Introduction to Study Design and Research Methods Course

27 September – 1 October 2027
Paris (France)



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Why This Course

Good research begins with a clear question, a sound design, and a disciplined approach to collecting and interpreting evidence. Whether used in business, education, healthcare, social sciences, public policy, or development work, research helps professionals understand problems, test ideas, generate insights, and make better decisions.

Many research projects face challenges because the study design is unclear, the sample is weak, the data collection method is not suitable, or the findings are not communicated effectively. A strong understanding of research methodology helps participants avoid these issues and produce research that is credible, ethical, and useful.

This intensive 1-week course provides a practical introduction to research methodology and study design. Participants will explore qualitative and quantitative approaches, develop research questions, review literature, select appropriate methods, understand ethics, analyze basic data, and communicate findings with clarity and confidence.

What You'll Learn and Practice

By joining this program, you will:

- Understand key principles of research methodology and study design.
- Follow the main stages of the research process.
- Formulate clear research questions and hypotheses.
- Conduct literature reviews and use existing knowledge effectively.
- Compare qualitative and quantitative research approaches.
- Select suitable research designs for different study objectives.
- Understand experimental, quasi-experimental, and non-experimental designs.
- Apply sampling methods and strategies.
- Recognize the importance of validity and reliability.
- Use surveys, questionnaires, interviews, focus groups, observation, and secondary data.
- Understand ethical considerations and responsible research practices.
- Apply basic quantitative and qualitative data analysis techniques.
- Visualize, present, and interpret research findings.
- Write research proposals and structure research reports.



The Program Flow

Day 1: Foundations of Research

- Introduction to research methodology.
- Understanding the purpose and value of research.
- The research process and scientific method.
- Identifying research problems and study objectives.
- Formulating research questions and hypotheses.
- Literature review techniques.
- Practical exercise: Developing a research problem statement and initial research question.

Day 2: Research Design

- Qualitative versus quantitative research approaches.
- Choosing the right approach for different research questions.
- Experimental, quasi-experimental, and non-experimental designs.
- Descriptive, exploratory, explanatory, and evaluative studies.
- Sampling methods and strategies.
- Validity and reliability in research.
- Workshop: Designing a basic study framework.

Day 3: Data Collection Methods

- Surveys and questionnaires.
- Designing clear and unbiased survey questions.
- Interviews and focus groups.
- Observational techniques.
- Using secondary data sources.
- Matching data collection methods with study objectives.
- Practical exercise: Creating a data collection tool for a selected research topic.

Day 4: Research Ethics and Data Analysis

- Ethical considerations in research.
- Informed consent, confidentiality, privacy, and responsible data handling.
- Introduction to statistical analysis.
- Understanding descriptive statistics and basic interpretation.
- Qualitative data analysis techniques.
- Data visualization and presentation.
- Workshop: Analyzing sample qualitative and quantitative data.



Day 5: Communicating Research

- Writing research proposals.
- Structuring research reports.
- Presenting research findings clearly and professionally.
- Using visuals to communicate evidence and insights.
- Critiquing and evaluating research.
- Defending research choices and responding to questions.
- Final activity: Presenting a basic research study design and findings summary.

Individual Impact

- Build confidence in planning and designing research studies.
- Improve your ability to formulate research questions and hypotheses.
- Strengthen understanding of qualitative and quantitative methods.
- Gain practical skills in data collection, analysis, and interpretation.
- Improve awareness of ethical research practices.
- Develop confidence in presenting and defending research findings.

Work Impact

- Improve the quality and credibility of research-based decisions.
- Strengthen evidence-based planning, evaluation, and reporting.
- Support better data collection and analysis across projects and departments.
- Reduce research errors caused by weak design or unsuitable methods.
- Improve communication of findings to stakeholders and decision-makers.
- Build stronger research capacity within teams and organizations.

Training Methodology

This program uses a practical and interactive approach to help participants apply research concepts step by step. Learning methods include:

- Interactive discussions and guided facilitation.
- Research design examples and case studies.
- Literature review and research question exercises.
- Sampling and study design workshops.
- Survey, interview, and focus group tool development.
- Basic qualitative and quantitative data analysis activities.
- Research ethics scenarios and group discussions.
- Presentation practice, peer feedback, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to design and conduct basic research studies with greater clarity and confidence. They will return ready to:

- Design a basic research study from start to finish.
- Formulate clear research questions and hypotheses.
- Select appropriate qualitative and quantitative methods.
- Collect and analyze research data responsibly.
- Apply ethical standards throughout the research process.
- Present and defend research findings in a clear and professional way.

