**Unit- Research, Problem-Solving and Business Reporting**

Each assignment -500 words Minimum

Task 1

1.1 Critically apply the principles and practices of quantitative and qualitative research on a practical level.

1.2 Define research and development questions and prioritise them in relation to contemporary managerial and business needs.

Task 2

2.1 Make use of research evidence, big data, data analytics and pattern recognition to support business propositions and recommendations.

2.2 Critically identify the requirements of an effective report and the factors that make it compelling for senior and strategic management.

2.3 Produce effective reports that articulate business problems, point to relevant research evidence and provide recommendations.