

Micro-Credential in Research Methodology



Delivery mode: Online

Duration of Study: 7 Weeks / 14 Hours

Level: Advanced

Business & Entrepreneurship

The global business landscape is ever-changing, and the pace of change continues to accelerate, compelling organisations across every industry to continuously transform their business models, operational systems and processes.

It is at this forefront of change, that employees equipped with the most necessary skill sets – both hard skills and soft – can steer organisational success in the right direction.

Through continuous learning, employees can increase their levels of performance and engagement, honing their skills across subjects that are relevant to their workplace to be more in tune with the industry's demands, and support the organisation's business objectives successfully. The future of work will see versatile, skilled employees better-equipped to meet rapidly changing customer needs and market shifts; to be more in-demand and highly sought after.

Meanwhile, entrepreneurial education and training provides individuals with the ability to recognise commercial opportunities, and the knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept, managing resources, and initiating a business venture.

Programme Overview

This course is designed to help learners to develop the skills of carrying out both quantitative and qualitative approaches to social science research. Learners will be exposed to the epistemological foundations of both qualitative and quantitative research methods.

Assessment

- Coursework: 100%
- Examination: None

Areas of Knowledge

- Distinguish and evaluate quantitative and qualitative research approaches.
- Formulate research problems, develop a hypothesis and conduct proper hypothesis testing.
- Conduct research through collecting data, process them, and finally extract statistics using SPSS.
- Analyse data and draw implications and personal reflections from the research findings towards making effective decisions.
- Write a report through impressive presentation format and style.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

HRDF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

COURSE PROGRESSION >>>

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Master in Business Administration (Online)

Course Modules

Lesson 1: Building the Foundation for Research

- Research foundations and fundamentals
- The research process
- Clarify the research question

Lesson 2: The Design of Business Research

- Research design
- Sampling design
- Data collection design

Lesson 3: Literature Review

Lesson 4: Research Proposal

- Clarify the research question
- Research design

Lesson 5: Instrumentation

- Sampling design
- Data collection design: Observation
- Data collection design: Experiments

Lesson 6: Data Analysis and Interpretation

- Hypothesis testing
- Measures of association

Lesson 7: Research Project

- Research reports: supported insights and recommendations



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