



# إتقان مناهج البحث في مجالات الأعمال والعلوم الاجتماعية



## إتقان مناهج البحث في مجالات الأعمال والعلوم الاجتماعية

الرجوع: 36300\_22412 التاريخ: 19 - 23 Jan 2027 الموقع: دبي - الرسوم: Road Zayed Sheikh Marriott by Inn Residence Euro 4500

### Course Overview:

This course is an intensive training course designed to equip participants with advanced skills in business research methods and social research techniques. This course delves into a complete range of topics, from quantitative and qualitative research methods to specialized techniques such as quantitative surveys, secondary data analysis, and statistical analysis in research. Participants will explore effective research methodologies, including social surveys and questionnaires, conducting interviews for research, and leading discussion groups in research settings.

### Target Audience:

- Research Analysts
- Business Analysts
- Social Scientists
- Market Researchers
- Academic Researchers
- Data Analysts
- Project Managers
- Policy Makers

### Targeted Organizational Departments:

- Research and Development R&D
- Marketing and Market Research
- Human Resources HR
- Academic Institutions
- Public Policy and Government Agencies

### Targeted Industries:

- Business and Corporate Sector
- Education and Academia
- Government and Public Policy
- Healthcare and Social Services
- Market Research Firms
- Non-Profit Organizations

## Course Offerings:

By the end of this course, participants will be able to:

- Design and implement quantitative surveys and qualitative research methods.
- Conduct secondary data analysis and apply statistical analysis in research.
- Develop and utilize social surveys, questionnaires, and interviews for research.
- Facilitate discussion groups, workshops, and observation techniques in research.
- Address and overcome research issues and challenges.
- Apply both quantitative and qualitative research methods in business and social contexts.

## Training Methodology:

This course employs a variety of training methodologies to ensure a complete learning experience. Participants will engage in interactive sessions, including case studies, group work, and real-world application exercises. The course includes hands-on workshops for survey design, data analysis, and qualitative interviews. Interactive feedback sessions will provide participants with personalized insights and improvements.

## Course Toolbox:

- Detailed workbooks and manuals
- complete reading materials and online resources
- Checklists and templates for research projects

## Course Agenda:

### Day 1: Introduction to Research Methods and Quantitative Techniques

- Introduction to Research Methods Topic 1:
- Types of Research Methods Topic 2:
- Quantitative Research Methods Topic 3:
- Quantitative Survey Design Topic 4:
- Secondary Data Collation and Analysis Topic 5:
- Basics of Statistical Analysis Topic 6:
- Overview and Key Takeaways from Day 1 Reflection & Review:

### Day 2: Advanced Quantitative Techniques and Data Analysis

- Advanced Statistical Analysis in Research Topic 1:
- Utilizing Secondary Data for Research Topic 2:
- Practical Applications of Quantitative Surveys Topic 3:
- Techniques for Statistical Analysis Topic 4:
- Data Interpretation and Presentation Topic 5:
- Case Studies in Quantitative Research Topic 6:
- Applying Quantitative Methods to Business & Social Research Reflection & Review:



### Day 3: Introduction to Qualitative Research Methods

- Overview of Qualitative Research Methods Topic 1: •
- Designing Social Surveys and Questionnaires Topic 2: •
- Conducting Effective Interviews Topic 3: •
- Facilitating Discussion Groups Topic 4: •
- Planning and Conducting Workshops Topic 5: •
- Observation Techniques in Research Topic 6: •
- Insights and Learnings from Qualitative Methods Reflection & Review: •

### Day 4: Advanced Qualitative Techniques and Visual Methods

- Visual Techniques for Qualitative Research Topic 1: •
- Data Collection Methods in Qualitative Research Topic 2: •
- Analyzing Qualitative Data Topic 3: •
- Practical Workshop: Conducting and Recording Observations Topic 4: •
- Using Visual Methods in Social Research Topic 5: •
- Group Discussions: Challenges and Solutions Topic 6: •
- Enhancing Qualitative Research with Visual Methods Reflection & Review: •

### Day 5: Integrative Research Methods and Addressing Challenges

- Combining Quantitative and Qualitative Research Methods Topic 1: •
- Addressing Common Research Issues Topic 2: •
- Creating a complete Research Glossary Topic 3: •
- Effective Research Techniques for Business & Social Research Topic 4: •
- Developing Advanced Research Methods Topic 5: •
- Preparing and Presenting Research Findings Topic 6: •
- Integrative Review and Final Reflections Reflection & Review: •

### How This Course is Different from Other Research Methods Courses:

"Mastering Research Methods For Business & Social Research" stands out by offering a balanced approach to both quantitative and qualitative research methods, tailored for business and social research contexts. Unlike other courses, this program integrates practical workshops, interactive sessions, and real-world applications, ensuring participants can apply learned techniques immediately.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



**AGILE LEADERS**  
Training Center

## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
 +447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)