

Qualitative Research Methods Course Details

Department: NGO Management & Policy Development

Presented by Magna Skills Development Institute

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Course Summary

Qualitative research is used in everyday settings to answer questions related to issues of interest and their underpinning phenomena. You will attain a sound grounding in applying appropriate qualitative research methods. Theoretical content covers: qualitative methodologies, qualitative research methods, and presenting qualitative results. Course workshops promote critical thinking and provide opportunities to practice using qualitative research methods. While learning is self-directed, workshops and online forums allow discussion of theoretical and practical questions throughout the course

Course Objectives

- Developing a hypothesis, a research problem and related questions
- Framing the problem with the correct research methodology
- Collecting data that accurately addresses the research problem
- Measuring the effectiveness of a program
- Using data to make decisions
- Providing technical guidance to contractors for inclusion in contract documents related to research projects
- Evaluating feasibility of research proposals
- Presenting data to support programs to decision makers and other consumers

Course Outline

Introduction to The Process of Conducting Research

- Research Design Introduction
- Steps in the Process of Research
- Identifying a hypothesis and/or research problem, specifying a purpose, creating research questions
- Reviewing literature
- Ethics of research and informed consent

Introduction to Qualitative Research

- Essence of Qualitative Data
- Sampling
- Collection Techniques

Interpreting Qualitative Data

- Qualitative Data Analysis Procedures
- Coding
- Thematic development

Sampling Concepts

- Defining the Target Population
- Representative Sample
- Potential Consequences of Unrepresentative Sampling (Gaming the System)
- Over Representative Subgroups / Weighting
- Design Effect
- Sampling Methods (Cluster, Stratified, Simple Random)

Quantitative Data Collection Instruments

- Choosing a good instrument
- Interval and Ratio Scales

Introduction to Applied Statistics

- Identifying the dependent and independent variables
- Confidence levels
- Math that manipulates data

Descriptive Statistics

- Summarizing and describing a collection of data
- Univariate and bivariate analysis
- Mean, mode and standard deviation
- Percentages and Ratios
- Histograms
- Identifying randomness and uncertainty in data

Inferential Statistics

- Drawing inference from data
- Modeling assumptions
- Identifying Patterns
- Regression analysis
- T-test
- Analysis of Variance
- Correlations
- Chi-square

Introduction to Mixed Methods Research

- Advantages
- Design Components
- Explanatory Mixed Methods Framework

Data Mining – Finding the Patterns and Problems in the World of Data

Writing About Quantitative Findings


Writing About Qualitative or Mixed Methods Findings

Critically Critiquing Research Reports

Applying Research in the Security Environment

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Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development

for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
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Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
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By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.