COURSE PROFILE: Business Research, Analysis, and Reporting

Title	Business Research, Analysis, and Reporting
Length	3 days
Description	No matter what your position is, you will likely participate in a business research project. This course covers: • planning a reasearch project, • research techniques, • analysis of the findings, • designing a solution, • reporting on the findings, and • evaluation feedback The training techniques for this course include lectures and a case study.
Target Audience	This course targets staff members (such as analysts, managers, and other positions) who are involved in some type of business research.
Prerequisites	Structured Writing The Structured Writing course provides a foundation for identifying the types of information you would be looking for when doing research and provides a proven method for reporting on your findings.
Learning Objectives	The student will be able to: • plan a research project, • describe the different fact finding approaches, • perform the fact finding activities, • analyze the results of the fact finding activities, and • prepare a written or oral report on the findings.
Course Material	Each Student will receive a copy of the course slides
Cost	Contact us for current pricing

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Course Content	**Introduction**

	• Business research, analysis, and reporting process
	• The PIECES framework for categorizing problems, opportunities, and directives
	• Planning the research
	• Establishing the scope of the research
	• Identifying the audience and your objectives with each audience
	
	Tasks and Tools
	
	• Research task and tools
	• Fact gathering tools
	• Problem analysis
	• Problem analysis worksheet
	• Document analysis
	• Document analysis worksheet
	• Content analysis
	• Content analysis worksheet
	• Job analysis
	• Job analysis worksheet
	• Process analysis tools
	• Data analysis tools
	
	Fact Gathering Approaches
	
	• Understanding the kinds of information to gather
	• Fact-finding approaches
	   o Questionnaire
	   o Interview
	   o Teaming
	   o Observation
	   o Web research
	• Communication principles
	• Body language and proxemics
	• Guidelines for doing effective listening
	• Written communication guidelines
	
	Fact Gathering Exercises
	
	• Planning
	• Determining the fact gathering tools to use
	• Completing the fact finding task

COURSE PROFILE: Business Research, Analysis, and Reporting	
Course Content, Continued	**Analysis of Findings** • Identifying alternatives • Cost Benefit Analysis • Selecting an Alternative **Presenting Findings and Recommendations** • Selecting, organizing, and presenting the findings and recommendations using the structured writing approach • Media options and timing • Delivering the report • Evaluating feedback