



Australian Government

Assessment Requirements for BSBSMB413

Design a digital action plan for small business

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- identify digital technologies, assess potential return on investment and evaluate whether they could replace non-digital tools in a small business
- design and document an integrated approach to implementing digital technologies that complies with relevant legislation and business requirements
- develop a process for monitoring key metrics and incorporating modifications to the strategy.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline key characteristics, expectations and needs of the small business customer base
- identify technology options, benefits and challenges for small business owners related to:
 - online presence
 - digital marketing
 - selling online
 - customer interaction
 - online security
 - supplier interaction
 - mobile based solutions
 - cloud computing
- explain the intellectual property and other legislative implications for small business use of digital technologies
- outline at least three key metrics or analytical tools for assessing performance of digital technologies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Management and Leadership – Small and Micro Business field of work and include access to:

- relevant legislation and regulations
- internet access for online research
- case studies or, where possible, real situations.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>