Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS511A Implement a knowledge management strategy for an e-business

Release: 1

Modification History

Not Available

INTRODUCTION

Unit Descriptor	This unit covers implementation of a knowledge management strategy for an e-business through technology and cultural change. This unit is related to BSBEBUS609A Develop a knowledge management strategy for an e-business.
Competency Field	e-business

Element	**Performance Criteria**
1. Implement knowledge management system and procedures	1.1 A culture of sharing knowledge within the e-business is fostered through a system of formal and/or informal incentives and rewards 1.2 Policy and procedures for capturing knowledge within the organisation are implemented in accordance with the e-business knowledge management strategy and integrated into existing business processes to change the enterprise processes to an e-business one. 1.3 Ways of contributing to the organisation's knowledge management system are modelled, and learning and development opportunities are provided for staff to assist them to contribute and provide feedback 1.4 Staff are provided with coaching, mentoring and ongoing support in accessing and using the organisation's knowledge management system in accordance with the e-business knowledge management strategy 1.5 Protection and security of knowledge / information and levels of access are managed in accordance with organisational requirements
2. Maintain e-business knowledge base	2.1 Input procedures are monitored to ensure that sources are tapped and knowledge captured in accordance with the e-business knowledge management strategy and to ensure the effectiveness of accurate data capture 2.2 Data on access and use of the knowledge management system is collected and analysed to ascertain the organisation's strategic use of knowledge 2.3 Contingency measures are implemented to address shortfalls in the knowledge management system and procedures in accordance with level of responsibility and authority

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3. Review knowledge management system and procedures	3.1 The effectiveness of the knowledge management system and procedures is evaluated to ensure they are meeting the needs of clients, organisational aims, objectives and standards
	3.2 Organisational knowledge content, accuracy and currency is periodically reviewed in accordance with organisational requirements
	3.3 Improvements to the system and to the organisation's strategic use of knowledge are identified in consultation with users and a cost-benefit analysis prepared for recommendations

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 • industry codes of practice • OECD International Guidelines for Consumer Protection in E-Commerce • copyright laws • defamation laws • privacy legislation • intellectual property, confidentiality requirements • legal and regulatory policies affecting e-business
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)
Accurate data capture can involve:	• ensuring effectiveness of accurate data capture • minimisation of inefficient processing • using open standards e.g. EAN.UCC, UN/EDIFACT

EVIDENCE GUIDE

The Evidence Guide identifies the critical aspects, underpinning knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence 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 • Contingency measures for overcoming barriers to implementation of the knowledge management system
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 • Internal and external sources of information • Structure of the e-business • Culture of e-business versus traditional business models • Legal, ethical and security issues relating to knowledge management • Knowledge maintenance issues • e-business terminology
Underpinning Skills	• Computer technology skills • Literacy skills to access and use knowledge management system • Numeracy skills data analysis • Communication skills for consultation with staff • 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

KEY COMPETENCY LEVELS

NB: These levels do not relate to the Australian Qualifications Framework. They relate to the seven areas of generic competency that underpin effective workplace practices.

Collect, analyse and organise information	Communicate ideas and information	Plan and organise activities	Work with others and in teams	Use mathematical ideas and techniques	Solve problems	Use technology
Level 3	Level 3	Level 3	Level 3	Level 1	Level 3	Level 2

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 collect and analyse data to assess use of the organisation's knowledge management system and to develop policies and procedures
• Communicating ideas and information – through coaching and mentoring staff in the use of the organisation's knowledge management system and in seeking ways to improve the system
• Planning and organising activities – to co-ordinate the requirements and information necessary to manage the organisation's knowledge system and to maintain and develop the organisation's knowledge base
• Working with teams and others – to implement change, to identify requirements and to develop systems to implement the organisation's knowledge management system
• Using mathematical ideas and techniques – for data analysis
• Solving problems – by implementing contingency measures to address shortfalls in the system and by developing systems to ensure the system is effective, secure and sufficient for the organisation's requirements
• Using technology – to manage organisational knowledge

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies