

COURSE PROFILE: Business Research, Analysis, and Reporting

Title	Business Research, Analysis, and Reporting
Length	3 days
Description	<p>No matter what your position is, you will likely participate in a business research project. This course covers:</p> <ul style="list-style-type: none"> • planning a reasearch project, • research techniques, • analysis of the findings, • designing a solution, • reporting on the findings, and • evaluation feedback <p>The training techniques for this course include lectures and a case study.</p>
Target Audience	This course targets staff members (such as analysts, managers, and other positions) who are involved in some type of business research.
Prerequisites	<p>Structured Writing</p> <p>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.</p>
Learning Objectives	<p>The student will be able to:</p> <ul style="list-style-type: none"> • 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	<p>Our all inclusive local onsite fee for up to 15 students is \$8,200.00*.</p> <p>*Effective Date: 01/01/2010. This price does not include travel outside the Baltimore, MD or District of Columbia area.</p>

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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
 - Questionnaire
 - Interview
 - Teaming
 - Observation
 - 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

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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