



**Australian Government**

# **ICTICT803 Endorse business plan components for a new initiative**

**Release: 1**

# ICTICT803 Endorse business plan components for a new initiative

## Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

## Application

This unit describes the skills and knowledge required to endorse a business plan for a new initiative, including the marketing, operations, organisational and financial plans within a medium to large organisation.

It applies to individuals who work in high-level management positions and lead the analysis, implementation and management of emerging, and converging, information and communications technology (ICT), as they are integrated into the business process to support the organisational strategic goals of medium to large organisations.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

## Unit Sector

General ICT

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Endorse a marketing plan for ICT business	1.1 Ensure that internal and external environmental issues are addressed 1.2 Critically review the feasibility of target market projections 1.3 Endorse the selection of advertising and promotional strategies
2. Endorse the operation plan	2.1 Review and verify, the scope of the business operation plan 2.2 Ensure that the business plan complies with business needs

ELEMENT	PERFORMANCE CRITERIA
	2.3 Endorse the criteria for quality processes against the organisational standards
3. Endorse the organisational plan	3.1 Critically analyse and review the organisation's structure 3.2 Ensure that the organisational structure meets the organisation's strategic plans and directions
4. Endorse the financial plan	4.1 Endorse the financial strategy for the new initiative 4.2 Evaluate the expected cash-flow projections 4.3 Critically analyse and evaluate the effects of financial decisions on the ability of the organisation to meet planned outcomes 4.4 Ensure financial risk-management procedures are followed according to organisational requirements 4.5 Ensure early detection and remedial action plans, for deviations in budget objectives and projections

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2, 4.1, 4.2, 4.3, 4.4	<ul style="list-style-type: none"> <li>Identifies, critically analyses and evaluates complex textual information, to evaluate the effectiveness of business plans</li> </ul>
Writing	1.3, 2.3, 3.2, 4.1, 4.3, 4.4, 4.5	<ul style="list-style-type: none"> <li>Selects the document structure, language, grammar and terminology, to suit the specific subject matter and audience when evaluating, providing feedback, and endorsing business plans</li> </ul>
Oral Communication	1.1-1.3, 2.1-2.3, 3.1-3.2, 4.1-4.5	<ul style="list-style-type: none"> <li>Obtains information by using effective listening and probing, open questioning techniques</li> <li>Uses grammatical structures, specialised language, and the appropriate tone, pitch and body language to achieve precise meaning, when articulating requirements and providing feedback</li> </ul>
Numeracy	1.2, 2.1, 2.2, 3.2, 4.1, 4.2, 4.3, 4.4,	<ul style="list-style-type: none"> <li>Uses a range of statistical, mathematical and financial calculations, formulae and functions,</li> </ul>

	4.5	together with appropriate software tools, to interpret numerical data relating to the market, operational and financial plans, and risk analysis
Navigate the world of work	3.2, 4.4	<ul style="list-style-type: none"> <li>• Takes responsibility to respond to explicit and implicit conventions within familiar work contexts, and appreciates the importance of identifying, and responding to, protocols in new situations</li> </ul>
Get the work done	1.1, 2.1, 2.2, 3.1, 4.3, 4.4, 4.5	<ul style="list-style-type: none"> <li>• Recognises the critical importance of clarifying, focusing and aligning goals, and expectations, and uses the process to build ownership of, and broad commitment to, achieving outcomes</li> <li>• Takes responsibility for high-impact decisions in complex situations involving many variables and constraints</li> <li>• May use formal analytical and lateral thinking techniques for identifying issues, generating and evaluating possible solutions</li> <li>• Demonstrates a sophisticated understanding of the principles, concepts, language and practices associated with the digital world, and endorses new technologies</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTICT803 Endorse business plan components for a new initiative	ICAICT703A Endorse business plan components for a new initiative	<p>Updated to meet Standards for Training Packages.</p> <p>Recoded and minor changes to Elements and Performance Criteria to meet AQF requirements</p>	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>

