



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Collect and Analyse Research Information

Culture and Arts / Cultural Studies

Unit Standard 255678 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to systematically collect and analyse information for research purposes. It covers qualitative and quantitative data gathering techniques, data analysis methods, and the ethical considerations involved in research. By the end, learners will be able to plan, execute, and report on research projects effectively.

Category	Culture and Arts
Subfield	Cultural Studies
Unit Standard	255678
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply appropriate data collection methods to gather relevant information for a research project.
- Analyse collected data using qualitative and quantitative techniques to identify patterns and insights.
- Evaluate the reliability and validity of research findings to ensure accuracy.
- Demonstrate ethical research practices, including informed consent and confidentiality.
- Present research findings in a clear and structured report.
- Implement a research plan that aligns with organisational or academic objectives.

WHO SHOULD ATTEND

- This course is designed for professionals, managers, and researchers who need to gather and interpret information to support decision-making or academic studies.
- It is suitable for anyone involved in conducting research as part of their role.

COURSE OUTLINE

Day 1: Introduction to Research and Information Collection

- Overview of research and its importance
- Types of information: primary, secondary, qualitative, quantitative
- Ethical principles: confidentiality, consent, integrity
- Key concepts: validity, reliability, bias
- Introduction to the research process

Day 2: Planning Research Information Collection

- Setting research objectives and questions
- Developing a research proposal
- Sources of information: databases, libraries, experts
- Sampling techniques: random, stratified, convenience
- Timeline and resource planning

Day 3: Data Collection Methods: Surveys and Questionnaires

- Survey design principles
- Types of questions: open-ended, closed-ended, Likert scales
- Pilot testing and validation
- Administration methods: online, paper, face-to-face
- Avoiding leading questions and bias

Day 4: Data Collection Methods: Interviews and Focus Groups

- Interview types: structured, semi-structured, unstructured
- Developing interview guides
- Focus group moderation techniques
- Recording methods: audio, video, notes
- Ethical considerations in qualitative data collection

Day 5: Data Collection Methods: Observation and Document Analysis

- Types of observation: participant, non-participant
- Developing observation schedules
- Document analysis: content analysis, thematic analysis
- Recording observations
- Reducing observer bias

Day 6: Data Organisation and Storage

- Data entry and coding
- Using spreadsheet and database software
- Data cleaning techniques
- Data storage solutions: cloud, local, encrypted
- Data protection regulations (POPIA)

Day 7: Qualitative Data Analysis

- Thematic analysis process
- Open coding, axial coding, selective coding
- Using software for qualitative analysis (e.g., NVivo)
- Interpreting themes and patterns

- Trustworthiness: credibility, transferability, dependability

Day 8: Quantitative Data Analysis: Descriptive Statistics

- Mean, median, mode
- Range, variance, standard deviation
- Frequency tables and histograms
- Using Excel for descriptive statistics
- Interpreting results in context

Day 9: Quantitative Data Analysis: Inferential Statistics

- Null and alternative hypotheses
- Significance levels and p-values
- T-tests: independent and paired
- Chi-square test for independence
- Introduction to SPSS or similar

Day 10: Data Interpretation and Drawing Conclusions

- Triangulation of data
- Linking findings to research objectives
- Identifying patterns and relationships
- Limitations and delimitations
- Formulating recommendations

Day 11: Presenting Research Information

- Data visualisation: charts, graphs, infographics
- Research report structure: introduction, methodology, results, discussion
- Presentation skills: verbal and visual
- Handling Q&A; sessions
- Citing sources and referencing

Day 12: Integration and Application

- Case study: collecting and analysing research information
- Peer review and feedback
- Developing a research action plan
- Ethical reflection and continuous improvement
- Course wrap-up and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	31 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Mauritius
17 Aug 2026	01 Sep 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	01 Sep 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 255678) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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