



COURSE OVERVIEW TM0074 **Strategic Planning for Research and Studies**

Course Title

Strategic Planning for Research and Studies

Course Reference

TM0074

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Date/Venue

Sessions	Date	Venue
1	July 07-11, 2025	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK
2	September 01-05, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
3	November 03-07, 2025	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece
4	February 01-05, 2026	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai UAE

Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.



This course is designed to provide participants with a detailed and up-to-date overview of strategic planning for research and studies. It covers the nature of strategic planning and the building blocks of planning in an operational context; the must do things in planning a research; the research process and research design; the research problem and ontological and epistemological research perspectives; the quantitative and qualitative research; and the methods of methodology.



During this interactive course, participants will learn the skills to apply critical thinking; the bias, variables and their types; the formulation of hypothesis and sampling; the tools of data collection and data analysis; the interpretation of data; the search engines and library services; reading with purpose; reviewing literature and annotated bibliography; performing coding, research methods, descriptive or survey method, and experimental method; and reviewing research proposal and report.



Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply systematic techniques on strategic planning for research and studies
- Discuss the nature of strategic planning and the building blocks of planning in an operational context
- Determine the must do things in planning a research
- Plan with leading, organizing, control and communication as well as discuss research and study
- Illustrate research process and research design as well as identify research problem and ontological and epistemological research perspectives
- Carryout quantitative and qualitative research, methods of methodology and critical thinking
- Recognize bias including variables and their types, formulation of hypothesis and sampling
- Identify the tools of data collection and carryout data analysis and interpretation of data
- Discuss search engines and library services, read with purpose and review literature and annotated bibliography
- Perform coding, research methods and descriptive or survey method
- Employ experimental method, research proposal and report

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course covers systematic techniques on strategic planning for research and studies for department heads, section heads and selected officers.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos


In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Douglas Robinson, MBA, BSc (Honors), Dip, is currently the **President** of **DSR Consulting** and the **Professor of Business Studies Unit (BSU)** at **Durban Institute of Technology (DIT)**, where he is lecturing at **MBA level** in **Project Management Plan, Project Management Essentials, Technical Project Management, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Human Resource Management and Project Communications Management, Project Procurement Management, Analyzing Project Financial Data, Commercial**

Management, Quality Management System (QMS), Project Quality Management, Value Engineering, Quality Assurance, Project Management, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Financial & Credit Risk Management, Advanced Commercial Analysis, Suppliers & Contractors Management, Contract Administration & Cost Control, Effective Contract Risk Management, Presentation Skills, Negotiation Skills, Industrial Relationships, Driving Performance, Performance Measurement, Time Management Techniques, Organizing Daily Activities, Handling Difficulties & Pressure, Productivity & Feedback Management, Problem Solving & Decision Making, ISO 9001 Lead Auditor, Commercial Negotiation & Legal Aspects, Logistics & Supply Chain Management, Quality Management, Project Financial Planning, Financial Management, Materials Inventory Management, Budgeting & Cost Control, Project Accounting, Project Management, Contract Management, Operations Management, Procurement Management, Entrepreneurship and International Business

Mr. Robinson has over **40 years** of international experience in **Contract Management, Quality Management, ISO Standards, Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing Strategies, Project Management, Business Systems, Operations Management and Business Re-Organization**. Further, he is a **Registered Assessor of Quality Management, Logistics, Supply Chain Management, Procurement Strategies, Purchasing and Outsourcing**.

As a leader in the **Quality, Procurement and Logistics** fields, Mr. Robinson facilitated in-house skills development programmes in a lot of companies worldwide and has **extensive consulting experience** in both the public and private sectors. His experience includes implementing SAP system in Procurement, financial, sales, distribution, materials management and costing.

During his long career life, Mr. Robinson worked for many **International companies** such as Tiger Brands, Nestle's, Mondi Manufacturing, Mondi Forests, Masonite Africa Ltd., Frame etc. He worked as **General Manager, Quality Manager, Procurement Manager, Financial Manager, Contracts Manager, Logistics Manager, Logistics Superintendent, Project Manager, Purchasing Supervisor, SAP Facilitator**, etc.

Due to his thorough and long experience and knowledge, Mr. Robinson is **recognized internationally** as an **Expert** in **Logistics & Supply Chain Management, Procurement, Purchasing, Outsourcing, Strategic planning, business wellness analysis, Contract management, Project Management, feasibility studies, financial analysis, cash-flow forecasting, Capital investment analysis, risk analysis, Business process analysis, and Quality Management Systems**.

Mr. Robinson has a **Master's degree in Business Administration (MBA)** from the **University of Durban-Westville**, a **Bachelor's degree with Honors in Business Management and Administration** and **Diplomas in Medical Technology, Marketing Management, Business Management and Project Management** from the **University of Rhodesia** and from the **Damelin Management School** respectively. Further, he is a **Certified Instructor/Trainer, a Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)**, an active member of international professional affiliations and delivered innumerable trainings, courses, workshops and seminars globally.



Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Fee

London	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Madrid	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Athens	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	US\$ 5,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	<i>Introduction to Strategic Planning</i>
0900 – 0930	<i>The Nature of Strategic Planning</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Building Blocks of Planning in an Operational Context</i>
1100 – 1215	<i>Planning a Research – The Must Do Things</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>Planning with Leading, Organizing, Control & Communication</i>
1330 – 1420	<i>Introduction to Research & Study</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	<i>Research Process</i>
0830 – 0930	<i>Research Design</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Research Problem</i>
1100 – 1215	<i>Ontological & Epistemological Research Perspectives</i>
1215 – 1230	<i>Break</i>
1230 – 1330	<i>Quantitative & Qualitative Research</i>
1330 – 1420	<i>Methods of Methodology</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Two</i>



Day 3

0730 – 0830	Critical Thinking
0830 – 0930	Bias
0930 – 0945	<i>Break</i>
0945 – 1100	Variables & Their Types
1100 – 1215	Formulation of Hypothesis
1215 – 1230	<i>Break</i>
1230 – 1330	Sampling
1330 – 1420	Tools of Data Collection
1420 – 1430	Recap
1430	<i>Lunch & End of Day Three</i>

Day 4

0730 – 0830	Data Analysis
0830 – 0930	Interpretation of Data
0930 – 0945	<i>Break</i>
0945 – 1100	Search Engines & Library Services
1100 – 1215	Reading with Purpose
1215 – 1230	<i>Break</i>
1230 – 1330	Literature Review
1330 – 1420	Annotated Bibliography
1420 – 1430	Recap
1430	<i>Lunch & End of Day Four</i>

Day 5

0730 – 0830	Coding
0830 – 0930	Research Methods
0930 – 0945	<i>Break</i>
0945 – 1100	Descriptive or Survey Method
1100 – 1215	Experimental Method
1215 – 1230	<i>Break</i>
1230 – 1300	Research Proposal
1330 – 1345	Research Report
1345 – 1400	Course Conclusion
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

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