



Australian Government

Department of Education, Employment and Workplace Relations

SIRXEBS003A Manage and promote business to business e-commerce solutions

Revision Number: 2

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
Second Release	Editorial updates

Unit Descriptor

This unit involves the management and ongoing maintenance of procedures affecting e-commerce systems and technology within a wholesale business.

Application of the Unit

This unit applies to team members who identify, evaluate, select and implement relevant e-commerce systems to meet budget, operational and customer satisfaction targets. It involves systems, policy and protocol development to ensure e-commerce systems meet strategic targets and security requirements.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element

Elements describe the essential outcomes of a unit of competency.

1. Manage e commerce solutions.

2. Maintain the function and interrelation of component e commerce systems.

3. Verify interconnection of e commerce systems.

4. Establish protocols and access procedures for customers.

Performance Criteria

Performance criteria describe the performance achievement of the element. Where relevant, the information is detailed in the requirements of the range statement. Assessment of performance is detailed in the evidence guide.

- 1.1. Identify **technologies** relevant to the business.
- 1.2. Determine capabilities and limitations of **technologies**.
- 1.3. Determine impact and use of **technologies**.
- 1.4. **Evaluate e commerce solutions** against **customer requirements**.
- 1.5. Monitor e commerce system for **customer requirements**.
- 1.6. Collect and review **strategic data** for e commerce solutions.
- 1.7. Plan development of e commerce solutions.
- 1.8. Manage budgets for e commerce solutions, **resources** and infrastructure.
- 1.9. Undertake modifications or customisation to meet changing internal or external requirements.
- 2.1. Ensure **languages** used across e commerce application and business requirements.
- 2.2. Ensure programming of **systems** meets **customer requirements and customer outcomes**.
- 2.3. Ensure design features of web pages reflect **business image** and strategic outcomes.
- 2.4. Review web pages and **internal systems** to meet **customer requirements and sales requirements**.
- 2.5. Ensure programs and applets do not conflict with **requirements**.
- 2.6. Ensure hardware and interface for e commerce communications network deliver **requirements**.
- 3.1. Identify business and operation requirements for interconnection.
- 3.2. Confirm options for interconnection for **users**.
- 3.3. Ensure e commerce systems integrate with **business and process outcomes**.
- 4.1. Establish protocols and access procedures for **access, security, payment** and technology.
- 4.2. Maintain **security and confidentiality**.

4.3.Maintain security of hardware.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills

- analytical skills to:
 - determine resource requirements and limitations
 - review procedures to constantly improve effectiveness
 - review web pages and internet presence for marketing purposes
 - establish protocols and access procedu
- interpersonal skills to:
 - consult with stakeholder and system users through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- literacy skills to:
 - read and understand product information
 - read and understand business policy and procedures
 - record information
 - use appropriate technology to achieve system and business outcomes
- numeracy skills to:
 - estimate and calculate costs relevant to e-commerce systems
 - manage budgets for e-commerce systems

Required knowledge

- system purpose and processing requirements
- relevant sources of information on product and supply arrangements for customers
- business policy and procedures in regard to:
 - job role and responsibilities
 - trading and e-trading
 - quality measures and principles
 - systems maintenance protocols and procedures
 - budget and financial reporting
 - Work Health and Safety (WHS)
- technological and e-commerce systems and software knowledge and skills
- capabilities and limitations of the internet and e-commerce solutions
- manufacturer specifications for use and maintenance of equipment and systems
- system and software languages and interoperability
- customer needs
- user needs
- relevant legislative requirements affecting privacy, confidentiality, security and electronic transactions

Evidence Guide

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

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

Evidence of the following is essential:

- capacity to develop inventory, distribution and supply processes and policies for an e-business
- managing and supervising e-commerce solutions within a specific work context
- following protocol required to maintain and complete e-business operations
- operational efficiency and reliability of chosen e-commerce systems, including management of maintenance, security and access
- effective communication links with customers, staff and management
- collects and analyses accurate data on operational efficiency of e-commerce systems and compliance of systems with manufacturer and business requirements
- manages e-commerce systems according to budget, operational and customer satisfaction targets.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - business and marketing plans
 - business policy and procedures manuals
 - industry codes of practice
 - information and performance data on existing business model and IT infrastructure
- information on:
 - markets
 - products and services
 - suppliers
 - e-commerce technologies
- a range of business customers with different requirements.

Methods of assessment

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

- observation of performance in the workplace

- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Guidance information for assessment

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

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 in the performance criteria is detailed below.

Technologies may include:

- electronic data interchange (EDI)
- secure payment systems
- digital imaging equipment
- bar coding equipment
- hand-held equipment
- transmission technologies:
 - Ethernet
 - optical fibre
 - gigabit networks
 - cables
 - cellular transmission
 - infrared
 - satellite
- intranet
- internet
- reliable message passing, interoperability
- network technologies:
 - servers
 - clients
 - access control.

Methods to ***evaluate e-commerce solutions*** may include:

- stakeholder consultation
- development of a business case
- modelling results
- cost-benefit analysis
- data analysis
- comparison of internal versus outsourced provision
- deciding whether to buy or lease.

Customer requirements may include:

- product information
- quotations
- price notification
- product and service availability
- logistics (e.g. national or international delivery)
- warranties
- payment options
- post-purchase support and service.

Strategic data may include:

- response times

- scalability
 - traffic
 - security
 - customer demographics
 - customer confidence
 - customer expectations.
- Languages** may include:
- HTML
 - XHTML
 - Java
 - PERL.
- Systems and processes** vary according to:
- system configuration
 - business
 - software and hardware
 - software set up
 - manual and electronic processing requirements
 - data type.
- Business and customer outcomes** vary according to:
- product, range, line, or category performance requirements
 - objectives such as:
 - price
 - profit
 - brand share
 - market share.
- Internet presence** may include:
- website
 - advertising banners
 - web search and access relationships
 - referring links
 - product information, sales and marketing.
- Customers** may include:
- new or repeat contacts
 - internal and external contacts
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities
 - domestic or international customers.
- Security and confidentiality** may include:
- principles of digital cryptography, steganography and public-key cryptosystems
 - cryptography standards (e.g. government security policy, international standards)
 - digital signatures, digital escrow, certification
 - virus protection
 - secure communications

- intrusion detection and countermeasures: password attacks, virus detection and removal
- copy and counterfeit detection: digital watermarks, electronic notaries
- privacy and anonymity protocols: third-party order or purchase.

Unit Sector(s)

Cross-Sector

Competency field

E-Business