Mastering Research Methods For Business & Social Research

13 - 17 Oct 2025
Cairo

AGILE LEADERS
Training Center

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Mastering Research Methods For Business & Social Research

Ref.: 36300_22417 **Date:** 13 - 17 Oct 2025 **Location:** Cairo **Fees:** 4100 **Euro**

Course Overview:

This course 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

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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

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

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Day 2: Advanced Quantitative Techniques and Data Analysis

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

Day 3: Introduction to Qualitative Research Methods

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

Day 4: Advanced Qualitative Techniques and Visual Methods

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

Day 5: Integrative Research Methods and Addressing Challenges

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

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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.

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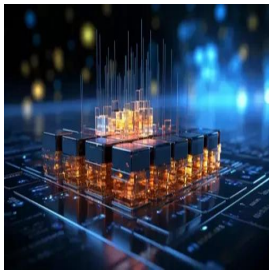
Training Course Categories

Finance and Accounting Training Courses

Agile PM and Project Management Training Courses

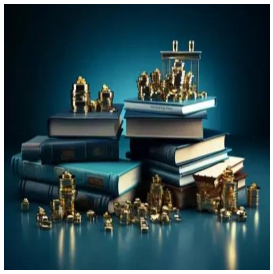
Certified Courses By International Bodies

Communication and Public Relations Training Courses



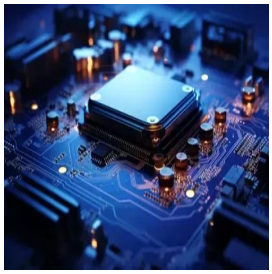
Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses



Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses



IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

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Training Course Categories

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

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Training Cities

Accra - Ghana

Amman - Jordan

Amsterdam - Netherlands

Baku - Azerbaijan

Bali - Indonesia

Bangkok - Thailand

Barcelona - Spain

Cairo - Egypt

Cape town - South Africa

Casablanca - Morocco

Doha - Qatar

Dubai - UAE

Geneva - Switzerland

Istanbul - Turkey

Jakarta - Indonesia

Johannesburg - South Africa

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Training Cities

Kuala Lumpur - Malaysia

Langkawi - Malaysia

London - UK

Madrid - Spain

Manama - Bahrain

Milan - Italy

Nairobi - Kenya

Paris - France

Phuket - Thailand

Prague - Czech Republic

Rome - Italy

Sharm El-Sheikh - Egypt

Tbilisi - Georgia

Tokyo - Japan

Vienna - Austria

Zanzibar - Tanzania

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Training Cities

Zoom - Online Training

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.

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