Australian Government

Department of Education, Employment and Workplace Relations

SIRXEBS004A Select an e-business model

Revision Number: 2

SIRXEBS004A Select an e-business model

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to use e-business approaches and tools to establish more efficient business operations.

Application of the Unit

This unit applies to team members who identify, trial and evaluate a range of e-business models, and to report to stakeholders on the contrasting features and benefits of models in order to select an e-business model to meet organisation requirements.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Assess emerging electronic business capabilities and their relevance to sales and service systems.	1.1. Identify new capabilities provided by *online technologies and applications*. 1.2. Identify strengths, weaknesses, opportunities and threats related to the introduction of *e business solutions*. 1.3. Assess impact of electronic enablement on current *critical market factors*. 1.4. Identify relationship of e-commerce capabilities to established *business strengths*.
2. Confirm impact of business to business models on retail operations.	2.1. Establish impact of trends in business to business developments on retail operations. 2.2. Assess the ability of business to business solutions to enhance current *retail strategies*. 2.3. Compare and confirm features and advantages of different business to business models.
3. Confirm impact of business to consumer models on retail operations.	3.1. Establish the impact of business to consumer trends on retail operations. 3.2. Assess the ability of business to consumer solutions to enhance current retail strategy. 3.3. Compare and confirm features and advantages of different business to consumer models.
4. Evaluate and trial e business process and models.	4.1. Compare and contrast features and benefits of different *e business models*. 4.2. Assess the relevance of each model to current retail and service strategies. 4.3. Select e business processes and models. 4.4. Set performance requirements for an e business process and model. 4.5. Trial e business process and model. 4.6. Document, *evaluate* and report on data collected from e business trials. 4.7. Select e business model for adoption.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- interpersonal skills to:
    - communicate with external and internal groups and teams regarding e business models, applications and consultancies through clear and direct communication
    - ask questions to identify and confirm requirements
    - use language and concepts appropriate to cultural differences
    - use and interpret non-verbal communication
- literacy and numeracy skills to:
    - read and interpret data on e-business applications
    - generate reports
    - identify and assess forms of electronic transactions
- analytical and decision-making skills to:
    - seek out e-business strategies that produce operational efficiencies
    - implement e-business solutions that enhance sales and service efficiency
    - determine how e-business models and approaches can promote comparative brand, market and sales positions
    - determine appropriateness of various e-business applications and systems evaluate information on forecasts and trends in e-business
    - build e-business models that enhance business relationships

Required knowledge

- how e-business models affect e-business approaches
- relationship of e-commerce to e-business
- a range of business to business and business to consumer approaches
- types of data
- data processing requirements
- understanding of electronic transactions and processes
- impact on business of different business and business to consumer solutions
- relevant legal and legislative requirements
- principles and techniques in interpersonal communication

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • identifying and utilising research on e-commerce and e-business tools and capabilities • planning, coordinating and implementing activities associated with assessing the impact of e-business models on business operations • evaluating and reporting on effectiveness of e-business models and processes • consulting and liaising with business partners to assess suitability of e-business solutions • integration of e-business solutions with business strengths and strategic goals or targets • developing systems to manage and monitor e-business approaches • awareness of how e-business changes will affect business relationships.

Context of and specific resources for assessment	Assessment must ensure access to:
	
	• a real or simulated work environment
	• relevant documentation, such as:
	   • legislation and statutory requirements
	   • WHS requirements
	   • industry codes of practice
	   • information and performance data on existing business model and IT infrastructure
	• information on:
	   • markets
	   • competitors
	   • products and services
	   • suppliers
	   • new technology.

Methods of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • observation of performance in the workplace • third-party reports from a supervisor • customer feedback

- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. **Bold italicised** wording in the performance criteria is detailed below.

Online technologies and applications may include:	• a wide range of hardware, including routers, bridges, servers, PCs, drives, switches, printers, hubs, modems, personal organisers, firewalls and peripherals
	• a wide range of software, including network operating systems, payment software, PC operating systems, database software, encryption protocols, accounting software, web browser software, website building software and spreadsheet software
E-business solutions may involve:	• integration of new solutions with existing IT infrastructure and business processes
	• integration with basic e-commerce solutions that include different business models depending on the final requirement
	• integration across operations at different levels of e-business development involving a mix of the above.
Critical market factors may include:	• response times
	• scalability
	• traffic
	• data collection and management
	• security
	• customer demographics
	• customer confidence
	• customer expectations.
Business strengths may include:	• profitability
	• customer relationships
	• business management
	• vendor relationships
	• data management
	• collaborative and cooperative relationships.
Retail strategies must include:	• cost reduction
	• productivity gains
	• increased revenues
	• responsiveness of suppliers
	• market share
	• value adding
	• business competitiveness
	• customer relationships
	• supplier relationships

E-business models may vary according to:	• revenue growth and flow. • enterprise products and services • access • content (product, data and information) • commercial set-up of trading company • applications • infrastructure • software • services • supply arrangements • payment methods.
Evaluation may include:	• stakeholder consultation • confirmation that a procurement process is necessary • development of a business case • comparison of internal versus outsourced provision • whether to buy or build solutions.

Unit Sector(s)

Cross-Sector

Competency field

E-Business