

Title	Conduct business research in a service delivery organisation		
Level	5	Credits	10

Purpose	People credited with this unit standard are able to, in a service delivery organisation; propose and produce a research plan for a business problem; and analyse data and present research findings to address a business problem.
----------------	--

Classification	Service Sector Skills > Service Delivery
-----------------------	--

Available grade	Achieved
------------------------	----------

Guidance Information

- 1 The stakeholder may be a facilitator, business, or organisational associate who is experienced in business research and is able to give research guidance and supervision.
- 2 Assessment can be in a work-based environment or a training or education environment and should be focused on a business problem, which may originate with the stakeholder or the candidate.
- 3 The business problem should relate to a topic within the candidate's current experience and understanding. Topics may include but are not limited to – introducing a new product or service, rebranding an existing product, segmentation targeting and positioning, increasing levels of customer satisfaction, site selection, staff availability.
- 4 The sampling scheme must identify a segment of the target population that will be representative of the target population as a whole. The sampling scheme design includes identifying the sampling unit, sample size, and sampling procedure.
- 5 Cultural and ethical implications must be considered in each step of the research process covered in the elements of this standard. Research must meet all statutory, regulatory, customary and organisational requirements related to culture and ethics.
- 6 Guidance on business research standards can be found in authoritative business research text books:
The Industry Code Of Practice of The Research Association of New Zealand accessible at: <https://www.researchassociation.org.nz/>.
ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics accessible at: https://www.esomar.org/uploads/pdf/professional-standards/ICCESOMAR_Code_English_.pdf; related global professional guidelines relating to business research can also be accessed from <http://esomar.org/>.

- 7 Any relevant Acts, regulations, and bylaws must be complied with during assessment against this standard.

Outcomes and performance criteria

Outcome 1

Propose a research plan for a business problem in a service delivery organisation.

Range qualitative and quantitative, exploratory and confirmatory, data gathering and analysis.

Performance criteria

- 1.1 Business problem is analysed and defined, research question is established, and target population is identified, according to stakeholder expectations and business research standards.
- 1.2 Sampling scheme is proposed to meet business research standards.
- 1.3 Existing knowledge and data are evaluated in terms of validity and reliability.
- Range may include but is not limited to – literature, Official Statistics, industry data.
- 1.4 Stakeholder is provided with preliminary findings and a provisional research proposal according to stakeholder expectations and business research standards.

Outcome 2

Produce a research plan for a business problem in a service delivery organisation.

Performance criteria

- 2.1 Methods for data gathering are selected for the business problem.
- Range may include but are not limited to – focus group, depth interview, survey questionnaires, semi-structured interview, online questionnaires, content analysis, observation, experiments; a minimum of two.
- 2.2 Ethical considerations of selected data gathering methods are evaluated and assessed, and an ethical framework is designed, to meet professional, industry, or organisational codes of ethics.
- Range may include but are not limited to – participant information on research objectives, consent forms, participant anonymity or confidentiality, data storage and protection, access to data.

- 2.3 Data gathering methods, ethical framework and data analysis techniques are specified according to stakeholder expectations and business research standards.
- 2.4 Research plan is written up and presented to meet stakeholder expectations and business research standards.

Outcome 3

Analyse data and present research findings to address a business problem in a service delivery organisation.

Performance criteria

- 3.1 Data is gathered in accordance with research plan.
- 3.2 Data is analysed in accordance with research plan.
- 3.3 Research question is addressed, and findings are determined in accordance with research plan.
- 3.4 Research report is presented to stakeholder according to stakeholder expectations and business research standards.

Replacement information	This unit standard replaced unit standard 2952
--------------------------------	--

Planned review date	31 December 2025
----------------------------	------------------

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 May 2010	31 December 2018
Review	2	17 March 2016	31 December 2018
Revision	3	20 October 2016	31 December 2023
Review	4	28 October 2021	N/A

Consent and Moderation Requirements (CMR) reference	0112
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.