Australian Government

Assessment Requirements for ICTICT801 Lead research into identifying new marketplace opportunities

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- conduct research into the trends for a specified industry sector, and identify potential business opportunities
- undertake market research and analysis, and report on the viability and related implications, of a selected business opportunity
- develop and present a feasibility report, including a cost benefit analysis that justifies the recommendations for a proposed new business initiative.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- formulate various analysis methods and tools, including:
  - affinity diagrams
  - competition matrix
  - decision trees
  - mind maps
  - risk assessment
  - strengths, weaknesses, opportunities and threats (SWOT) analysis
  - value chain
- review and outline, contract and procurement methods
- summarise possible social implications, both internal and external, to the organisation as a result of the introduction of new market opportunities
- research government and non-government governing bodies in the relevant industry
- review legal, ethical, and security issues relating to the research of competitive business opportunities, including the laws related to patents and copyright

- outline the organisational structure, policies and procedures
- review the relevant government legislation that affects business operation.

Assessment Conditions

Gather evidence to demonstrate consistent performance in conditions that are safe and replicate the workplace. Noise levels, production flow, interruptions and time variances must be typical of those experienced in the general information and communications technology (ICT) industry, and include access to:

- appropriate resources, to allow research to be conducted into industry trends (this may include access to commercial research house libraries via a memorandum of understanding or other arrangements)
- the opportunity to conduct meaningful market research on potential business opportunities
- simulated, or real, executive-level management teams for the presentation of proposals and feedback.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2