Unit Title:	**Analyse and present business data**
OCR unit number:	36
Level:	3
Credit value:	6
Guided learning hours:	24
Unit reference number:	M/506/1945

Unit aim and purpose

This unit aims to develop the knowledge and skills required to analyse and present business data. Upon completion of this unit, learners will have developed an understanding of the analysis and presentation of business data. Learners will be able to analyse both quantitative and qualitative business data and will also be able to present this analysis appropriately.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the analysis and presentation of business data	**The Learner can:** 1.1 Explain the uses and limitations of primary and secondary data 1.2 Explain the uses and limitations of quantitative and qualitative data 1.3 Evaluate the issues relating to the validity and reliability of data and its analysis 1.4 Explain the use of IT tools to carry out research 1.5 Assess the risks attached to making judgments based on limited or unrepresentative samples 1.6 Assess the risks attached to generalizing research findings 1.7 Explain different **formats** and techniques for the presentation of the analysis	**Formats** may include: • Text • Tables • Graphical
2 Be able to analyse quantitative and qualitative business data	2.1 Agree the parameters of the analysis 2.2 Clarify any ethical requirements of the analysis 2.3 Organise the data in a way that will facilitate its analysis	

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Learning Outcomes	Assessment Criteria	Additional Guidance
	2.4 Select valid and reliable data analysis methods and techniques that are appropriate to the data and analysis objectives 2.5 Apply analytical **techniques** that are appropriate to the purpose of the research and the nature of the data 2.6 Confirm the accuracy of data analysis and make necessary adjustments 2.7 Draw **conclusions** that are valid and supported by evidence	**Techniques** may include, • Comparing • Contrasting • Measuring • Monitoring **Conclusions:** • Within limits of own responsibility • Linked to original brief • In agreed format
3 Be able to present the analysis of business data	3.1 Present data in the agreed reporting format and house style 3.2 Acknowledge the limitations of the analysis 3.3 Reference data sources	

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Business & Administration (2013) National Occupational Standards:	CFABAD322	• Analyse and report data

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .

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