

METHODOLOGY, DATA ANALYSIS AND INTERPRETATION

5-Day Corporate Training Programme

OVERVIEW

This program 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 program you will be able to:

- Explain different types of qualitative data analysis
- Help you to interpret the results of your data analysis
- Assess sampling and data-collection methods
- Interpret qualitative and quantitative evidence
- Communicate findings from descriptive and inferential analyses.

WHAT YOU WILL LEARN

Day 1: Research process and problem definition

- Research purpose, questions and problem formulation
- What Research Is? What it is not?
- Selecting a Problem, Preparing to Carry out Research
- Variables, hypotheses and operational definitions

Day 2: Research Methods and Designs

- Research designs and sampling approaches
- Quantitative vs. Qualitative Approaches
- Practice Exercise and Group / Individual Presentation

Day 3: Qualitative research and interpretation

- An Overview / Philosophy behind Qualitative Approach to Research
- Qualitative Research Designs
- Qualitative Data Collection
- Qualitative Data Analysis & Interpretation

Day 4: Data collection, sampling, validity and reliability

- Developing data-collection instruments
- Validity & Reliability of Data Collection
- Instruments or tools or procedures
- Practice Exercise

Day 5: Quantitative Data, SPSS and interpretation

- Descriptive and Inferential (SPSS) & Interpretation
- Parametric vs. Non-parametric analyses
- Using SPSS and interpreting quantitative findings

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

EVALUATION CRITERIA

Participants must have attended the sessions **at least 80%** of the sessions in order to receive a CERTIFICATE from Asia Pacific Regional Hub - Corporate Training Division of EIU-Paris

SPECIAL FEATURES YOU WON'T FIND ANYWHERE ELSE ...

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training sessions from start to finish, keeping everyone involved in the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.

FEE & PAYMENT

USD 2,150/ per person

Fee Includes:

- 5-Day Training (Total 25 hours)
  - Time: 9.00 AM - 3.00 PM (1-Hour Lunch Break)
- Globally Recognized Professional Certificate
- Digital Training Resources
- Essential Stationery
- Tea/Coffee Breaks
- Working Lunches

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