



RESEARCH METHODOLOGY, DATA ANALYSIS AND INTERPRETATION

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

This programme will provide an opportunity for participants to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The programme introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

Participants will use these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment.

WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Explain different types of qualitative data analysis
- Explain different types of quantitative data analysis
- Help you to interpret the results of your data analysis
- Review, analyse and interpret information
- Independently generate conclusions
- Identify and solve problems

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

FEE

USD 2,150/ per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT inclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.

WHAT YOU WILL LEARN

Module 1: Introduction & Overview

- Research Process
- What Research Is? What it is not?
- Selecting a Problem, Preparing to Carry out Research
- Variables, Hypothesis, Operational Definition
- Practice Exercise and Group / Individual Presentation

Module 2: Research Methods / Designs

- Quantitative vs. Qualitative Approaches
- Population, Sample and Sampling Procedures
- Practice Exercise and Group / Individual Presentation

Module 3: Qualitative Research

- An Overview / Philosophy behind Qualitative Approach to Research
- Qualitative Research Designs
- Qualitative Data Collection
- Qualitative Data Analysis & Interpretation
- Practice Exercise and Group / Individual Presentation

Module 4: Tools of Research / Scales of Measures

- Validity & Reliability of Data Collection Instruments or tools or procedures
- Best Practices in Developing Tools for Data Collection
- Practice Exercise and Group / Individual Presentation

Module 5: Quantitative Data Analysis & Interpretation

- Descriptive and Inferential (SPSS) & Interpretation
- Parametric vs. Non-parametric analyses
- Practice Exercise and Group / Individual Presentation

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.