



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS601A Develop an e-business strategy

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers environmental analysis and strategic planning for e-business that supports the organisation's overall business strategy.

This unit is related to BSBEBUS501A Evaluate e-business opportunities and BSBEBUS502A Evaluate e-business models. Consider co-assessment with BSBEBUS602A Develop an action plan for an e-business strategy and BSBEBUS604A Develop a business website.

Competency field

e-business

This unit covers environmental analysis and strategic planning for e-business that supports the organisation's overall business strategy.

This unit is related to BSBEBUS501A Evaluate e-business opportunities and BSBEBUS502A Evaluate e-business models. Consider co-assessment with BSBEBUS602A Develop an action plan for an e-business strategy and BSBEBUS604A Develop a business website.

Competency field

e-business

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Analyse the organisation's internal business environment	<p>1.1 The organisation's strategic direction, general business goals and priorities are confirmed and potential benefits from the adoption of an e-business strategy are identified</p> <p>1.2 Current business practices, responsibilities, and business culture are re-evaluated in light of e-business requirements</p> <p>1.3 Organisational policies, procedures and relationships that may benefit from the adoption of e-business solutions are identified</p> <p>1.4 The impact of e-business strategies on employees and existing customers is evaluated and documented in accordance with organisational requirements</p> <p>1.5 The business' strengths, weaknesses, opportunities and threats are analysed in relation to e-business</p> <p>1.6 The potential for the e-business strategy to transform the business is considered within the planning process and risk management processes identified</p>
2 Evaluate external factors impacting on e-business strategy	<p>2.1 The impact of e-business in the organisation's industry sector is researched and evaluated</p> <p>2.2 Legal, ethical and security issues relating to e-business are identified and analysed</p> <p>2.3 A competitive analysis of existing and potential e-business competitors and allies in is undertaken to determine the relative competitive advantage of e-business strategies</p> <p>2.4 The impact on the strategy of the potential international nature of e-business is evaluated</p> <p>2.5 Potential e-business models are evaluated in terms of their ability to satisfy business objectives and an economic evaluation of each option completed</p>

- 2.6 Opportunities, risks and obstacles in implementing an e-business model are evaluated and ways to deal with them identified
- 3 Determine the strategic direction of the business in relation to e-business
 - 3.1 Strategic e-business goals are determined for the business in accordance with the overall strategic direction and business goals of the organisation
 - 3.2 Critical e-business success factors are determined in accordance with the overall business goals of the organisation
 - 3.3 Key result areas for the e-business strategy are identified in accordance with overall business goals
 - 3.4 The strategy identifies areas of the business that are trading online and off-line and the management of these, including operations that may overlap
- 4 Formulate an e-business strategy
 - 4.1 The e-business strategy identifies prioritised objectives within key result areas and includes strategies to achieve each objective in accordance with overall strategic direction and business goals
 - 4.2 The strategy identifies an e-business model for the organisation in accordance with strategic direction and overall business objectives and capabilities
 - 4.3 The strategy includes a risk analysis for key result areas, and strategies for dealing with culture change in the organisation relating to e-business
 - 4.4 Policies and procedures are identified for development to guide business operation in accordance with the e-business model and overall business objectives
 - 4.5 Valid and reliable performance measures are determined for each e-business objective along with strategies for performance monitoring and reporting
 - 4.6 The strategy meets organisational requirements in terms of format and level of detail

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency 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
Information to support choice of critical success factors, key result areas, strategic objectives and their priorities

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

e-business environment

e-business terminology

Business planning methodologies

Legal, ethical and security issues relating to e-business

Culture of e-business versus traditional business models

Intellectual property laws

Underpinning skills

Computer technology skills

Literacy skills to research and develop e-business strategy

Numeracy skills for data analysis

Risk analysis

Business development skills commensurate with understanding the business' marketing needs

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, in particular, technology related resources

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

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 design and develop an e-business strategy (3)

Communicating ideas and information - through a clear strategy document (3)

Planning and organising activities - to identify critical success factors and key result areas (3)

Working with teams and others - to determine priorities (3)

Using mathematical ideas and techniques - to analyse data (2)

Solving problems - through risk analysis (3)

Using technology - to prepare strategy document (2)

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Using technology - to prepare strategy document (2)

Range Statement

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)

Procedures and relationships may include:

organisation structures, plans, strategies

customer service

delivery of core services

delivery of products

delivery of wider business services

delivery of Government services

trading communities

development of new products, services and markets

human resource development

Threats and opportunities may include:

business-to-business (B2B) opportunities involving e-business between two companies

business-to-consumer (B2C) opportunities involving e-business between an enterprise and a customer

disintermediation threats/opportunities where the role of 'middlemen' or other middle supply chain elements is reduced or made redundant as newer more efficient supply chain technologies are implemented

re-intermediation opportunities, where e-business creates new value between producers and consumers

rate of change of the market

acceptance of the community to validity of e-business

threats to the reliability of supply in the provision of goods and services from suppliers outside the enterprise

Legal and ethical issues may include:

security

privacy

confidentiality
ownership of information
intellectual property
fraud prevention and detection
business ethics
legal issues eg jurisdiction, contract validity, taxation
occupational health and safety

International nature of e-business may include:

language
culture
legal issues
technology

Policies and procedures may include:

security
privacy
confidentiality
information management
risk management
intellectual property
fraud prevention and detection
code of practice
business ethics
human resource management
human resource development
performance management
electronic communication
outsourcing
legal issues eg jurisdiction, contract validity, taxation
quality assurance and warranty
cultural communication aspects eg forms of address, expression, site navigation assistance,
client feedback

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copyright laws
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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)

Procedures and relationships may include:

- organisation structures, plans, strategies
- customer service
- delivery of core services
- delivery of products
- delivery of wider business services
- delivery of Government services
- trading communities
- development of new products, services and markets
- human resource development

Threats and opportunities may include:

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- rate of change of the market
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Legal and ethical issues may include:

- security
- privacy
- confidentiality
- ownership of information
- intellectual property
- fraud prevention and detection
- business ethics
- legal issues eg jurisdiction, contract validity, taxation
- occupational health and safety

International nature of e-business may include:

- language
- culture
- legal issues
- technology

Policies and procedures may include:

- security
- privacy
- confidentiality
- information management
- risk management
- intellectual property

fraud prevention and detection
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legal issues eg jurisdiction, contract validity, taxation
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cultural communication aspects eg forms of address, expression, site navigation assistance,
client feedback

Unit Sector(s)

Not applicable.