Certificate Course on

Basic and Advanced Research Methodology and Analysis

About
The Course

The Basic and Advanced Research Methodology Analysis course is designed to equip participants with the essential knowledge and skills to conduct research effectively and analyse data in both basic and advanced research settings. This comprehensive course provides a solid foundation in research methodology, equipping individuals from various backgrounds with the tools to excel in their research endeavours. This course offers valuable insights to enhance your analytical capabilities and drive evidence-based decision-making.

In this captivating course, we will embark on a comprehensive exploration of research methodology. Through engaging discussions, hands-on activities, and insightful case studies, we will uncover the most effective ways to conduct research, illuminating the path towards generating meaningful evidence. This course is designed to meet the growing demand for professionals wishing to possess strong research. There is a pressing need for individuals who can conduct rigorous research, evaluate programs, utilise evidence and provide data-driven recommendations for various initiatives. This course caters to the specific requirements of professionals by providing them with the necessary knowledge and skills to excel in their roles.

How
Companies Can Benefit

Companies can leverage the knowledge gained from this course to make data-driven decisions, enhancing strategic planning and market analysis.

This course enables companies to build a team with enhanced research skills, empowering them to conduct high-quality research projects, customer surveys, and competitive analysis.

By developing proficiency in research methodology and data analysis, companies can tackle complex business challenges more effectively, leading to innovative solutions.

How
Professionals Can Benefit

- Gain a deeper understanding of research techniques and data analysis methods, enabling you to provide valuable insights for informed decision-making and effective business strategies.

- Acquire the skills to analyze complex socio-economic data, evaluate policy effectiveness, and support evidence-based policymaking for better governance.

- Enhance your ability to interpret market trends, consumer behaviour, and competitive landscapes, leading to improved market intelligence and strategic planning.

  - Develop a strong foundation in research methodology, equipping you with the skills needed for rigorous academic research, consulting projects, and future managerial roles.

- Expand your analytical toolkit, enabling you to offer comprehensive research and data analysis services to clients across diverse industries.

- Gain valuable insights into research methodologies, allowing you to conduct robust research for academic projects, theses, and dissertations.

At a glance

Duration: 120 hours

Level of effort: 4 hours per week

Modality: Online with live classroom sessions and groups assignments

Course fee and scholarships: 700 USD

- Limited & partial scholarships are available for candidates based on merit.
- Discounts on course fees in case of institutional sponsorships, group enrolments, and for participants from grassroots organizations
- Training by seasoned professionals and experts with 10+ years of experience in the Research training industry

Last date for application: 11 Aug 2023

Commence date: 19 Aug 2023 | 4:00 pm to 7:00pm | Sat-Sun

End date: 20 Jan 2024

Language: English   **Total seats:** 40   **Requirements:** access to laptop and internet

Requirement for
Course Completion

Sambodhi and Education Nest will provide a certificate to the participants upon successful completion of the course. This will require the following:

50% classroom attendance	Active class participation	A minimum 50% score on module-wise assessments	Submission and assessment of final project work

Course Structure and Intended Learning Outcomes

The program consists of 6 modules, each offered at weekends for six months, making it a 120-hour intensive learning experience. The twelve interrelated modules are:

Module 1: Introduction to Research Methodology

- Overview of research process
- Importance of research methodology
- Ethical considerations in research
- Identifying research questions and objectives

Module 2: Research Design and Sampling

- Types of research designs (experimental, correlational, qualitative, etc.)
- Sampling techniques and sample size determination
- Validity and reliability in research
- Developing a research hypothesis

Module 3: Research Proposal Development

- Structure and components of a research proposal
- Articulating research aims, objectives, and methodology
- Writing a compelling literature review
- Ethical considerations in research proposal development

Module 4: Data Collection and Measurement

- Quantitative data collection methods (surveys, experiments, etc.)
- Qualitative data collection methods (interviews, observations, etc.)
- Mixed methods research
- Questionnaire design and interview guide development

Module 5: Quantitative Research Methods and Techniques

- Introduction to Qualitative Research Methods
- Descriptive statistics
- Inferential statistics (parametric and non-parametric tests)
- Basics of Bivariate and Multivariate Analysis

Module 6: Qualitative Research Method and Techniques

- Introduction to Qualitative Research Methods
- Data coding and categorisation
- Thematic Analysis, content analysis etc.
- Grounded theory

Module 7: Data Analytics and Visualisation

- Basic Data visualisation techniques
- Using Basic excel for visualisation
- Introduction to Power Bi and Tableau for visualisation

Module 8: Advanced Research Techniques

- Introduction to advanced research techniques
- Basics of Factor and Cluster Analysis
- Discriminant Analysis and Conjoint Analysis
- Basic of funnel analysis

Module 9: Presenting Research Findings and Project Management

- Presenting research findings effectively
- Interpretation of qualitative data and thematic analysis
- Critical evaluation of research validity and reliability
- Research project management, time management, and project planning

Program
Outcome

Develop a solid understanding of research principles, concepts, and terminology.

Gain familiarity with various research methodologies, both quantitative and qualitative.

Learn the steps involved in the research process, from formulating research questions to disseminating findings.

Acquire practical skills in data collection, analysis, and interpretation.

Enhance critical thinking and problem-solving abilities in research contexts.

Foster an understanding of ethical considerations and research integrity.

Learning Methodology

The learning methodology will include interactive sessions/ lectures by experts from the industry, Q&A, discussion, case studies, and expert learning.

Course
Material

The course pack comprising PowerPoint decks, original research, learning aids, reading materials, etc., with one year of access to Education Nest LMS, will be provided to each participant.

The learning methodology will include interactive lectures by experts from the industry, Q&A, discussions, case studies, and expert learning.

Our goal

By the end of the Research Methodology for Development Professionals course, participants will have gained the necessary skills and knowledge to design, implement, and analyze research in the context of development work. They will be equipped to make informed decisions, improve development interventions, and contribute to evidence-based practices in their respective roles as development professionals.

Who
Can Apply?

The course is designed for working professionals passionate about understanding about the nitty gritty of research in depth.

B-Schools, Business analysts, Market research professionals, Engineering & other HEIs Students (currently pursuing as well as pass outs), Industry Professionals, Consultants and Government officials working or aspiring to work in the Research sector.

> **Each week, there will be 4 hours of online classes on Saturday conducted by course facilitators and an hour of self-paced reading, assignments, or project work.**

How to Apply?

If you meet the eligibility criteria and are willing to commit adequate time to this course, please apply by filling out the form by 11 Aug. 2023.

Note: Since this is a facilitated course with group assignments and classroom discussions, students are expected to engage with the course activities to gain the most out of it.

Scholarship And Fees

- partial scholarships to a few participants (request for a scholarship must be specified in the application form),

- discounts in case of any institutional sponsorship and group enrolment, and

- discounts to participants working with grassroots organizations in the Global South.

Education Nest

Contact Us

P : +91 120 4056400-704   **E :** inquiry@educationnest.com

P : +91 80695 55055   **E :** trainings@sambodhi.co.in

A : Sambodhi Research and Communications Pvt. Ltd.
C - 126, Sector 2, Noida - 201301, Uttar Pradesh

SAMBODHI