GEORGIAN COLLEGE

RESEARCH ANALYST

Program Outline

Major: RAPP
Length: 1 Year
Delivery: 3 Semesters
Credential: Ontario College Graduate Certificate
Effective: 2014-2015
Location: Barrie
Start: Fall (Barrie), Winter (Barrie)

Description

This program equips students with the knowledge, skills, and professionalism necessary to conduct applied research in a variety of sectors, such as marketing, tourism, media, government, public affairs, education, health, non-profit and social service agencies. The program provides students with hands-on experience and focuses on the entire research process. Students will formulate research questions, develop research designs, collect information from primary and secondary sources, perform data analysis, interpret results, communicate findings, and develop strategic recommendations. Special features of the program include an emphasis on traditional and emerging qualitative and quantitative methodologies, the use of technology, effective communication processes, and adherence to professional and ethical standards.

Career Opportunities

Career opportunities are available in a variety of public, private and non-profit organizations. Graduates have research skills to seek employment in marketing research, social planning research, media research, advertising research, tourism research, human resources research, education research, needs assessment and program evaluation research. Employers include educational institutions, consulting groups, municipal, provincial and federal government agencies, private corporations and social agencies.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- design, implement, and communicate an applied research project that demonstrates an understanding of the theoretical, conceptual, and operational aspects of the entire research process;
- adhere to professional and ethical standards, and legislative requirements;
- use appropriate qualitative, quantitative and hybrid methodologies to design and conduct primary research ;
- use technology to collect and process information, as well as communicate findings;
- conduct statistical and non-statistical analysis of information, as appropriate;
- critically interpret and evaluate research findings, and assess their implications within larger organizational decision processes;
- communicate information in a variety of formats using effective presentation techniques.

The Program Progression:

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Fall Intake - Barrie

Sem 1 | Sem 2  | Sem 3
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Fall  | Winter | Summer
2014  | 2015   | 2015

Winter Intake - Barrie

Sem 1  | Sem 2  | Sem 3
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Winter | Summer | Fall
2015   | 2015   | 2015
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Admission Requirements:

Applicants must meet ONE of the following requirements to be granted admission to this program:

- Three year college advanced Diploma or University Degree, or equivalent. Typical specialties include: psychology, sociology, political science, tourism, communications, education, health, business, marketing or advertising.

Selection Process:
Applicants will be asked to submit a current resumé and letter of interest to the Program Co-ordinator.

Admission decisions will be based on academic grades, resumé and letter of interest.

Additional Information:
Complementary to the learning outcomes, graduates of the Research Analyst Program will have a sense of confidence and competence that enables them to function effectively in a research setting by demonstrating many of the following skills and aptitudes: intellectual curiosity, critical inquiry, problem solving , creativity, initiative, practical experience, negotiation, professionalism, team work and leadership.

Graduation Requirements:
12 Mandatory Courses
1 Internship

Graduation Eligibility:
To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Mandatory Courses
RAPP1000 Population and Demography
RAPP1001 Survey Design and Analysis
RAPP1002 Database Management
RAPP1003 Fundamentals of Statistical Analysis
RAPP1004 Research Communication Skills
RAPP1005 Qualitative Research
RAPP1006 Research Seminar
RAPP1007 Advanced Statistical Procedures
RAPP1008 Research Management Skills
RAPP1009 Advanced Methods and Special Projects
RAPP1010 Spreadsheet and Table Management
RAPP1011 New Research Technology

Internship
RAPP1012 Research Analyst Internship

Course Descriptions:

RAPP1000 Population and Demography 42.0 Hours

This course provides students with knowledge and skills to analyze the demographic composition of population as well as the causes and consequences of population change. The emphasis is placed on conducting trend analysis and examining the relationships between social, economic, and demographic trends, by utilization of Statistics Canada information and Canadian Census Statistics. The demographic applications used in research studies for descriptive and analytical purposes are explored.

RAPP1001 Survey Design and Analysis 42.0 Hours

We are surveyed repeatedly about our opinions, behaviour and future intentions. Survey research is examined and techniques for its application in a variety of applied situations are developed. Students apply the theory of sampling, questionnaire design and data collection for a variety of decision making situations.

RAPP1002 Database Management 42.0 Hours

Database Management presents students with essential aspects of database design and use in research. Students define elements of a research database and create codebooks. Relational tables are constructed with properties including default values and validation rules. Students create data entry forms with easy to use features, including value boxes, automatic tabbing, and macros. In the latter portion of the course, students conduct queries and create reports, including crosstabs. Exporting, importing and merging data are also covered.

RAPP1003 Fundamentals of Statistical Analysis 42.0 Hours

This course introduces students to the methods used to present and describe information as well as some ability to draw conclusions about populations of data based on samples. The selection and use of summary values such as measures of central tendency and measures of variation are examined as well as some inferential statistical techniques. This course will also introduce students to a specialized statistical software package and how it can be used to summarize and analyze data.

RAPP1004 Research Communication Skills 42.0 Hours

Students refine existing skills in order to communicate confidently in a variety of situations. Writing skills will be developed through critiquing research documents, writing a proposal and a formal report and by applying advanced word processing and editing skills. Individual and group presentation skills will be strengthened through exercises using video feedback and presentation software. Students will clarify their career focus by beginning a portfolio.

RAPP1005 Qualitative Research 42.0 Hours

The Qualitative Research Methods course focuses on non-empirical methods of data gathering and on descriptive and explanatory levels of data analysis. The data gathering techniques to be studied include: indepth interviews, focus groups, case studies, field observations, literature reviews and historical research methods. The student applies these qualitative methods by means of case studies, field experiences and class research projects.

RAPP1006 Research Seminar 28.0 Hours
This course provides a forum for students to discuss and generate ideas on issues related to a variety of applied social research. Students conduct an in-depth study of a research topic of their choice, discuss issues with experts in the field of research, work in discussion groups, debate and problem solve on selected issues. In the research seminar, the students are given an opportunity to integrate their knowledge, skills and practical experience gained in the program.

RAPP1007 Advanced Statistical Procedures 42.0 Hours
This course builds on the inferential statistical techniques introduced in the Fundamentals of Statistics course, and introduces students to the use of some advanced parametric hypothesis tests (such as analysis of variance) and non- parametric tests. Multiple regression analysis and multiple comparison techniques are also studied. Students will develop the ability to recognize the appropriate statistical test for a given situation. The course makes extensive use of a statistical software package introduced in the first term.
P- RAPP1003 Fundamentals of Statistical Analysis

RAPP1008 Research Management Skills 42.0 Hours
A successful employee is one who is a team player and is motivated in any organizational environment. The behavioural aspects of project management are developed in this course, through the use of readings, experiential exercises, role playing and case studies. Students are actively involved in exploring and experiencing individual, group and organizational processes. In addition, the student develops a portfolio directed to his/her career goals as a research professional in a field of interest.

RAPP1009 Advanced Methods and Special Projects 42.0 Hours
This course focuses on advanced methodologies for gathering and analyzing data. Building upon the theory and skills from Semester 1, students plan and execute a custom research study of their choice. For the project, the student can employ either qualitative or quantitative methods introduced in Semester 1. The course concentrates on the entire research process but in particular, the analysis and interpretation and communication of the results. In addition, the student applies project management tools. The work includes the design of work plans, time and budget planning, and monitoring and evaluating the work progress.

RAPP1010 Spreadsheet and Table Management 42.0 Hours

Spreadsheet and Table Management presents students with a full range of data analysis and summary techniques using spreadsheet software. Basics to be covered include cell addressing, entering data and formulas, and relative versus absolute addressing. Drawing on their statistical knowledge, students produce common research data analyses, including histograms, measures of central tendency and variation, comparison of means, correlations and pivot tables. Students organize and present their results using summary tables and charts.

RAPP1011 New Research Technology 56.0 Hours
Technological advances in software and hardware are expanding the capabilities of researchers. This course exposes the student to the range of technology available to do qualitative and quantitative research. The technology ranges from data collection tools such as designing forms for data capture with a high speed scanner. In addition, students are introduced to designing surveys for the INTERNET, and both CATI (Computer Assisted Telephone Interviewing) and CAPI (Computer Assisted Personal Interviewing) applications. Students are allowed to further specialize in the use of at least one of the research technology and apply it to their special projects course.

RAPP1012 Research Analyst Internship 450.0 Hours
This course is designed to give the students practical experience in the field of research. Students work directly with a host agency for concentrated period of twelve weeks. Typically, the student serves as a research assistant for ongoing research projects. The student is assigned specific research responsibilities and must complete specific core and elective learning competencies during the internship.
(P- RAPP1000 Population and Demography or P- REA6106 Population & Demogra) and (P- RAPP1005 Qualitative Research or P- REA6129 Qualitative Research or P- REA6113 Qualitative Research) and (P- RAPP1001 Survey Design and Analysis or P- REA6114 Survey Design & Anal) and (P- RAPP1002 Database Management or P- REA6115 Database Management) and (P- RAPP1003 Fundamentals of Statistical Analysis or P- REA6116 Fund. Of Statistical) and (P- RAPP1004 Research Communication Skills or P- REA6117 Research Comm. Skills 1) and (P- RAPP1006 Research Seminar or P- REA6119 Research Seminar) and (P- RAPP1009 Advanced Methods and Special Projects or P- REA6130 Advanced Methods & Special Pro) and (P- RAPP1010 Spreadsheet and Table Management or P- REA6131 Spreadsheet And Table Man.) and (P- RAPP1011 New Research Technology or P- REA6132 New Research Tech.) and P- RAPP1007 Advanced Statistical Procedures and P- RAPP1008 Research Management Skills

Course Description Legend
P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing

basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.