Grounded Theory Advanced Workshop Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Grounded Theory is a transformative qualitative research methodology used by scholars, PhD candidates, and social scientists to systematically develop theories rooted in real-world data. Grounded Theory Advanced Workshop Training Course equips researchers, academicians, and industry analysts with advanced tools, coding strategies, and analytic techniques necessary for theory construction and data saturation. Participants will gain hands-on experience in data coding, theoretical sampling, and conceptualization processes critical for high-impact qualitative research.

In today's data-driven world, the Grounded Theory approach enhances research rigor, ensuring validity and reliability in diverse fields like healthcare, education, social sciences, and business innovation. This advanced workshop provides participants with cutting-edge methodologies for open coding, axial coding, and selective coding, while integrating NVivo and ATLAS.ti software for efficient data analysis. With case studies, interactive sessions, and applied learning, this workshop bridges theory and practice to foster the development of context-specific models and frameworks.

Programme Curriculum

Grounded Theory Advanced Workshop Training Course

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Course Objectives

1. Master advanced Grounded Theory data analysis techniques.
2. Apply theoretical sampling strategies for data saturation.
3. Enhance skills in open, axial, and selective coding.
4. Utilize qualitative data analysis software like NVivo & ATLAS.ti.
5. Develop capacity in memo writing for theoretical integration.
6. Critically evaluate emergent theory development.
7. Integrate coding paradigms for robust conceptual frameworks.
8. Strengthen abilities in constant comparative analysis.
9. Address ethical considerations in qualitative research.
10. Apply Grounded Theory in multidisciplinary research fields.
11. Understand and implement constructivist and classic GT approaches.
12. Navigate challenges in data validation and trustworthiness.
13. Apply Grounded Theory for policy-making and innovation studies.

Target Audience

1. PhD Students & Doctoral Researchers
2. University Professors & Lecturers
3. Qualitative Researchers
4. Social Scientists
5. Market Research Analysts
6. Healthcare Researchers
7. Educational Leaders & Policy Makers
8. NGO Researchers & Project Evaluators

Course Duration: 5 days

Course Modules

Module 1: Grounded Theory Foundations

- Overview of Grounded Theory Evolution
- Classic vs Constructivist GT Approaches
- Philosophical Underpinnings
- Epistemological Considerations
- Key Terminologies in GT
- **Case Study:** Evolution of GT in Health Research

Module 2: Theoretical Sampling and Data Collection

- Defining Theoretical Sampling
- Criteria for Participant Selection
- Data Saturation Techniques
- Fieldwork Strategies
- Recording and Managing Data
- **Case Study:** Theoretical Sampling in Educational Research

Module 3: Advanced Coding Techniques

- Open Coding Principles
- Axial Coding Process
- Selective Coding for Theory Building
- Analytical Coding Strategies
- Codebook Development
- **Case Study:** Coding Processes in Social Policy Research

Module 4: Constant Comparative Method

- Definition and Importance
- Comparing Incident to Incident
- Comparing Data to Codes
- Theoretical Coding
- Refining Emerging Categories
- **Case Study:** Comparative Method in Healthcare Studies

Module 5: Memo Writing and Theoretical Integration

- Importance of Memos in GT
- Types of Memos
- Linking Memos to Codes
- Theory Integration via Memos
- Using Memos for Theoretical Saturation
- **Case Study:** Memo Writing in Market Behavior Analysis

Module 6: Utilizing Qualitative Data Analysis Software

- Overview of NVivo and ATLAS.ti
- Importing and Organizing Data
- Coding Automation Features
- Visualizing Data Connections
- Software Tools for Memo Integration
- **Case Study:** Software Use in NGO Impact Assessment

Module 7: Validity, Ethics, and Trustworthiness

- Establishing Credibility in GT
- Ethical Research Practices
- Member Checking Techniques
- Data Validation Strategies
- Trustworthiness Metrics in GT
- **Case Study:** Ethical Considerations in Sensitive Research Topics

Module 8: Application of Grounded Theory Across Disciplines

- GT in Education and Curriculum Development
- Policy Research using GT
- Organizational and Business Innovation
- Health Services Research Applications
- Using GT for Social Change Initiatives
- **Case Study:** GT Application in Educational Policy Formation

Training Methodology

- Interactive Lectures & Discussions

- Hands-on Coding Workshops
- Software Demonstrations (NVivo & ATLAS.ti)
- Group Activities & Collaborative Learning
- Real-world Case Study Analysis
- Guided Memo Writing and Theory Development Exercises

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

Register Online Now

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