

RESEARCH METHODOLOGY FOR UNIVERSITY LECTURERS

Organised By:



Medium Books & Consultancy

Date: 23-25 March 2010

Venue: Corus Paradise, Port Dickson

WHO SHOULD ATTEND

Lecturers from public and private universities, lecturers from teaching institutes, and researchers who are interested to improve their knowledge on research methodology.

COURSE OVERVIEW

Research is often described as systematic process of inquiry aimed at discovering, interpreting, and revising facts. Research is the term applied to any form of systematic and organized investigation to establish facts or collect information, and is usually related to a problem that need to be solved.

The core concept underlying all research is its methodology. It is not enough to follow the research procedure without an intimate understanding that research methodology directs the whole endeavor where critical decisions are made and where organizing, planning and directing the whole project take place. The methodology controls the study, dictates the acquisition of the data, arranges them in logical relationships, set up a means of refining the raw data, and finally issues conclusions that lead to an expansion of knowledge.

This course is intended to present the concept and principles of research and to advise how to set out, implement, and complete research project.

OBJECTIVES

- To help participant with the familiarity of all important research terms and concepts
- To provide guidance and integrate ideas towards excellence research
- To encourage and support participant write good report and produce research report

METHODOLOGY

This course is based on a combination of:

- Hands-on & personal coaching for participants
- Lecturers—information & examples
- Participants presentation
- Group discussion
- Individual interaction

PROGRAMME

DAY 1

(8.30 am to 5.00 pm)

- Overview of research methodology
- Research process and design
- Writing research proposal
- Evaluating research proposal

DAY 2

(8.30 am to 5.00 pm)

- Planning and research strategies
- Research objectives and hypothesis
- Methodology of sampling

- Instrumentation and procedure of collecting data
- Quantitative and qualitative research

DAY 3

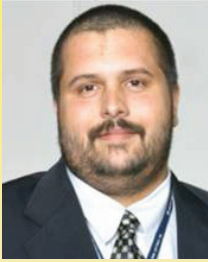
(8.30 am to 5.00 pm)

- Research budget and resources
- Research ethics and good conducts
- Procedure of data analyzing
- Performance evaluation in measuring success
- Reporting and writing

To register, kindly complete the form and fax: 03-89202351 or email: mediumbooks@yahoo.com

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SPEAKER'S PROFILE



ASSOCIATE PROFESSOR DR ERNEST CYRIL DE RUN—He has been with UNIMAS for 13 years. Prior to that he owned and operated three consultancy companies, starting as a salesman. He joined the Faculty of Economics and Business, Unimas as a tutor and is now the Deputy Dean of the university's Center for Graduate Studies. He has taught various marketing courses at both undergraduate and post graduate levels. He has supervised both Masters and PhD students as well as numerous undergraduate students. Ernest has also done various training courses in management, entrepreneurship and marketing for companies and institutions. He has also done consultations for the state and federal government as well as private companies. He has published in both local and international journals as well as the author of 4 books. Ernest research interest is in Promotions, Cross cultural studies, and Invariance.

REGISTRATION FORM

Registration Fees

- () **No Accommodation** RM1,200 per person () **Twin-sharing Accommodation** RM1,750 per person () **Single Accommodation** RM2,200 per person

* The accommodation is only for three nights of 23, 24 and 25 March 2010, , and no dinners will be served.

Company Name: _____ Contact Person: _____
Address: _____ Designation: _____
_____ Tel: _____ Fax: _____
_____ E-mail: _____

PARTICIPANTS:

Name (1): _____ Name (2): _____
Designation: _____ Designation: _____
E-mail: _____ Tel: _____ E-mail: _____ Tel: _____

Terms and Conditions:

1. All payment is payable to MEDIUM BOOKS & CONSULTANCY (Bank Islam 120290 100536 49).
2. Any cancellations, kindly inform the secretariat in writing five working days before the course; otherwise the course fees will be billed to your company.
3. The fees include lunch, tea breaks, training materials, seminar bags, and certificate of attendance.
4. We reserved the right to change the date or venue, and to cancel the training programmed should circumstances beyond our control arise. We shall inform the participants of the changes.

We understand that the fee is not refundable is we withdraw after our registration is accepted by the organizer but substitution of participants will be allowed. If we fail to attend the event, we will settle the registration fee in full. Upon submission of the registration form, it is deemed that the registration is accepted by the Organisers.

Authorized Signature

Company Stamp

Any enquiry, please contact:

MEDIUM BOOKS & CONSULTANCY

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