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| **TSC Category** | Development and Implementation | | | | | |
| **TSC Title** | Research | | | | | |
| **TSC Description** | Research on a concept or idea to provide inputs for content development | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-RND-3018-1.1** | **ICT-RND-4018-1.1** | **ICT-RND-5018-1.1** |  |
|  |  | Lead comprehensive research and analyse research findings to generate insights and recommendations | Design a research strategy and propose projects to meet identified research needs | Oversee and review the effective implementation of the research project within known resource constraints |  |
| **Knowledge** |  |  | * Principles of research * Best practices of qualitative and quantitative research * Data processing methods * Data analysis techniques * Techniques to detect gaps in information * Legal risks, factual errors and breaches of codes of conduct involving use of research material * Applicable copyright norms and intellectual property rights | * Project design approaches for research projects * Techniques for budgets and resource management for research projects * Purpose of the research and how it will be used * Potential legal risks, factual errors and breaches of codes of conduct involved in using research material * Organisational guidelines affecting research project | * Organisation’s research requirements * Success metrics for research projects * Purpose of the research and how it will be used * Value, limitations and risks of using each sources and social networks for research purposes * Emerging methods for obtaining relevant information |  |
| **Abilities** |  |  | * Analyse the key problems to be addressed * Propose hypotheses for the research relevant to the key problems * Provide inputs to modify the research approach and execution plans * Organise material of relevance to the content for market research * Guide research process with inputs regarding type, quality and quantity of data and information to be collected * Verify the reliability and accuracy of the information through detailed checks * Detect any gaps in information uncovered and remove unreliable information * Highlight areas requiring further research * Clarify and resolve inconsistencies in the data of the research project * Analyse and interpret relevant data for results and important insights | * Define the key problems to be addressed in the research project * Design a research strategy to meet identified research needs * Review the relevance and usefulness of findings against research objectives outlined in research project plan * Lead the production of the final research findings and its associated outcomes * Develop reports to showcase business recommendations based on research findings * Develop reports on future improvements to research processes * Identify legal and ethical issues likely to arise from using any research material | * Commission and oversee the research project plans until project reaches the finalisation stage * Drive the main research objectives and resource constraints of the project * Determine the research procedure and research methods best suited to collect and analyse the information * Oversee the interpretation of research findings to ensure the relevancy of the findings * Present recommendations which address all of the research objectives and how the results will support the decision making * Drive improvements to research processes and practices to improve research outcomes |  |
| **Range of Application** |  | | | | | |