



Embark on a scholarly journey into the world of research with our Micro-Award program at NBUC. This course is meticulously designed for individuals eager to master the principles and methodologies essential for conducting rigorous and impactful research across various disciplines.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Upon successful completion, you'll earn a Micro-Award and possess the essential skills needed to design, conduct, and analyze research effectively. Join us at NBUC to unlock the doors to a world of scholarly exploration and contribute meaningfully to your chosen field.

Enroll today and take the first step toward becoming a proficient and ethical researcher!

Assessment

- Coursework: 80%
- Examination: 20%

COURSE HIGHLIGHTS

- **Literature Review:** Develop the skills to critically review existing literature in your field, identifying gaps and framing research questions that contribute to the scholarly discourse.
- **Quantitative Research Methods:** Explore the world of quantitative research, including experimental and non-experimental designs, statistical analysis, and hypothesis testing.
- **Qualitative Research Methods:** Delve into the nuances of qualitative research, including case studies, interviews, focus groups, and thematic analysis, to uncover rich insights and perspectives.
- **Research Ethics:** Understand the ethical considerations inherent in research. Learn how to conduct research responsibly, ensuring the welfare of participants and maintaining integrity throughout the research process.

Why NBUC?

EXCELLENT ACHIEVEMENT

Outstanding achievement in the Rating System for the Malaysian Higher Education Institutions (SETARA) with an Excellent rating.

AFFORDABILITY

HRDF and various financial aid available

KEY FEATURES

- **Foundations of Research:** Build a solid foundation in research principles, exploring the philosophy of research, ethical considerations, and the importance of a systematic approach.
- **Research Design and Planning:** Learn the art of designing robust research studies. Understand various research designs, methodologies, and tools essential for crafting well-structured research projects.
- **Data Collection Techniques:** Explore diverse methods for collecting qualitative and quantitative data. From surveys and interviews to observations and experiments, discover the tools that align with your research objectives.
- **Data Analysis and Interpretation:** Gain proficiency in data analysis techniques. Learn how to interpret research findings, draw meaningful conclusions, and present results in a clear and compelling manner.

COURSE PROGRESSION

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

[Master in Management](#)



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