KL)
- Project Sales Engineer (Kuala Lumpur)
- System Product Manager (KL)
- Property Marketing Executive (16 positions)

Latest from StarProperty

- Bats urge protesters to leave traveler sites in Britain
- Keep your walls free from art
- Kinabatangan gets RM51mln job
- No crematorium in cemetery
- BRDB to sell commercial assets for RM914mln, pay special dividend
- Preserving old buildings on canvas
- Erosion chips away at hill on which condo stands
- SJK (T) Gurung Rapat needs more space for growing student population

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Select Country
Project Guidelines
Perceived usefulness

Ease of use

Attitude

Intention Use E-filing

Perceived behavioral control

Subjective norm
Introduction

• Introduction should include support/justification “why” the research should be done. The focus is on the dependent variable of the study.

• Among the contents are:
  • Problem statement
  • Purpose of study
  • Research objectives
  • Research questions
  • Definition of key variables
Literature Review

• This section endeavors to convince the readers that the researcher has reviewed other publications done before related to the topic/area.

• The focus of the search is on the dependent variable of the study.

• Among the contents are:
  • Theory/theories
  • General literature related to topic
  • Specific General literature related to topic such as independent, moderating, mediating variables whichever relevant.
Methodology

• This section describes the methodology used in carrying out the research. This section is very important technically.
• Among the contents are:
  • Research model
  • Hypotheses
  • Variables and measurement
  • Population, sample, sampling technique
  • Data collection technique
  • Techniques of analysis that may be used
Data Analysis

• This section is important to test whatever hypotheses that has been developed

• Among the contents are:
  • Sample profile (demographics)
  • Factor analysis (if relevant)
  • Reliability analysis
  • Descriptive table for the main variables of the study
  • Hypotheses test related to the research framework
  • Additional analysis to support the research findings
Conclusion

- This is the most important chapter which demonstrates whether you know what you are doing or not.
- Also a place to judge whether all your research questions have been answered.
- The discussion should be based on your findings and not what you think and your prior experience.
- Among the contents are:
  - The discussion of the main findings (Don’t discuss the statistics and p values just explain what is the relationship and whether they exist)
  - Implications for managers and theory
  - Limitations
  - Suggestions for future research (if ANY)
Bibliography

• All references appearing in the text must be listed in the bibliography
• Also other references that the researcher has used but not cited in the text should also be listed here.
• Format that should be followed is the “APA” format
  • http://apastyle.apa.org/
  • http://www.ccc.commnet.edu/apa/
Appendices

- Important and relevant computer outputs.
- Paper cuttings or other relevant material.
- Questionnaire (must be appended).
Plagiarism

• According to the Merriam-Webster Online Dictionary, to "plagiarize" means
• to steal and pass off (the ideas or words of another) as one's own
• to use (another's production) without crediting the source
• to commit literary theft
• to present as new and original an idea or product derived from an existing source.
• In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward.
Plagiarism

• All of the following are considered plagiarism:
  • turning in someone else's work as your own
  • copying words or ideas from someone else without giving credit
  • failing to put a quotation in quotation marks
  • giving incorrect information about the source of a quotation
  • changing words but copying the sentence structure of a source without giving credit
  • copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not (see our section on "fair use" rules)

• How to Avoid:
  • Most cases of plagiarism can be avoided, however, by citing sources. Simply acknowledging that certain material has been borrowed, and providing your audience with the information necessary to find that source, is usually enough to prevent plagiarism.
A life without challenges would be like going to school without lessons to learn.

Challenges come not to depress or get you down, but to master and to grow and to unfold your abilities.
View Video
Tutorial

- Monday
- Thursday
- Place: Lab 131 SOM

- Group A and B
  - Group A: Week 4, 6, 8, 10, 12
  - Group B: Week 5, 7, 9, 11, 13
Tutorial

- LESSON 9 – Questionnaire [download]
- LESSON 10 - Sampling [download]
- LESSON 11 – Data Analysis and Presentation [download]

Tutorial Materials
- Material 1 – Notes for the dataset [download]
- Material 2 – Dataset [download]
General Information

Office: Room 102, Ext: 2523
Lecture Hall: SK 2
Time/Date: Tuesday/2 - 4 pm
Consultation: Thursday 2 – 4 pm

e-mail: ramayah@usm.my, ramayah@gmail.com
URL: http://www.ramayah.com
Google: ramayah@gmail.com
Welcome to Ramayah.com

This website serves as a one-stop resource centre that houses information about my teaching, ongoing research efforts, published works, consultancies as well as course materials for students in the form of lecture notes, tutorial materials, project guides, past year questions, etc. I hope you will find the information in this website useful. Please feel free to contact me should you have any inquiries at all. Thank you for visiting and I wish you all the best in your endeavours.

Recent Updates
Archive for the ‘ATW 202 Business Research Method’ Category

Semester 1, Academic Session 2011/2012

Posted in ATW 202 Business Research Method, on July 9th, 2010 | Edit

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- LESSON 3 - The Business Research Process [download]
- LESSON 4 - Ethics in Business Research [download]
- LESSON 5 - Research Design [download]
- LESSON 6 - Surveys [download]
- LESSON 7 - Sampling [download]
- LESSON 8 - Measurement [download]
- LESSON 9 - Scaling [download]
- LESSON 10 - Questionnaire [download]
- LESSON 11 - Data Analysis and Presentation [download]

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- Material 1 - Notes for the dataset [download]
- Material 2 - Dataset [download]

Project Guidelines
- Guide 1 - Project guidelines [download]
- Guide 2 - A guide to presenting tables in a research report [download]
- Guide 3 - Introduction to data analysis [download]
- Project 2008 Help Sample [download]
- Sample Report [part 1] [part 2]
- Articles for Project [download]

Project Topics and SPSS Templates for Data Entry
- Topic 1 - Entrepreneurship TBP [questionnaire] [SPSS template] [articles]
- Topic 2 - Entrepreneurship Personality [questionnaire] [SPSS template] [articles]
- Topic 3 - Environmentally Responsible Purchase [questionnaire] [SPSS template] [articles]
- Topic 4 - Shopping Mall Perception [questionnaire] [SPSS template] [articles]
- Topic 5 - Customer Loyalty [questionnaire] [SPSS template] [articles]
- Topic 6 - Customer Satisfaction [questionnaire] [SPSS template] [articles]

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- Year 2007-2008 [download]
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- Guide 3 – Introduction to data analysis [download]
- Project 2008: Life Skills [download]
Past Year Questions in English

- Year 2007-2008 [download]
- Year 2009 [Question] [Answer]
- Year 2010 [Question] [Answer]
- Year 2011 [Question] [Answer]

Past Year Questions in BM

- Tahun 1997-1998 [download]
- Tahun 1998-1999 [download]
- Tahun 1999-2000 [download]
- Tahun 2000-2001 [download]
- Tahun 2001-2002 [download]
- Tahun 2002-2003 [download]
- Tahun 2003-2004 [download]

Additional Reading

- List of useful websites for business research [download]

Past Lecture Notes in BM

- MINGGU 1 – Bab 1. Penyelidikan dalam Perniagaan [download]
- MINGGU 2 – Bab 2. Pemikiran saintifik [download]
- MINGGU 3 – Bab 3. Proses Penyelidikan [download]
- MINGGU 5 – Bab 6. Strategi Rekabentuk [download]
- MINGGU 6 – Bab 12. Pengukuran [download]
- MINGGU 7 – Bab 13. Rekabentuk Skala [download]
- MINGGU 8 – Bab 15. Rekabentuk Persampelan [download]
- MINGGU 9 – Bab 10. Kaedah Tinjauan. Kaedah Pengumpulan Data [download]
- MINGGU 10 – Bab 14. Kaedah Tinjauan. Alat Pengumpulan Data [download]
- MINGGU 11 – Bab 16 dan 17. Analisis Data. Peta Analisis [download]
- MINGGU 12 – Bab 18. Analisis Data: Ujian Perbezaan [download]
- MINGGU 13 – Bab 19 dan 20. Analisis Data Lanjutan. Perhubungan Bahagian 1 [download]
  Bahagian 2 [download]
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To: chRiS7 - Pia another ASSIST

Start or stop a Voice Conversation

chRiS7 may not reply because his or her status is set to Busy.

below the sample one?

Ramayah says:
The tables are for you to see how you can draw tables when you do the analysis.
Expectation - Students

- read the relevant material prior to coming to class,
- have a list of questions you may want to ask in class,
- submit your work on time,
- punctual for your classes,
- form your own groups,
- attend the class, unless unavoidable and switch off all hand-phones during classes.
BENGKEL KEMahirAN LITERASI MAKlUMAT
(Percuma untuk semua pelajar & staf USM)

Anda akan mempelajari cara:

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- Menggunakan KRISALIS; Katalog Perpustakaan USM & e-Quip (menyemak rekod sendiri)
- Mengakses laman web Perpustakaan USM: www.lib.usm.my
- Mendapatkan artikel jurnal dari pangkalan data seperti Proquest, EbscoHost, ScienceDirect, Emerald dan lain-lain
- Menggunakan buku elektronik
- Menggunakan Koleksi Digital; Kertas peperiksaan & Keratan akhbar
- Penulisan bibliografi / rujukan

Hari: Isnin - Jumaat
Masa: 8:30 - 10:30 pagi
Tempat: Pusat Perkhidmatan Maklumat Elektronik (PPME), Tingkat 3,
Perpustakaan Hamzah Sendut 1

Daftar segera melalui:
Tel: 604-6533888 samb. 3723
(sepanjang waktu pejabat)
ATAU
E-mel: rujukan@notes.usm.my

Kini '07
RAAR/KN/UN 2007
Expectation - Instructor

♦ ensure that the classes are conducted in a conducive manner for learning,
♦ be on time,
♦ minimize disruptions to schedule (unless unavoidable – I will endeavor to provide sufficient notice of any cancellation),
♦ try to answer all your questions in a satisfactory manner,
♦ return you assignments/works in a timely manner,
♦ provide consultations for those who have problems following the course.
Remember

• If you see me outside class please nod or call me
When we wake up in the morning, we have two simple choices. Go back to sleep and dream, or wake up and chase those dreams.

Choice is yours...

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