

## BUSINESS RESEARCH, DEVELOPMENT MANAGEMENT

UNIT CODE: BUS/CU/BM/CC/01/5/A

### Relationship to Occupational Standards:

This unit addresses the unit of competency: Conduct business research and development

**Duration of Unit:** 120 Hours

### Unit Description

This unit specifies the competencies required to manage business research and development. It involves establishing research problems, developing research plan, conducting business research, analysing and documenting research findings.

### Summary of Learning Outcomes

1. Establish research problem
2. Develop research plan
3. Conduct business research
4. Analyse business research finding
5. Document business research findings

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Methods	Assessment
1. Establish Research Problem	<ul style="list-style-type: none"><li>• Carrying out business research needs</li><li>• Gathering customer feedback</li><li>• Establishing business research problem</li></ul>	<ul style="list-style-type: none"><li>• Written</li><li>• Oral</li><li>• Case studies</li></ul>	
2. Develop Research Plan	<ul style="list-style-type: none"><li>• Identifying research geographical area and target population.</li><li>• Determining research cost</li><li>• Establishing research personnel.</li><li>• Identifying research methods.</li><li>• Identification research tools, equipment and materials.</li><li>• Developing research hypothesis</li><li>• Developing research schedule</li></ul>	<ul style="list-style-type: none"><li>• Written</li><li>• Practical</li><li>• Case studies</li></ul>	
3. Conduct Business Research	<ul style="list-style-type: none"><li>• Identifying research tools, equipment and materials</li><li>• Conducting reconnaissance</li></ul>	<ul style="list-style-type: none"><li>• Written</li><li>• Practical</li></ul>	

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Methods</b>	<b>Assessment</b>
	<ul style="list-style-type: none"> <li>Collecting business research data</li> <li>Adhering to research schedule</li> </ul>		
4. Analyse Business Research Finding	<ul style="list-style-type: none"> <li>Collecting business research data</li> <li>Establishing business data analysis tools.</li> <li>Analysing business research data.</li> </ul>	<ul style="list-style-type: none"> <li>Written</li> <li>Practical</li> <li>Case studies</li> </ul>	
5. Document Business Research Findings	<ul style="list-style-type: none"> <li>Obtaining report writing tools</li> <li>Developing business report</li> <li>Implementation report.</li> </ul>	<ul style="list-style-type: none"> <li>Written</li> <li>Practical</li> <li>Case studies</li> </ul>	

### **Suggested Methods of Instruction**

- Instructor led facilitation of theory
- Demonstration by trainer
- Practical work by trainee
- Viewing of related videos

### **Recommended Resources**

- Calculator
- Computer
- Stationeries
- Camera
- Internet
- Tablets
- Questionnaires
- Mark pens
- Safety Shoes, Gloves, Sunscreen lotions