MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

NGO Management and Policy Development

Qualitative Research Methods

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2737	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

This course, **offered by Magna Skills**, equips participants with the essential skills to design, conduct, analyze, and report qualitative research in professional, academic, and policy-driven environments. The training emphasizes practical techniques used in real-world contexts across sectors such as public administration, NGOs, social sciences, education, business, and development programs.

Participants will learn how to formulate appropriate research questions, select qualitative methods, gather credible data through interviews, focus groups, and observations, and apply thematic and content analysis to derive meaningful insights. Magna Skills ensures a hands-on learning experience enriched with case studies, ethical considerations, and digital tools for qualitative research.

By the end of the course, learners will be fully capable of planning and executing qualitative studies that support evidence-based decision-making within their organizations and development projects.

Course Outcomes

Upon successful completion of this course, participants should be able to:

1. Understand core concepts and foundations of qualitative research methodology.
2.

Develop research questions, proposals, and sampling strategies for qualitative studies.

3. Apply appropriate qualitative data collection methods in field and organizational settings.
4. Analyze and interpret qualitative data using coding, thematic analysis, and digital tools.
5. Present qualitative results clearly through structured academic or institutional reports.

Course Outline / Curriculum

1. **Introduction to Qualitative Research**
   - What qualitative research is and is not
   - Strengths, limitations, and key characteristics
   - Qualitative vs quantitative approaches
2. **Research Design and Proposal Development**
   - Identifying research problems
   - Selecting research strategies and methodologies
   - Writing a qualitative research proposal
3. **Sampling in Qualitative Research**
   - Purposeful, snowball, and theoretical sampling
   - Determining sample size and saturation
   - Recruiting and managing participants
4. **Data Collection Methods**
   - Interviews (structured, semi-structured, narrative)
   -

- Focus group discussions
- Participant and non-participant observation
- Field notes and document review

5. **Ethical Considerations in Research**
   - Informed consent and confidentiality
   - Cultural sensitivity and power dynamics
   - Researcher bias and reflexivity
6. **Qualitative Data Management**
   - Transcription and coding techniques
   - Organizing large datasets
   - Use of qualitative software (NVivo, Atlas.ti, MAXQDA)
7. **Qualitative Data Analysis Techniques**
   - Thematic analysis
   - Content analysis
   - Grounded theory approach
   - Interpretation of patterns and meanings
8. **Ensuring Quality and Credibility of Findings**
   - Reliability and validity in qualitative research
   - Triangulation and member checking
   - Audit trails and peer debriefing
9.

Presenting and Reporting Qualitative Results

- Writing research findings effectively
- Visualizing results (models, quotes, diagrams)
- Linking conclusions to research questions and recommendations

10. **Case Studies and Practical Applications**

- Examples from public sector, NGOs, and social programs
- Hands-on exercise: mini-qualitative project
- Preparing a research dissemination plan

Target Audience

Health professionals; Researchers; Academics and Postgraduate students with little or no understanding of qualitative research methods. Everyone is welcome, regardless of research background

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Qualitative Research Methods
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____