OCR
Oxford Cambridge and RSA

Unit Title:	**Understand the use of research in business**
OCR unit number:	50
Level:	2
Credit value:	6
Guided learning hours:	40
Unit reference number:	A/506/1818

Unit aim and purpose

This unit aims to develop knowledge and understanding regarding the use of research in business. Upon completion of this unit, learners will have an understanding of the research process and will also understand how research can be used in business.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand the research process	**The Learner can:** 1.1 Describe the main stages in the research process 1.2 Explain the importance of scoping research and setting the research objectives 1.3 Explain the importance of identifying the limitations of research methods 1.4 Explain the difference between primary and secondary research 1.5 Describe the difference between quantitative and qualitative research methods 1.6 Describe the advantages and disadvantages of different research methods 1.7 Describe the use of different analytical techniques in the research process 1.8 Explain the importance of validity and reliability in the research process	
2 Understand how to use research in business	2.1 Outline the limitations of applying research outcomes 2.2 Explain why and how to use sources of current and archived business information 2.3 Explain how to validate research information	

© OCR 2014

Learning Outcomes	Assessment Criteria	Additional Guidance
	2.4 Describe the purpose and applications of research in business 2.5 Describe organisational conventions and formats for presenting research reports 2.6 Explain the organisational policy for acknowledging sources of information 2.7 Explain ways in which ethics can affect the conduct and use of research	

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:	CFABAD323	• Research information

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 .

© OCR 2014