



Australian Government

Department of Education, Employment and Workplace Relations

BSBREL502A Build international business networks

Revision Number: 1

BSBREL502A Build international business networks

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to build international business networks. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals with managerial responsibility for setting up, maintaining and reviewing participation in international business networks to benefit the business and its clients in a culturally appropriate way.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Develop and maintain appropriate international business networks	<p>1.1. Allocate time to build and maintain international business <i>networks</i></p> <p>1.2. Identify <i>opportunities to build international business networks</i></p> <p>1.3. Use participation in international and Australian <i>business associations</i>, trade fairs, conferences, and <i>professional development activities</i> to establish and maintain a network of support for the business and to enhance personal knowledge of international markets</p> <p>1.4. Identify and maximise opportunities to make face-to-face contact with overseas business associates and international business network members</p> <p>1.5. Establish communication channels to exchange <i>information and ideas</i> with international business network members</p> <p>1.6. Provide input to the network and seek and verify feedback</p>
2. Reflect social and cultural awareness in developing and maintaining international business networks	<p>2.1. Identify <i>sources of information</i> relating to <i>social and cultural awareness</i> for specific cultural groups within current and prospective network membership</p> <p>2.2. Analyse and note sources of information relating to social and cultural awareness for specific cultural groups within current and prospective network membership using available information sources</p> <p>2.3. Use communication styles and social mores appropriate to specific cultural groups in relating to individuals and groups within the network</p> <p>2.4. <i>Review the quality of communication and relationships</i> with network members on a regular basis to determine effectiveness of communication styles and interactions</p>
3. Review own participation in international business networks	<p>3.1. Estimate and document costs of own participation in international business networks</p> <p>3.2. <i>Quantify</i> and document the value of outcomes derived from participation in international business networks</p> <p>3.3. Analyse the value of outcomes derived from participation in international business networks in comparison to costs of participation</p> <p>3.4. Ensure that decisions are made and implemented to</p>

ELEMENT	PERFORMANCE CRITERIA
	increase, maintain or decrease participation in networking activity as a result of review process

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- interpersonal skills to demonstrate empathy and cultural sensitivity
- interpersonal skills to establish rapport and to build networks internationally
- research, analysis, evaluation and assessment skills to identify relevant business networks.

Required knowledge

- characteristics of specific cultural groups
- existing international business networks
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - Trade Practices Act
- principles of communication theory, especially cross-cultural communication
- sources of information about relevant cultural groups
- sources of information related to cultural groups and support for international business activity.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- building, maintenance and review of international business network/s to facilitate improved cross-cultural and social communication
- knowledge of interpersonal skills required to establish rapport and to build networks internationally.

Context of and specific resources for assessment

Assessment must ensure:

- access to international business networks
- access to workplace records including journals and diaries if required
- access to feedback from other members of candidate's network.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of techniques used to build international business networks
- oral or written questioning to assess knowledge of existing international business networks
- review of opportunities identified to build international business networks
- assessment of analysis and noting of sources of information relating to social and cultural awareness for specific cultural groups within current and prospective network membership
- evaluation of analysis of the value of outcomes derived from participation in international business networks in comparison to costs of participation.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE

for example:

- BSBREL501A Build international client relationships.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Networks</i> may include:	<ul style="list-style-type: none"> • formal or informal • government sponsored networks through Austrade or state/territory government agencies • individuals, groups, organisations • personal or business • professional or trade networks
<i>Opportunities to build international business networks</i> may include:	<ul style="list-style-type: none"> • Austrade and state/territory government agency workshops, functions and events • company sponsored travel overseas • conferences • industry or business association functions and events • key events such as (overseas and Australian) national celebrations • product launches • professional development activities • receptions by overseas government bodies in Australia and overseas (e.g. overseas trade delegations, embassies, consulates, trade attach��s) • trade fairs
<i>Business associations</i> may include:	<ul style="list-style-type: none"> • government sponsored groups • industry bodies • professional associations
<i>Professional development activities</i> may include:	<ul style="list-style-type: none"> • Austrade and state/territory government agency workshops, functions and events • demonstrations • industry information seminars/conferences • industry training (formal or informal) • pre-launch activities • technical information briefings • trade shows/fairs

RANGE STATEMENT	
<i>Information and ideas</i> may include:	<ul style="list-style-type: none"> • changes in the environment • changing customer requirements • information on competitors' activities • opportunities for new international business activity • personal, professional or business support • trends and movements having an impact on international business activity
<i>Sources of information</i> may include:	<ul style="list-style-type: none"> • academic publications and personnel • advice provided by Austrade and state/territory government agencies, chambers of commerce • staff within own organisation from same cultural group as international clients • trade and business publications
<i>Social and cultural awareness</i> may include:	<ul style="list-style-type: none"> • aspects of culture and society unique to other countries that differ from Australian culture and society
<i>Reviewing the quality of communication and relationships</i> may include:	<ul style="list-style-type: none"> • analysing the business outcomes from relationships cultivated with network members • analysing the responses of network members • gauging confidence gained and given by network members
<i>Quantifying</i> may include:	<ul style="list-style-type: none"> • analysing future gains not yet realised • making estimations and approximations • making projections based on trends

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - International Business
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Co-requisite units

Co-requisite units		