Labour Research Methods & Survey Design Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Labour Research Methods & Survey Design Training Course is designed to equip participants with advanced competencies in labour market analytics, workforce research, survey methodology, and evidence-based policy development. In an era shaped by big data, AI-driven analytics, digital transformation, and labour mobility trends, organizations require professionals capable of designing robust surveys, interpreting workforce dynamics, and generating actionable insights for decision-making.

This course focuses on strengthening expertise in quantitative and qualitative research methods, sampling strategies, questionnaire design, statistical analysis, and labour economics applications. Participants will gain practical skills to conduct workforce surveys, employment studies, and socio-economic research, enabling them to support policy reforms, HR analytics, development programs, and institutional planning in both public and private sectors.

Programme Curriculum

Labour Research Methods & Survey Design Training Course

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Course Objectives

1. Master labour research methodologies for modern workforce analysis
2. Design and implement high-quality surveys using digital tools
3. Apply advanced sampling techniques (probability & non-probability)
4. Develop effective questionnaires for labour market studies
5. Analyze employment trends using data analytics and statistical software
6. Conduct qualitative and quantitative research integration
7. Interpret labour force participation and unemployment data
8. Apply predictive analytics in workforce planning
9. Ensure data quality assurance and validation techniques
10. Use SPSS, Stata, Excel, and AI-based survey tools
11. Evaluate labour market policies using empirical data
12. Present findings using data visualization and dashboards
13. Strengthen ethical practices in research integrity and data governance

Target Audience

1. HR professionals and workforce planners
2. Labour economists and policy analysts
3. Government statisticians and researchers
4. NGO and development sector officers
5. Academic researchers and university students
6. Data analysts and M&E specialists
7. Trade union researchers and labour advocates
8. International development consultants

Course Modules

Module 1: Foundations of Labour Research

- Introduction to labour research concepts
- Evolution of labour market studies
- Key theoretical frameworks
- Data sources in labour economics
- Research ethics in labour studies
- **Case Study:** National labour force survey analysis

Module 2: Survey Design Principles

- Survey planning frameworks
- Defining research objectives
- Structuring survey instruments
- Validity and reliability concepts

- Pilot testing methods
- **Case Study:** Employment survey design failure analysis

Module 3: Sampling Techniques

- Probability sampling methods
- Stratified and cluster sampling
- Sample size determination
- Sampling bias reduction
- Real-world sampling applications
- **Case Study:** Household labour survey sampling

Module 4: Questionnaire Development

- Question formulation techniques
- Scaling methods (Likert, semantic)
- Avoiding survey bias
- Digital questionnaire tools
- Pre-testing and refinement
- **Case Study:** Workforce satisfaction survey design

Module 5: Data Collection Methods

- Face-to-face interviews
- Online survey platforms
- Telephone data collection
- Mobile data gathering tools
- Fieldwork best practices
- **Case Study:** Digital labour data collection project

Module 6: Qualitative Research in Labour Studies

- Focus group discussions
- Key informant interviews
- Thematic analysis techniques
- Coding qualitative data
- Narrative interpretation
- **Case Study:** Informal employment research

Module 7: Quantitative Data Analysis

- Descriptive statistics
- Inferential statistics
- Regression analysis
- Correlation in labour data
- Data cleaning techniques
- **Case Study:** Wage inequality analysis

Module 8: Labour Market Indicators

- Employment and unemployment rates
- Labour force participation

- Underemployment measurement
- Productivity indicators
- Informal sector metrics
- **Case Study:** Youth unemployment trends

Module 9: Software for Labour Research

- SPSS for statistical analysis
- Stata for econometric modeling
- Excel for data processing
- R for advanced analytics
- AI survey tools
- **Case Study:** Software-driven labour analysis

Module 10: Data Visualization

- Dashboard creation techniques
- Chart selection principles
- Storytelling with data
- Power BI applications
- Infographic development
- **Case Study:** Labour market dashboard design

Module 11: Labour Economics Applications

- Wage theory applications
- Labour supply and demand
- Human capital theory
- Migration and mobility trends
- Productivity analysis
- **Case Study:** Migration labour impact study

Module 12: Policy Research & Evaluation

- Policy impact assessment
- Program evaluation methods
- Cost-benefit analysis
- Evidence-based policymaking
- Monitoring frameworks
- **Case Study:** Employment policy evaluation

Module 13: Digital Survey Technologies

- Mobile data collection apps
- Cloud-based survey systems
- AI-assisted survey design
- Real-time analytics
- Geo-tagging of data
- **Case Study:** Digital census implementation

Module 14: Data Quality & Ethics

- Data validation techniques
- Handling missing data
- Ethical data collection
- Confidentiality standards
- GDPR-style compliance concepts
- **Case Study:** Ethical breach in labour survey

Module 15: Research Reporting & Presentation

- Structuring research reports
- Academic and policy writing
- Executive summaries
- Presentation skills
- Stakeholder communication
- **Case Study:** National labour report publication

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com