



School of Management
Semester 1, Academic Year 2014/2015

COURSE OUTLINE

ATU397/4 – MANAGEMENT STUDIES

Lecturer: T. Ramayah
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Consultation: **To be decided**
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COURSE SYNOPSIS

This course is designed to provide students with the practical knowledge of conducting a field research. The student is exposed to the self-learning, critical thinking, analytical thinking, writing skills and proper research technique. This course requires a student to apply his/her understanding of the several subjects taken in the previous semester such as Business Statistics, Business Research Method and some other major subjects where the student is majoring in. This course provides a strong foundation and ground for the student to further their study in the future especially for Master in Research.

COURSE OBJECTIVES

The objectives of the course are:

1. To provide opportunities to students who wish to extend their understanding on certain aspects of management of their interest.
2. To educate the student on how to prepare an academic thesis as a preparation to do further post graduate studies.
3. To help the student to prepare a complete management report based on primary data.

LEARNING OUTCOMES

At the end of the course the students should have the following learning outcomes:

1. To be able to explain the process of scientific research in business
2. To be able to prepare a good research proposal
3. To be able to identify the research designs that can be used in business research
4. To be able to pick the right research design to carry out the proposed research
5. To know how to use the right techniques of analysis, analyze the data collected and interpret the data

6. To be able to write a full research report.

Assessment	Course Objectives	Learning Outcomes	*Levels Of Learning
Introduction/research problem	1, 2,3	1, 2, 3, 4	K, C, AN, E
Literature review	1, 2, 3	1, 2, 3, 4	K, C, AP, AN, S, E
Methodology	1, 2, 3	1, 2, 3, 4	K, C, AP
Analysis	1, 2, 3	1, 2, 3, 4	K, C, AP, AN, S, E
Discussion and Recommendations	1, 2, 3	1, 2, 3, 4	K, C, AP, AN, S, E
Format/Language	1, 2, 3	1, 2, 3, 4	K, C, AP

STUDENT LEARNING TIME (SLT)

SLT	Descriptions	Hours
Face to face	• Lecture	2
Activities	• Consultation	14
Self-Learning	• Independent Learning	69
Activities	• Fieldwork	14
	• Report Preparation	21
	TOTAL SLT	120

COURSE ASSESSMENT

Research report

Introduction/research problem	10%
Literature review	25%
Methodology	20%
Analysis	20%
Discussion and Recommendations	15%

Format/Language

10%

100%

* Levels of Learning:

- Knowledge (K)
- Comprehension (C)
- Application (AP)
- Analysis (AN)
- Synthesis (S)
- Evaluation (E)

COURSE DESCRIPTION: RESEARCH PROCESS

1. Attend the briefing session.
2. Identify the topic and also the supervisor and discuss with the respective supervisor.
3. Do a literature review by referring to journals, books, magazines, reports from the library and also the Internet (minimum 20 references).
4. Write a research proposal through discussion with the respective supervisors.
5. Implement the research using the relevant theories and the research techniques that you have learned in your earlier classes.
6. Write a draft report and discuss with the respective supervisors.
7. Prepare 2 copies of the report (*your supervisor and Prof T. Ramayah*).

DESCRIPTION OF ASSESSMENT: CONTENTS OF REPORT

1. Each report should contain the following:

- Cover Page

Course :

- (i) Semester :
- (ii) Academic year:
- (iii) Supervisor Name:
- (iv) Student's Name and Matric Number:

- The Title page
- Abstract/Synopsis
- Table of contents:

Chapter 1: Introduction (10%)

Why the issue/ topic should be studied?
What is the relevance in Malaysia?

Chapter 2: Literature review (25%)

What has been written related to the issue/topic of research?

Chapter 3: Methodology (20%)

The type of research used?
- Empirical
- Conceptual
- Case Study
- Problem Solving

Chapter 4: Analysis and Findings of the Study (20%)

Discuss the findings (Tables, graphs etc)

Chapter 5: Discussion and Recommendation (15%)

Discuss the findings and provide your recommendations

Format/language (10%)

- References/Bibliography (complete using the APA style)

- Appendices (copies of articles, questionnaire, paper cuttings, computer outputs and other relevant materials)
- English competency – student is advised to proof read and edit their English language up to the acceptable level.

2. The report should have a cover typed in either Bahasa Malaysia/English using the computer (double-spaced) on A4 paper.

DESCRIPTION OF TEACHING-LEARNING METHODS:

- Lecture
- Consultation
- Presentation
- Library Search

ACTIVITY SCHEDULE

Week	Activity	
1	Management Project Briefing	
2	Students discuss with the supervisor and finalize the topics of research	
3	Prepare a short proposal and get the signature of the supervisor on the form provided	
4 - 11	Student implements the research Meets with the supervisor on a periodic basis of 2 weeks once	
12-13	Discuss the draft report with the supervisor Prepare the final report	
14	Submit the final report	

REMINDER

- **Students are required to meet their supervisors on a periodic basis of once every 2 weeks. They should also prepare a log book of the activities they have done for each week and must be submitted together with the report.**

PLAGIARISM

Kindly take note that USM and the School of Management **will not tolerate any form of plagiarism** by undergraduate students in their term papers, projects, dissertation, or examination. The American Psychological Association (APA) defines **Plagiarism** as representing “portions of another’s work or data as [your] own, even if the other work or data source is cited occasionally” <http://www.apa.org/> .

Students may be guilty of plagiarism if they use someone else’s work as their own without citing the source in their work (report, term paper, dissertation, etc.). This includes direct copying, rephrasing, summarizing, taking someone else’s idea and putting it in different words, or directly quoting passages or ideas but citing the work as a general source.

Please refer to the **APA Publication Manual (2001)** <http://www.apastyle.org/manual/> as a guide in citing and referencing other people’s work to avoid being accused of plagiarism.

The penalty for plagiarism is an F for the course, RM200 fine, and if found guilty by the University Disciplinary Committee, is ground for suspension and academic dismissal.