



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS602A Develop an action plan for an e-business strategy

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers development of an action plan or operational plan for the implementation and management of an e-business strategy.

Consider co-assessment with BSBEBUS601A Develop an e-business strategy.

Competency field

e-business

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Consider co-assessment with BSBEBUS601A Develop an e-business strategy.

Competency field

e-business

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Identify parameters for action plan	<ul style="list-style-type: none">1.1 The structure and format of the plan and resources for strategy implementation are confirmed in accordance with organisational requirements1.2 e-business strategy is analysed to confirm strategic direction, critical success factors and key result areas1.3 Pre-planning data such as available resources, budget allocations, timeframes and milestones are confirmed for the operating cycle of the e-business strategy1.4 Legal, ethical and security issues relating to e-business are clarified1.5 The impact of e-business trading is factored into operational policies where not all business will be conducted online
2 Identify tactical objectives and activities for action plan	<ul style="list-style-type: none">2.1 Tactical objectives are linked directly to critical success factors and strategic objectives for each key result area in the e-business strategy2.2 Tactical objectives include those that address contextual issues such as the e-business model of the organisation, occupational health and safety issues for e-business and the national / international nature of e-business2.3 Activities are identified and prioritised and responsibilities are assigned in accordance with organisational requirements2.4 Activities relate to both business activities and those that address risks and obstacles related to e-business2.5 Timeframes, resource implications and budgetary requirements are identified for each activity in accordance with pre-planning information

- 3 Formulate an action plan for an e-business strategy
 - 3.1 Outcomes, success measures, monitoring and reporting processes are included in the plan for each tactical objective and are valid and relevant
 - 3.2 The action plan identifies learning and development needs and systems, change management and implementation strategies to assist in achieving the e-business strategy
 - 3.3 Policies and procedures are scheduled for development / updating to guide business operation in accordance with the e-business model
 - 3.4 The action plan provides information and strategies in reader friendly language or diagrammatic format to ensure ease of use by the organisation
 - 3.5 The action plan is formulated in accordance with organisational requirements for content, structure and format
 - 3.6 The action plan includes monitoring and review processes to assess outcomes and identify and address shortfalls in accordance with organisational requirements

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical aspects of evidence

Integrated demonstration of all elements of competency and their performance criteria

Scope of the objectives and activities for e-business

Knowledge of e-business and e-business implementation issues

Underpinning knowledge*

* Required knowledge/skills is to be limited to that which is sufficient to perform the particular workplace competency

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

e-business environment

e-business terminology

General business planning concepts

Strategic operational and tactical planning methodologies

Legal, ethical and security issues relating to e-business

Culture of e-business versus traditional business models

Implementation issues

Stakeholders in planning process

Underpinning skills

Computer technology skills including database administration

Literacy skills to research, develop and write e-business action plan

Numeracy skills for budgetary information

Communication skills for consultation to determine priorities

Policy development skills

Ability to relate to stakeholders from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Three levels of performance denote level of competency required to perform a task.

1. Perform
2. Administer
3. Design

Collecting, analysing and organising information - to confirm pre-planning information (3)

Communicating ideas and information - through reader friendly action plan document (3)

Planning and organising activities - to prepare action plan (3)

Working with teams and others - to determine priorities and responsibilities for activities (3)

Using mathematical ideas and techniques - to estimate budgetary requirements (2)

Solving problems - to balance infrastructure and process activities against direct income earning activities (3)

Using technology - to prepare action plan (1)

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Solving problems - to balance infrastructure and process activities against direct income earning activities (3)

Using technology - to prepare action plan (1)

Range Statement

Range statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace may include:

award and enterprise agreements

national, State/Territory legislative requirements especially in regard to Occupational Health and Safety

intellectual property, confidentiality requirements

legal and regulatory policies affecting e-business

business ethics

and must include:

industry codes of practice

OECD International Guidelines for Consumer Protection in E-Commerce

copyright laws

privacy legislation

e-business is:

every type of business transaction in which the participants (ie suppliers, end users etc)

prepare or transact business or conduct their trade in goods or services electronically

(Definition of e-commerce in **E-competent Australia**, ANTA, May 2000)

Legal and ethical requirements may include:

confidentiality

codes of practice

business ethics

legislation

regulations

policies and guidelines

Tactical objectives may include:

links to strategic and operational objectives

links to general business strategies

Action plan information may include:

objectives

their link to the e-business strategy

activities

priorities

responsibility

timeframes

resource implications

budgetary implications

success measures

monitoring and evaluation processes

reporting processes

review processes

change management strategies

database construction and maintenance

access to website under construction
testing of website by client stakeholders
Policies and guidelines may include:
information management
risk management
intellectual property
fraud prevention and detection
business ethics
code of practice
human resource management
performance management
electronic communication
outsourcing
legal issues eg jurisdiction, contract validity, taxation
Occupational Health and Safety
and must include:
security
privacy
confidentiality

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national, State/Territory legislative requirements especially in regard to Occupational Health and Safety
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business ethics
and must include:
industry codes of practice
OECD International Guidelines for Consumer Protection in E-Commerce
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privacy legislation

e-business is:

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Legal and ethical requirements may include:

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codes of practice
business ethics
legislation
regulations
policies and guidelines

Tactical objectives may include:

links to strategic and operational objectives

links to general business strategies

Action plan information may include:

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Unit Sector(s)

Not applicable.