

EFFECTIVE COLLECTION AND USE OF INFORMATION

Who should take this course?

This course is aimed primarily at managers in small organisations who need to use data and information to improve their operations but are not confident about their ability to collect and use it effectively.

What prior knowledge is required?

No prior knowledge of statistics is required. Participants will be expected to be knowledgeable in their own area.

What will the course cover?

This is a one-day course, covering the following topics:

- What kinds of data do organisations generally hold?
- What is the difference between quantitative and qualitative data?
- How are data generally stored?
- What techniques can be used to analyse data?
- Is it worth collecting more data?

There will also be a practical session where participants will work together on data issues identified by themselves.

The course is designed for a small group of people. We expect 10-12 participants. The normal maximum is 15.

What outcomes should participants expect?

On completion of the course, participants will have a basic understanding of:

- the difference between data and information;
- the importance of storing data in a way that facilitates future use;
- how existing data might be used more effectively;
- how to decide whether to collect more data.

How much does the course cost?

The fee for the course is £275 +VAT (£330 in total) including course documentation, lunch and refreshments in morning and afternoon breaks. Cancellation is possible without penalty until 4 weeks before the course date. Cancellations taking place more than one week but less than 3 weeks before the course date will be subject to a £60 administration charge. We regret that cancellations less than one week before the course date will not be entitled to a refund.

Register for this course

Detailed information on venue and programme will be provided after registration.