

Postgraduate Certificate Strategies and Methods of Social Research





Postgraduate Certificate Strategies and Methods of Social Research

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Intended for: University Graduates, professionals in the fields of Human Resources, Labor Relations and Psychology, who wish to delve their knowledge in this field

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/strategies-methods-social-research

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01 Welcome

Today, organizations and companies of all sectors and sizes are fully aware of the importance of human capital to their success. In this sense, Human Resources play a very important role, since they are the ones who take care of and guarantee the well-being of the organization's human capital. In this sense, in order to guarantee this well-being, it is vital that the professional is able to conduct research that analyzes both the state of the collaborators, as well as the personnel selection processes. This is exactly what this program will deepen, in which professionals will acquire both qualitative and quantitative competencies in Social Research.



Postgraduate Certificate in Strategies and Methods of Social Research
TECH Global University



“

Thanks to the very complete contents provided by this Postgraduate Certificate, you will be able to carry out innovative qualitative and quantitative research in the field of Human Resources"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The objectives of this program are based on alleviating the educational needs of Work Relationships professionals in this field. In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to efficiently advance in their professional careers. For all these reasons, this training will be for The Learner a journey of personal and professional growth that will lead them to the highest quality in their intervention as Labor Relations.



“

If your goal is to expand your professional career as a specialist in quantitative and qualitative research, with the Training that will enable you to compete among the best, look no further. This program will give your career the boost it needs"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

The **Postgraduate Certificate in Strategies and Methods of Social Research** will enable students to:

01

Introduce the student to research sources, indicating their classification and studying their reliability when starting a research project

02

Gain knowledge about the stages of quantitative research





03

Identify those of quantitative research

04

Recognize techniques and instruments for qualitative and quantitative data collection

05

Structure and Content

The syllabus of this Postgraduate Certificate has been designed and created by a team of specialists in the field to respond specifically to the needs of Human Resources professionals. This compendium of content, has also been designed with a focus on applied learning, which will allow professionals to successfully intervene, by means of a broad vision connected to real environments in the profession. Therefore, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more professionals specialized in the field.



“

A complete teaching program created to offer the professional an efficient and fast learning process, compatible with their personal and professional life"

Syllabus

Currently, organizations of all sizes and sectors are becoming aware that Human Resources asset in within companies, and is also the master key to achieving the growth goals set. This is largely due to the union that is created between the company and its workers, which, if created correctly, can exponentially promote productivity in the processes.

But for this to be possible, it is essential to have a deep knowledge of the state of human capital involved with the organization, both internally and externally. In this sense, this Postgraduate Certificate will provide an in-depth approach to the most effective and efficient strategies and methods for conducting in-depth research on various aspects of the company.

During the course of the program, we will delve into both qualitative and quantitative research techniques that provide better results in social studies. This will aim to bring the student closer to the research sources, indicating their classification and deepening in their reliability when starting a research.

In the same way, the process to plan, establish and carry out a successful research will also be studied. From the conceptual phase to the dissemination phase of the study, an in-depth knowledge of the research method will be a great asset in the student's curriculum when it comes to positioning himself in this sector. All this through an updated compendium, with 100% online format and with flexible timetable so that the student can develop the degree at their convenience.

This program takes place over 6 weeks and is delivered completely online.

Module 1

Strategies and Methods of Social Research



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Strategies and Methods of Social Research fully online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Strategies and Methods of Social Research

1.1. Basic Notions of Investigation: Science and the Scientific Method

- 1.1.1. Definition of the Scientific Method
- 1.1.2. Analytical Method
- 1.1.3. Synthetic Method
- 1.1.4. Inductive Method
- 1.1.5. Cartesian Thought
- 1.1.6. Rules of the Cartesian Method
- 1.1.7. Methodical Doubt
- 1.1.8. The First Cartesian Principle
- 1.1.9. Induction Procedures According to J. Mill Stuart

1.2. The General Process of Research: Quantitative and Qualitative Focus

- 1.2.1. Epistemological Assumptions
- 1.2.2. Approach to Reality and the Object of Study
- 1.2.3. Subject-Object Relationship
- 1.2.4. Objectivity
- 1.2.5. Methodological Processes
- 1.2.6. Integration of Methods

1.3. Research Paradigms and Methods Derived from These

- 1.3.1. How Do Research Ideas Arise?
- 1.3.2. What to Research in Education?
- 1.3.3. Research Problem Statement
- 1.3.4. Background, Justification and Research Objectives
- 1.3.5. Theoretical Foundation
- 1.3.6. Hypotheses, Variables and Definition of Operational Concepts
- 1.3.7. Choosing a Research Design
- 1.3.8. Sampling in Quantitative and Qualitative Studies

1.4. Phases and Stages of Qualitative Research

- 1.4.1. Phase 1: Preliminary Conceptual
- 1.4.2. Phase 2: Planning and Design Phase
- 1.4.3. Phase 3: Empirical Phase
- 1.4.4. Phase 4: Analytical Phase
- 1.4.5. Phase 5: Dissemination Phase

1.5. Types of Quantitative Research

- 1.5.1. Historical Research
- 1.5.2. Correlation Research
- 1.5.3. Case Studies
- 1.5.4. "Ex Post Facto" Research on Completed Events
- 1.5.5. Quasi-Experimental Research
- 1.5.6. Experimental Research

1.6. Phases and Stages of Qualitative Research

- 1.6.1. Phase 1: Preliminary Phase
- 1.6.2. Phase 2: Field Phase
- 1.6.3. Phase 3: Analytical Phase
- 1.6.4. Phase 4: Information Phase

1.7. Types of Qualitative Research

- 1.7.1. Ethnography
- 1.7.2. Grounded Theory
- 1.7.3. Phenomenology
- 1.7.4. The Biographical Method and Life History
- 1.7.5. The Case Study
- 1.7.6. Content Analysis
- 1.7.7. Examination of Speech
- 1.7.8. Participatory Action Research

1.8. Techniques and Instruments for Collecting Quantitative Data

- 1.8.1. The Structured Interview
- 1.8.2. The Structured Questionnaire
- 1.8.3. Systematic Observation
- 1.8.4. Attitude Scales
- 1.8.5. Statistics
- 1.8.6. Secondary Sources of Information

1.9. Techniques and Instruments for Collecting Qualitative Data

- 1.9.1. Unstructured Interview
- 1.9.2. In Depth Interview
- 1.9.3. Focus Groups
- 1.9.4. Simple, Unregulated and Participant Observation
- 1.9.5. Life Stories
- 1.9.6. Diaries
- 1.9.7. Content Analysis
- 1.9.8. The Ethnographic Method

1.10. Data Quality Control

- 1.10.1. Requirements for a Measuring Instrument
- 1.10.2. Processing and Analysis of Quantitative Data
 - 1.10.2.1. Validation of Quantitative Data
 - 1.10.2.2. Statistics for Data Analysis
 - 1.10.2.3. Descriptive Statistics
 - 1.10.2.4. Inferential Statistics
- 1.10.3. Processing and Analysis of Qualitative Data
 - 1.10.3.1. Reduction and Characterization
 - 1.10.3.2. Clarify, Refine and Compare
 - 1.10.3.3. Programs for Qualitative Analysis of Textual Data



06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

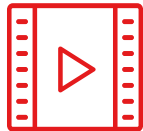
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

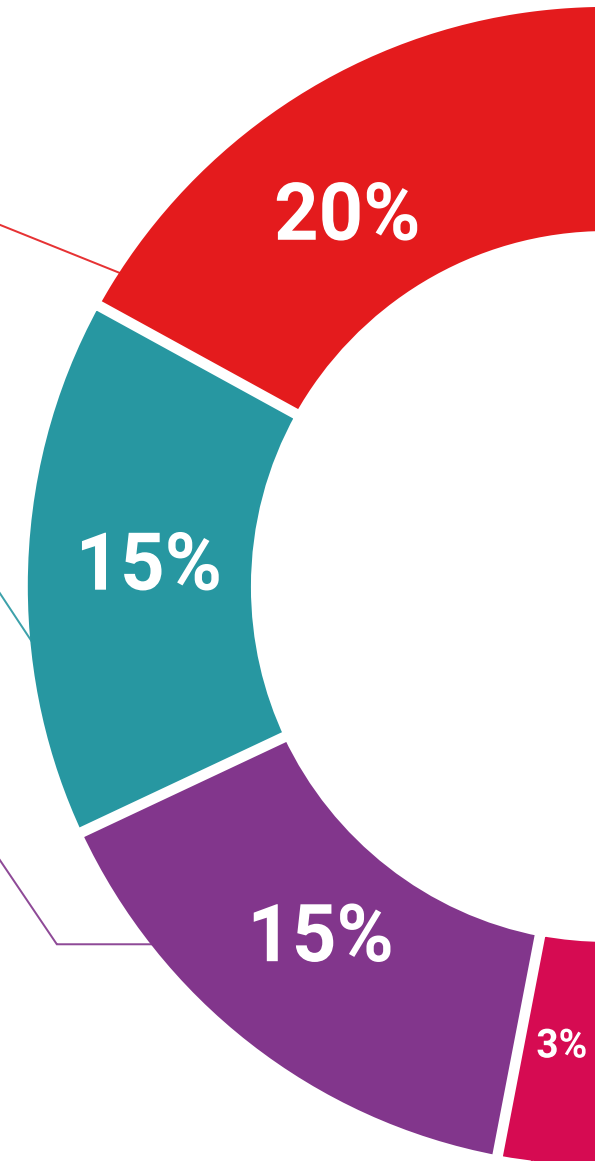
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

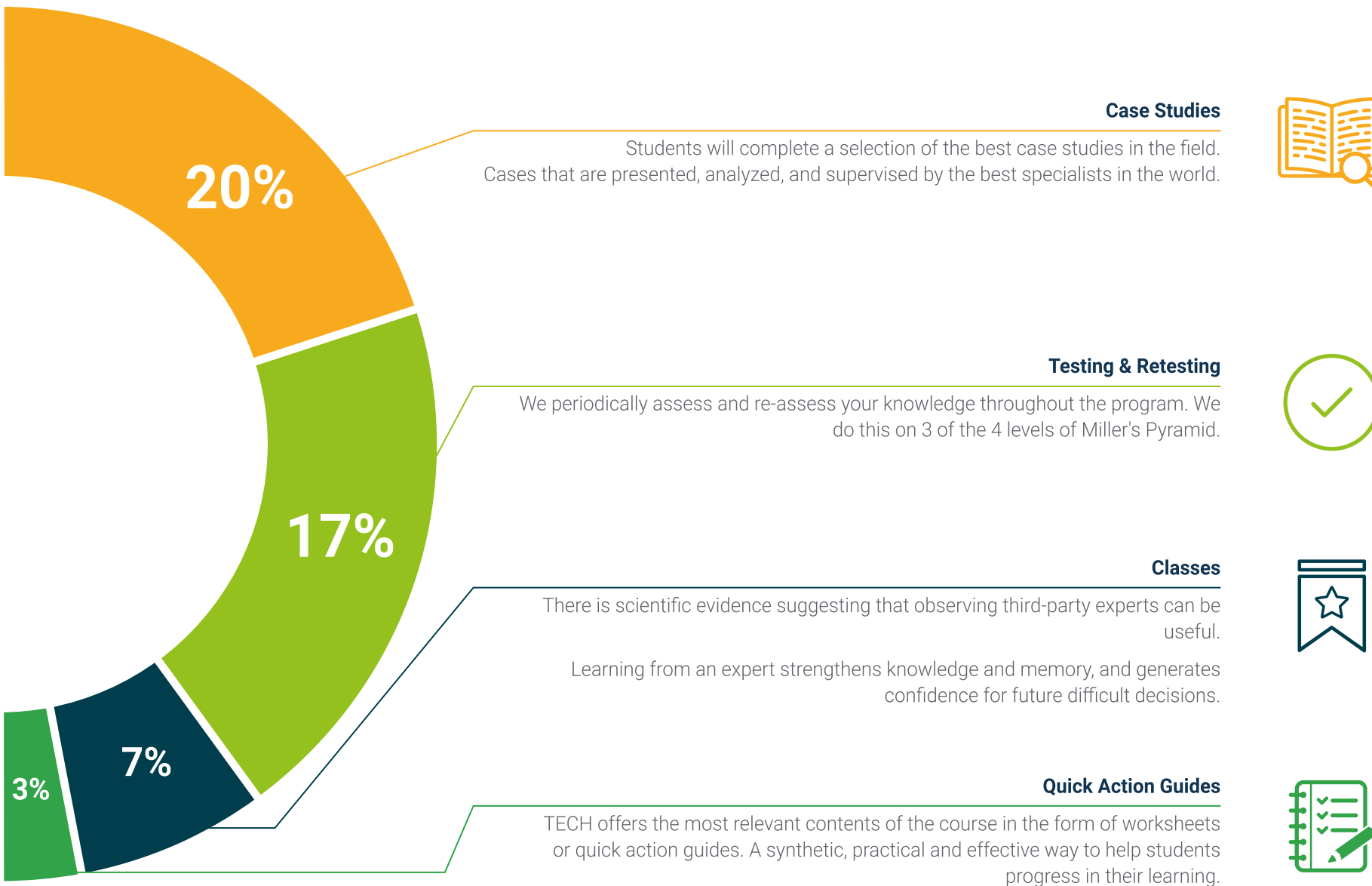
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Our Students' Profiles

The Postgraduate Certificate in Strategies and Methods of Social Research is a program aimed at professionals in labor relations, Human Resources and psychology who want to update their knowledge in the area of Strategies and Methods of Social Research and advance their professional career towards a promising future in this field. The compendium of knowledge that they will acquire after completing this complete training will enable them to practice in this field with guarantees of success and will enable them to position themselves as experts in digital entrepreneurship.



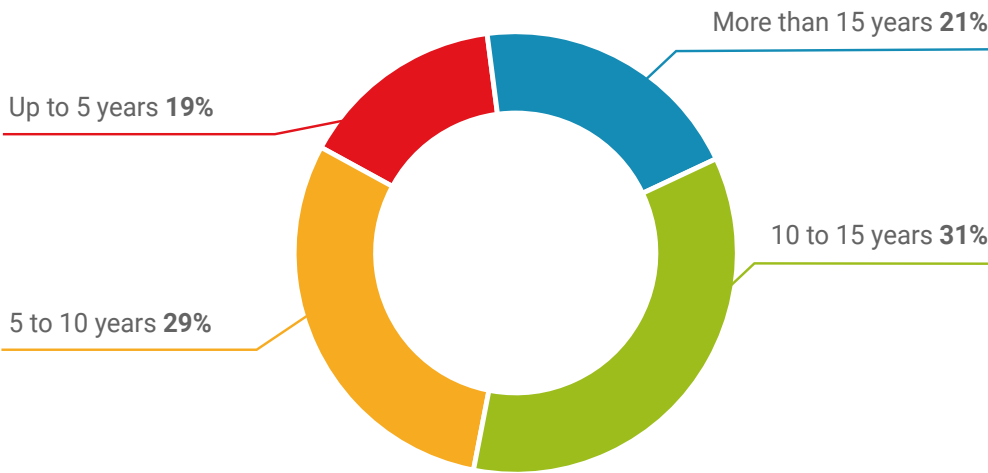
“

If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you"

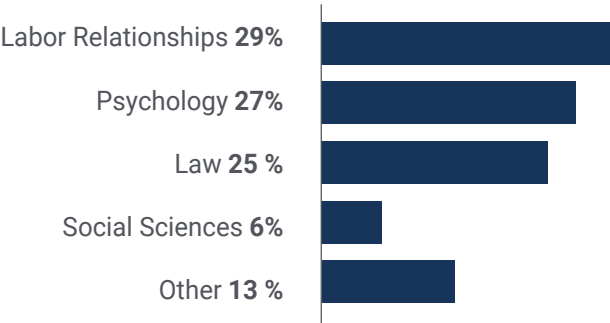
Average Age

Between **35** and **45** years old

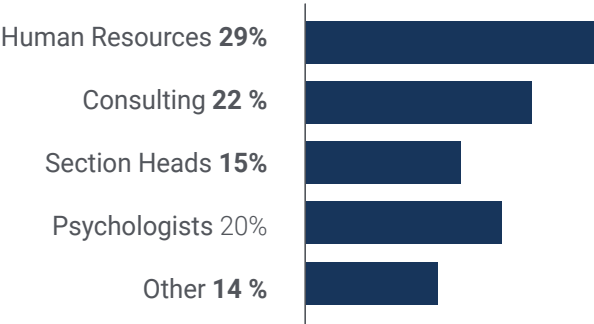
Years of Experience



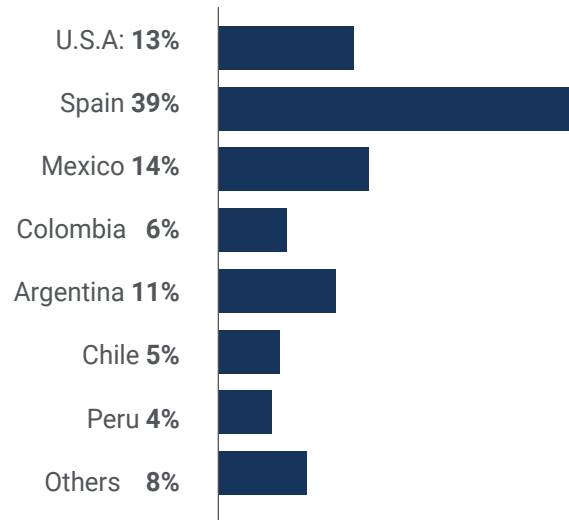
Training



Academic Profile



Geographical Distribution



Raquel Serrano

Human Resources and Benefits of Data Analytics Resources

"I have always been passionate about statistics and research and that is what led me to take this Postgraduate Certificate, as I felt it would help me to better interpret the data I handle in my daily work. That's certainly what I got and I couldn't be happier. I would like to thank TECH once again"

08

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. And do so efficiently.





“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

Are you ready to take the leap?

Excellent professional development awaits you.

With this program, professionals will be able to advance drastically in their profession, although there is no doubt that, in order to do so, they will have to make an investment in different aspects, such as economic, professional and personal areas.

However, the goal is to improve in your professional life and, to do so, it is necessary to be trained.

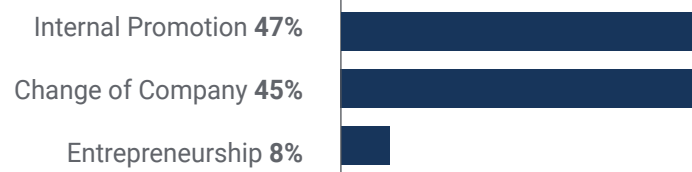
Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.

Completing the Postgraduate Certificate in Strategies and Methods of Social Research will allow you to advance in your profession.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



09

Benefits for Your Company

This Postgraduate Certificate in Strategies and Methods of Social Research contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing the training of the Students and improving your managerial skills. But it is also a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

Bring to the company new strategies in the management of employment policies thanks to the improvement of your knowledge and training"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

10 Certificate

This Postgraduate Certificate in Strategies and Methods of Social Research guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



“

*Successfully complete this program and
receive your university qualification without
having to travel or fill out laborious paperwork"*

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Strategies and Methods of Social Research** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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