



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS605A Identify and implement e-business innovation

Release: 1

Modification History

Not Available

INTRODUCTION

Unit Descriptor This unit covers analysis of traditional business processes to identify and implement e-business opportunities for innovation and reform.

Consider co-assessment with BSBEBUS603A Evaluate new technologies for business and BSBEBUS606A Manage e-business risk.

Competency Field e-business

Element

Performance Criteria

- | | |
|--|---|
| 1. Compare the business with e-businesses | <p>1.1 Information on e-business markets, customers and methods of doing business are investigated</p> <p>1.2 The current market for the business and the customer base are analysed and compared with typical e-business markets and customers</p> <p>1.3 Current business relationships, business processes and methods of doing business are analysed and contrasted with e-facilitated businesses</p> |
| 2. Identify e-business opportunities for innovation and reform | <p>2.1 Innovation and reform of aspects of the business through e-business strategies are investigated and opportunities identified</p> <p>2.2 Opportunities are assessed for their compatibility with business goals and objectives, and a cost-benefit analysis conducted for each</p> <p>2.3 The degree of likely change and the ramifications for the business and its culture are evaluated for each opportunity</p> <p>2.4 A risk management analysis is conducted and a plan for dealing with contingencies is formulated in accordance with organisational requirements</p> <p>2.5 Opportunities are ranked in terms of their viability and applicability to the organisation</p> <p>2.6 Opportunities for innovation are included in the organisation's e-business strategy and prioritised for implementation</p> |

3. Implement e-business innovation

- 3.1 Aspects of the business are redesigned in an innovative manner using online technologies in accordance with the organisation's e-business strategy
- 3.2 e-business innovation/s are integrated into the business and monitored to gauge their usefulness and maximise implementation
- 3.3 e-business innovation is reviewed in consultation with users and recommendations for improvement or further innovation documented and evaluated

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: | <ul style="list-style-type: none">• 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• privacy legislation• intellectual property, confidentiality requirements• legal and regulatory policies affecting e-business |
| e-business is: | <ul style="list-style-type: none">• 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) |
| Aspects of the business may include: | <ul style="list-style-type: none">• delivery of products• delivery of core services• customer service• product development• market development |

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	<ul style="list-style-type: none"> • Integrated demonstration of all elements of competency and their performance criteria • Value-added nature of the innovation/redesign of aspects of the business
Underpinning Knowledge*	<ul style="list-style-type: none"> • 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 processes • Change management • Legal, ethical and security issues relating to e-business • Culture of e-business versus traditional business models • Business process re-engineering • Implementation issues
* Required knowledge/skills is to be limited to that which is sufficient to perform the particular workplace competency	
Underpinning Skills	<ul style="list-style-type: none"> • Computer technology skills • Literacy skills to research e-business information • Numeracy skills for cost-benefit analysis • Communication skills for consultation with users • 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

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 2	Level 2	Level 2	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 identify e-business information
 - Communicating ideas and information – to identify opportunities for innovation and reform
 - Planning and organising activities – to redesign aspects of the business
 - Working with teams and others – to integrate business innovation into the business
 - Using mathematical ideas and techniques – to conduct cost-benefit analysis and rate opportunities
 - Solving problems – to determine the viability of e-business opportunities for business innovation
 - Using technology – to redesign aspects of the business

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