MANAGE BUSINESS RESEARCH AND DEVELOPMENT
UNIT CODE: BUS/BM/CC/01/5

Unit Description

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

ELEMENTS AND PERFORMANCE CRITERIA

Element	Performance Criteria
These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* ***Bold and italicized terms are elaborated in the Range***
1. Establish research problem	1.1 Research needs are carried out in accordance with organizational business performance and market demands 1.2 Customer feedback on organizations' products and services are gathered based on organizational policy

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	1.3 Business research problem is established according to business needs assessment findings
2. Develop research plan	2.1 Research geographical area and ***target population*** is identified based on established research problem
	2.2 Approximate research cost is determined according to the research problem and organizational budget
	2.3 Required man power is established based on the research problem
	2.4 Data **research methods** are identified and developed according to research area
	2.5 ***Research tools, materials and equipment*** are identified based on research requirements
	2.6 ***Research hypothesis*** is developed

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	based on the research problem 2.7 Business research schedule is developed in accordance with research activities
3. Conduct business research	3.1 Business research tools, materials and equipment identified are assembled according to research plan 3.2 Reconnaissance is conducted according to research plan 3.3 Business research data and information is collected according to the research schedule 3.1 Adherence to the research schedule is observed as p Business research tools, materials and equipment identified are assembled according to research plan 3.2 Reconnaissance is conducted according to research plan

Element	Performance Criteria
These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* ***Bold and italicized terms are elaborated in the Range***
	3.3 Business research data and information is collected according to the research schedule 3.4 Adherence to the research schedule is observed as per the research plan and organization requirement
4. Analyze business research finding	4.1 Business research data and information collected is prepared for analysis 4.2 are established according to statistical requirements 4.3 Collected business data and information is analyzed and presented based on statistical requirements

Element	Performance Criteria
These describe the key outcomes which make up workplace function.	*These are assessable statements which specify the required level of performance for each of the elements.* **Bold and italicized terms are elaborated in the Range**
5. Document business research findings	1.1 **Report writing tools** are obtained in accordance with SOPs 1.2 Business report is developed based on analyzed business data and information 1.3 Business report recommendation is shared and implemented based on organization policy

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range *May include but are not limited to:*
1. Report Writing Tools	1.1 Computer 1.2 Stationery
2. Target Population	2.1 Age 2.2 Occupations 2.3 Sex

Variable	Range *May include but are not limited to:*
3. Research methods	3.1 Questionnaires and surveys 3.2 Interviews 3.3 Observations 3.4 Case studies 3.5 Documents and records
4. Research tools, materials and equipment	4.1 Writing materials 4.2 Developed questionnaires 4.3 Tablets 4.4 Computers 4.5 Cameras 4.6 Check sheets 4.7 Control charts
5. Research hypothesis	5.1 Null hypothesis 5.2 Non- directional 5.3 Directional 5.4 Causal
6. Research needs	6.1 Introduction of new products and services 6.2 Modified products and services 6.3 Market expansion 6.4 Product channels
7. Analysis tools	7.1 Computers 7.2 Database 7.3 Data analysis software

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

The individual needs to demonstrate the following skills:

- Communication skills
- Problem solving
- Data collection and analysis
- Presentation
- Basic management
- Time management
- Adaptability
- Report writing
- Team work and interpersonal skills

Required Knowledge

The individual needs to demonstrate knowledge of:

- Management of business research and development
- Legal requirements and regulations in business operations
- Methods of data collections
- Data analysis and interpretation
- Research documentation
- Basic computer operations
- New product development

- Product and process improvement
- Proposal development
- Product costing
- New products standards and specification

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical aspects of competency	1.1 Carried out research needs
	1.2 Gathered customers' feedback on organizations' products and services
	1.3 Determined approximate research cost
	1.4 Identified and developed data research methods
	1.5 Identified and gathered research tools, materials and equipment
	1.6 Developed research hypotheses and schedule
	1.7 Collected, analyzed and shared business data and information
	1.8 Documented business research and findings

2.	Resource Implications	The following resources should be provided: 2.1 Workplace location 2.2 Data collection and analysis tools 2.3 Computer 2.4 Tablet 2.5 Stationary
3.	Methods of Assessment	Competency in this unit may be assessed through: 3.1 Observation 3.2 Written 3.3 Oral 3.4 Project
4.	Context of Assessment	4.1 Competency elements must be assessed in a safe working environment 4.2 Assessment may be conducted in a workplace or simulated environment
5.	Guidance Information for Assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.