



Australian Government

BSBATSIM511 Develop enterprise opportunities

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to identify, assess and develop business opportunities in consultation with the community to increase economic independence and expand employment.

It applies to individuals responsible for monitoring and guiding the activities of organisations investigating options to develop enterprise opportunities.

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

Unit Sector

Regulation, Licensing and Risk – ATSI Governance

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Expand existing activities	1.1 Identify existing business initiatives, employment goals and objectives 1.2 Evaluate current business activities on viability and future potential 1.3 Seek expert advice where appropriate 1.4 Support viable businesses
2 Develop business ideas and options	2.1 Canvass the community for business ideas and options 2.2 Identify and document potential skills and abilities in the community 2.3 Identify and analyse potential markets

ELEMENT	PERFORMANCE CRITERIA
	2.4 Obtain information from business services on business development
3 Evaluate business options	3.1 Assess potentially viable businesses 3.2 Conduct feasibility studies with support of appropriately skilled personnel 3.3 Gather and document community input 3.4 Consider and document business options 3.5 In conjunction with other board members, make and document decisions on future business options 3.6 Contribute to development of business plans that take account of local cultural requirements
4 Implement business proposals	4.1 Establish structures to action business plans 4.2 Establish partnerships where appropriate 4.3 Establish monitoring and review mechanisms 4.4 Set and document achievable targets and timeframes 4.5 Establish and support boards of management of new businesses where appropriate 4.6 Provide information to the community on a regular basis

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.2-2.4, 3.1, 3.2, 3.6	Interprets textual information obtained from a range of sources and determines how content may be applied to individual, community and organisational requirements
Writing	1.1, 1.2, 2.1-2.3, 3.1-3.6, 4.3, 4.4, 4.6	Integrates information from a number of sources and develops content that supports the purposes and format of the material, using grammatical structure and clear and logical language
Oral	1.3, 2.1, 2.4, 3.2,	Participates in verbal exchanges using clear language, suitable syntax and tone to address and disseminate

Communication	3.5, 4.2, 4.5, 4.6	information to a variety of individuals • Uses active listening and questioning to convey and clarify information
Navigate the world of work	1.1	• Monitors adherence to both implicit and explicit organisational policies and procedures
Numeracy	1.2, 3.1, 3.2, 4.4	• Selects and interprets familiar mathematical information to evaluate statistical data, scheduling of work, trends and financial viability
Interact with others	1.3, 2.1, 2.4, 3.2, 3.5, 4.2, 4.5, 4.6	• Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders in a range of work contexts • Participates in a variety of culturally appropriate spoken exchanges to work cooperatively with community members, Elders and key stakeholders, playing an active role in facilitating effective interactions
Get the work done	1.1, 1.2, 1.4, 2.1-2.3, 3.1, 3.2, 3.4-3.6, 4.1, 4.3	• Begins to recognise the importance of other stakeholders throughout the process and is learning to clarify goals and proposed methodology with others, maintain communication and manage expectations and understanding • Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of constraints into account • Invests time looking for new ideas and opportunities, drawing on diverse perspectives of others to gain insights into ideas for the future

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBATSIM511 Develop enterprise opportunities	BSBATSIM511C Develop enterprise opportunities	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>