



Derek Hendrikz Consulting Presents:
Business Research

Duration:	2-days
Max. Participants:	20
Facilitators:	1
SETQAA Accreditation:	Services SETA – Decision Number 2072

About the workshop:

The business research workshop is aimed at enabling the learner to use research methodology as a strategic business tool to make accurate assumptions about various organisational and business aspects.

The following areas are covered during the programme:

- Business research techniques & tools.
- The business research process.
- Quantitative & Qualitative research.
- Data analysis and interpretation of results.
- Putting together the research report.
- Using research techniques to analyse business documents and reports.

The workshop outcome:




On completion of the workshop the participant should be able to use business research as a strategic business tool to make accurate assumptions and recommendations about various organisational and business aspects.

Workshop Objectives:

Participants will achieve the workshop outcome by being able to:

- Understand the concept of business research.
- Practically do business research.
- Know and understand the different models and tools of business research.
- Use business research as a strategic business tool.

Included:

-  All programme materials and handouts.
-  Issuing of certificate on completion of programme.
-  Record keeping of all results and assessments in order for participants to receive recognition for prior learning through the National Qualifications Framework.

Training methodology:

Teaching by example and experiential learning probably describes the training methodology most accurately. Participants will be actively involved in the learning and use case studies and workplace examples to demonstrate the research techniques taught in this programme. Practical assessment will ensure that participants are able to demonstrate the specific workshop outcomes. As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Programme:

Time:	Day 1:	Day 2:
08:00-10:00	Introduction to business research.	Data analysis and interpretation of results.
10:00-10:30	<i>Convenience Break</i>	
10:30-12:30	The business research process.	Putting together the research report.
12:30-13:30	<i>Lunch</i>	
13:30-15:00	Quantitative & Qualitative Research.	Using research techniques to analyse business documents and reports.
15:00-15:15	<i>Convenience Break</i>	
15:15-16:00	Day Review	Programme Evaluation

Who Should Attend?

- Strategic managers.
- Senior & middle managers.
- Supervisors.
- Business owners.
- Any person who is interested in the field of business research.

Day 1:

Introduction to business research:

An overview and basic introduction is given here. Practical examples and exercises will be used to demonstrate the basic principles taught. The following aspects will be covered:

- Understanding the concept.
- Systematic approaches.
- Models of business research.
- Scientific approaches.

The business research process:

The whole process from proposal to recommendations is worked with here. Aspects covered are:

- Drafting the research proposal.
- Research design.
- Data collection.
- Sampling methods.
- Recommendations.

Quantitative & qualitative methods:

The difference between quantitative and qualitative research is worked with here. The following areas are covered:

- Understanding the difference.
- Experiential and non-experiential research.
- Historical research.
- Qualitative methods.

Day 2:

Data analysis and interpretation of results:

This section will deal with the analysis of data and the interpretation of research results. Some of the general aspects worked with are:

- Data preparation.
- Data presentation.
- Data correlation.
- Graphical representation of data.
- Data interpretation.

Putting together the research report:

- Learners will be assisted in putting together a research report.
- Structure and format are some of the areas worked with here.
- This is a practical session, where information from case studies, which the delegates have done during the workshop, will be used to compile a research report.

Using research techniques to analyse business documents and reports:

- Here various business documents and reports will be analysed by participants.
- Learners will learn to use systematical research techniques to analyse and draw assumptions on business documentation.

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