

# Course Outline

## Module 1: Qualitative Research

This module allows participants to gain a deeper understanding of the qualitative research method. Participants will have a hands-on experience which covers the various phases of the qualitative research process and the following topics:

- Qualitative Research Design
- Discussion Guide Design
- Focus Group Discussion Dynamics
- Qualitative Research Analysis & Communicating Research Findings

## Module 2: Application of Qualitative Research

This module provides participants with an opportunity to apply qualitative research for different research purposes. This module will cover the application of qualitative research in the following topics:

- Product Development Research
- Ad Concept Testing
- Advanced Physiological Research Techniques
- Social Media Analytics

## Module 3: Business Analytics

This module aims to deliver a broad understanding of business analytics that covers the following areas:

- Data Visualisation for Businesses
- Data Mining for Consumer Insights
- Predictive Analytics & Forecasting
- Text Analytics

## Module 4: Quantitative Research

This module provides participants with a broad understanding of the quantitative research process. This module will also cover the technical skills required in quantitative research which includes:

- Sampling & Data Collection Methods
- Questionnaire Design
- Data Editing & Coding
- Data Cleaning & Weighting

## Module 5: Application of Quantitative Research

This module provides participants with hands-on practice in applying the appropriate data analysis to answer different quantitative research objectives. This module will cover the application of the following quantitative research analysis:

- Descriptive Statistics & Analysis
- Statistical Tests & Analysis
- Factor Analysis & Cluster Analysis
- Pricing Techniques

## Module 6: Market Research Project Proposal

This module provides participants with an opportunity to apply relevant areas in the above curricula through the development of a feasible market research project proposal.