BLACKBIRD FOR TRAINING

Research Design Skills

11 – 15 October 2027
Casablanca (Morocco)



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Introduction

What is research design? In today's rapidly evolving academic and professional landscape, mastering research design skills is essential for any researcher or scholar aiming to produce precise and impactful scientific knowledge. This course is dedicated to equipping participants with the theoretical concepts and practical tools needed to create professional and high-quality research design plans.

Participants will explore what is the meaning of a research design, how to select the appropriate types of research design, and understand the methodologies behind them. This course will also introduce best practices in identifying suitable data collection tools and ensuring that research quality meets the highest academic standards.

Course Objectives

By the end of this research design training, participants will be able to:

- Understand the definition of research design in research and its critical role in shaping scientific studies.
- Differentiate between types of research design including qualitative research design, descriptive, experimental, and others and choose the most suitable one for their objectives.
- Accurately formulate the research problem, set objectives, and write research questions and hypotheses.
- Select and evaluate appropriate data collection tools in line with the methodology in research design.
- Develop a comprehensive, professional research design plan that ensures high-quality outcomes.

Course Outlines

Day 1: Introduction to Scientific Research and Research Design

- What is research design? Exploring the core concepts and significance.
- Key characteristics of high-quality research.
- Various types of scientific research and their relevance.
- Ethical principles in scientific research and academic integrity.
- Key differences between quantitative and qualitative research design.



Day 2: Formulating the Research Problem

- How to choose a relevant research topic.
- Accurately identifying and formulating the research problem.
- Setting clear research objectives and linking them to the research design.
- Crafting precise research questions and hypotheses.
- Understanding the role of literature review and its impact on research design.

Day 3: Research Design and Methodology

- Overview of common types of research design: descriptive, experimental, historical, and others.
- Key elements in research design and methods and selecting the right approach.
- Sampling design: determining size, methods of selection, and implications.
- Exploring research variables and their classifications.
- Ethical considerations during the research design process.

Day 4: Data Collection Tools and Techniques

- Developing effective surveys and questionnaires for survey research design.
- Mastering interview techniques and observation methods.
- Conducting pilot studies and testing validity and reliability.
- Exploring digital data collection tools and integrating them into the research design.
- Practical exercises in selecting and evaluating data collection tools.

Day 5: Preparing the Research Plan and Report Writing

- Key elements and structure of a professional research design plan.
- Organizing the overall layout and ensuring alignment with academic standards.
- Proper referencing and documentation styles APA, MLA, etc..
- Best practices in presenting research findings in an academic format.
- Preparing for academic discussions, defenses, or publication.

Why Attend this Course? Wins & Losses!

- Gain practical, hands-on research design skills from start to finish.
- Master the ability to formulate clear and focused research problems, objectives, and hypotheses.
- Learn to select and evaluate different methods in research design based on academic rigor.
- Develop a professional research design that meets international standards.
- Increase your chances of academic publication and successful research presentations.
- Build confidence to navigate the entire research design and methods process.
- Expand your expertise to become a research design specialist in your field.



Conclusion

By the end of this comprehensive research design course, participants will have gained in-depth knowledge and practical skills across all stages of the research design process—from formulating the problem to producing a final, professional report. They will also be well-equipped to create high-quality, scientifically robust research that strengthens their academic and professional presence.

Whether you are an aspiring researcher or an established academic professional, this course will empower you to master the research design process, confidently handle complex data collection challenges, and contribute to the production of reliable and impactful scientific knowledge.

