



Australian Government

**Assessment Requirements for BSBSMB423
Create a digital technology 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 3.0.

Performance Evidence

Evidence of the ability to:

- identify new and existing digital technologies, assess potential return on investment and evaluate suitability for replacing non-digital processes in a small business
- communicate with specialist advisors to obtain relevant information
- plan and prioritise necessary actions for implementing new digital technologies
- 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

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role:

- Key characteristics, expectations and needs of the small business customer base
- Key features of 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
- Key features of intellectual property and other legislative implications for small business use of digital technologies
- Key features of relevant business strategies, policies and procedures
- Key features of commonly used 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
- relevant business documentation and resources – including business policies and procedures
- office equipment and resources
- 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.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>