



University of  
Nottingham

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20  
years

# Use of business research methods to optimise decision making

10-13 August 2020  
University of Nottingham  
Malaysia (UNM)



# Use of business research methods to optimise decision making

The primary focus of this 3.5-days programme is to equip participants with relevant theoretical and practical knowledge on business research methods. This module will provide participants the relevant knowledge and its applications in their day-to-day work and able to apply relevant research method(s). The quantitative skills learnt as part of the programme will aid participants to present complex data in meaningful statistical forms. The qualitative skills will guide on how to put words in context for the purpose of meaning of an action which influences attitudes to a particular subject. The mixed research methods will be introduction and combining both the quantitative and qualitative research approaches shared.

In this programme, participants will be introduced the essentials knowledge, skills and abilities needed to better perform their responsibilities. The proposed modules cover key concepts and frameworks fundamental to business research methods including qualitative, quantitative and mixed research methods. The programme combines the use of classroom delivery, classroom discussion and hands-on case studies as examples.

## Learning Outcome

After completing the modules, you will be able to:

- Acquire basic skills in understanding of quantitative and qualitative analysis based on data collected;
- Improve accessibility of research material such as journal articles;
- Familiar with and understanding of key techniques of quantitative and qualitative analysis;
- Understand the mixed research methods utilising both quantitative and qualitative research approaches.

## Delivery Method

### Methods of teaching and assessment

- Classroom discussion
- Flipchart presentations for brainstorming
- Hands-on case studies
- Lab sessions
- PowerPoint presentations

## Target Groups

- Analysts
- PhD students
- Research officers and managers in business
- Research officers in universities and higher education institutions
- Undergraduate or postgraduate students undertaking research as project

## Quantitative Research Method

Trainer: Assistant Professor Dr Vengadeshvaran Sarma

This module will first introduce participants to key aspects of quantitative research. It will then discuss the various data sources, including survey design. The module will then look at the different types of quantitative data and the most appropriate ways to analyse such data. The module will conclude with a discussion on descriptive statistics and graphs that can be used to summarise and present data—with examples. Participants will have a hands-on session by using SPSS software as tool for analysing the quantitative data collected. The patterns and results from SPSS will then be analysed and interpreted for decision-making, report and/or further analyses for business.

## Qualitative Research Method

Trainers: Assistant Professor Ms Vanitha Ponnusamy and Associate Professor Dr Angelina Yee Seow Voon

This module will introduce participants to key aspects of qualitative research. It will then discuss the various research methods, including interviews and focus groups. In addition, it will introduce ways to analyse and interpret qualitative data. It will include suggestions on how these interpretations can be presented. The participants will be exposed to the concepts of transcription and coding for analysis. The participants will have a hands-on session by using Nvivo software for coding, analysis and interpretation of the key results from transcripts.

## Mixed Research Method

Trainer: Associate Professor Dr Angelina Yee Seow Voon

This module intends to introduce the concept of mixed research methods and how to utilise both quantitative and qualitative research approaches in business. The participants will be exposed to the concept of triangulation; the use of various data collected and its analyses; and interpret them.

## Programme trainer



### Dr Vengadeshvaran Sarma

Dr Venga is an assistant professor of business economics and has been with the University of Nottingham Malaysia for over 7 years. He has been teaching topics in the areas of statistics and quantitative research for over 5 years. Venga has used his expertise in quantitative data analysis for his academic research

and also consultancy work. Venga's recent research papers have been published in Oxford Development Studies, International Journal of Educational Development and Applied Economics Letters. He has also presented his papers at international conferences organised by the World Bank, Asian Development Bank, the United Nations University, Oxford University, University College London, Ghent University and the University of St. Gallen. Venga has also consulted for MDEC, Maybank Foundation, Centre for Poverty Analysis and the Asian Development Bank Institute.



### Dr Angelina Yee

Dr Angelina is an Associate Professor of Accounting and Director of Executive Education at Nottingham University Business School Malaysia. She has 8 years of experience as an auditor and an accountant while she was working in Australia, Singapore, United Kingdom and Malaysia prior to

joining the education industry. She also has more than 15 years of experience in teaching and training, including various universities and ministries in ASEAN countries. She is a Fellow of the Higher Education Academy, UK.



### Ms Vanitha Ponnusamy

Vanitha has been in management education, and corporate training for the past 15 years, focusing on organisational management and sustainability. She is currently the Campus Senior Tutor and oversees the teaching and learning support for students, university wide. She had also developed various

skill-based training for students and corporate. Also, she is involved in stakeholder management for Elephant Conservation in Malaysia, a research project collaboration between UNM and Department of Wildlife and National Parks. She is a Malaysian HRDF (Human Resource Development Fund) Certified Trainer.

### Further information

To find out more about this programme, please contact Nottingham University Business School (NUBS) Malaysia Executive Education or visit our website

Dr Angelina Yee

+603 8924 8277

NUBS.EDP@nottingham.edu.my

nottingham.edu.my/Business/ExecutiveEducation



## Programme outline

Day/Date	Time	Programme details	Programme trainers
<b>Arrival day</b> <b>9 August</b>		Check in	
<b>Day 1</b>			
<b>Monday</b> <b>10 August</b>	8.30-9am	Welcome refreshment and registration	
	9-10.30am	Introduction to quantitative research and research design	Dr Vengadeshvaran
	10.30-10.45am	Tea break	
	10.45am-12.45pm	Types of quantitative data, their analyses and presentation of data	Dr Vengadeshvaran
	12.45-2pm	Lunch	
	2-3.30pm	Hypothesis testing	Dr Vengadeshvaran
	3.30-3.45pm	Tea break	
	3.45-5.30pm	Analysis of variance	Dr Vengadeshvaran
<b>Day 2</b>			
<b>Tuesday</b> <b>11 August</b>	8.30-9am	Refreshment	
	9-10.30am	Introduction to SPSS	Dr Vengadeshvaran
	10.30-10.45am	Tea break	
	10.45am-12.45pm	Lab session: Hypothesis testing and interpretation of results	Dr Vengadeshvaran
	12.45-2pm	Lunch	
	2-3.30pm	Lab session: ANOVA analysis and interpretation of results	Dr Vengadeshvaran
	3.30-3.45pm	Tea break	
	3.45-5.30pm	Discussion on wider use of statistical methods for data analysis	Dr Vengadeshvaran
<b>Day 3</b>			
<b>Wednesday</b> <b>12 August</b>	8.30-9am	Refreshment	
	9-10.30am	Introduction to qualitative research design	Dr Vanitha
	10.30-10.45am	Tea break	
	10.45am-12.45pm	Research Methods for qualitative research I	Dr Vanitha
	12.45-2pm	Lunch	
	2-3.30pm	Research Methods for qualitative research II	Dr Vanitha
	3.30-3.45pm	Tea break	
	3.45-5.30pm	Interpreting and analyzing qualitative data	Dr Vanitha
<b>Day 4</b>			
<b>Thursday</b> <b>13 August</b>	8.30-9am	Refreshment	
	9-10.30am	Hands-on session using Nvivo	Dr Angelina Yee
	10.30-10.45am	Tea break	
	10.45am-12.30pm	Introduction to mixed research method and analysis of the results	Dr Angelina Yee
	12.30-12.45pm	Group photo and certificate presentation	All
	12.45-2pm	Lunch and check out of UNM accommodation	



# Programme registration form 2020

Use of business research methods to optimise decision making

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University of Nottingham Malaysia

## Fee

RM4,800 including 5 days 4 nights accommodation.

The programme fee covers teaching, case materials, lunch and tea breaks.

## Registration and payment

The registration form must be fully completed and signed and must be received by Nottingham University Business School before **27 July 2020** together with your payment.

A/C Name: The University of Nottingham in Malaysia Sdn Bhd  
Bank: HSBC Bank (M) Bhd  
Bank Address: KL Main Office, 2 Lebuhr Ampang, 50100 Kuala Lumpur  
Branch: Kuala Lumpur  
Swift Code: HBMBMYKL  
Account No.: 301-879391-101

Please send the registration form together with payment details to:

Nottingham University Business School  
University of Nottingham Malaysia  
Jalan Broga, 43500 Semenyih, Selangor, Malaysia

## Human Resources Development Fund (HRDF) claims

- The course fees may be claimed under Skim Bantuan Latihan (SBL) of HRDF subject to terms and conditions.
- Organisations wishing to claim HRDF can submit this brochure to HRDF for approval. The brochure contains the necessary information for HRDF to process.

## Terms and conditions

If the designated participant cannot attend the workshop, a substitute attendee is permitted. However if a confirmed participant or substitute attendee does not attend the workshop, the fee is still liable in full.

Changes in the workshop date, venue, time, trainers and fees can occur from time to time and the organiser reserves the right to reschedule/cancel the workshop and/or amend any information in this brochure. In any circumstances, the organiser's liability is limited only to the refund of paid registration fee.

## Certificate of completion

Upon completion of the programme you will receive a Certificate of Completion from the University of Nottingham Malaysia.

The University of Nottingham in Malaysia Sdn Bhd  
is a HRDF Certified Training Provider.



The University of Nottingham has made every effort to ensure that the information in this leaflet was accurate when published. Please note, however, that the nature of the content means that it is subject to change from time to time, and you should therefore consider the information to be guiding rather than definitive.

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e: [alternativeformats@nottingham.ac.uk](mailto:alternativeformats@nottingham.ac.uk)

# General information

Programme name

Full name

Name you want to be referred to

Male/female

IC number (passport for non-Malaysians)

Nationality

Date of birth (day/month/year)

Position in organisation

Department in organisation

Name of organisation

Address of organisation

Work telephone number

Mobile telephone number (personal)

Email (office)

Email (personal)

# Objectives

What do you hope to gain from this programme?

## Work experience

Please list your job roles starting with your current position. If all positions are in the same company, please give the major promotional sequence.

Name of organisation	Last position	From (year)	To (year)

## Education

Please list highest qualifications obtained.

Name of institution	Qualification	Year obtained

## Administration

Do you require a vegetarian diet?  Yes  No

How did you learn about this programme?  Website  Email notification  Other (please specify)

I confirm that all the information provided in this application is accurate:

Signature of applicant

Date (day/year/month)