



Australian Government

BSBCRT512 Originate and develop concepts

Release: 1

BSBCRT512 Originate and develop concepts

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to originate and develop concepts for products, programs, processes or services to an operational level.

The unit applies to individuals who develop concepts for any business or community activity or process. This may include marketing and advertising campaigns, staff development programs, information technology and communication systems, radio and television programs and entertainment events. These individuals operate with a high degree of autonomy and also collaborate with others to generate ideas and refine concepts for implementation.

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

Unit Sector

Critical Thinking & Problem Solving – Critical Thinking

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. Scope issue	1.1 Select issue to be explored in consultation with relevant personnel 1.2 Assess possible solutions to business issue and identify restrictions according to job role and organisational policy 1.3 Research information on possible solutions to identified issue 1.4 Assess factors affecting viability of possible solutions
2. Generate and present solutions	2.1 Brainstorm ideas for addressing issue 2.2 Evaluate ideas against identified factors affecting viability 2.3 Compare ideas with best practice examples of similar products

ELEMENT	PERFORMANCE CRITERIA
	or programs or processes or services 2.4 Select and present a solution in relevant format to stakeholders
3. Refine solutions for implementation	3.1 Seek feedback on ideas from stakeholders 3.2 Respond to questions with substantiated answers 3.3 Document feedback according to organisational requirements 3.4 Refine and finalise solution according to task requirements

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Learning	- Reflects and evaluates methods used to develop concepts and seeks ways to improve - Actively elicits views and opinions of others to develop and refine ideas
Oral communication	- Expresses thoughtful and challenging opinions using engaging language and non-verbal features - Elicits views and information from others using a range of active listening and questioning techniques
Reading	Interprets and evaluates a range of complex information
Writing	- Documents findings and ideas using language and structure to suit the purpose - Prepares proposals and plans for relevant stakeholders incorporating appropriate vocabulary and grammatical structures
Teamwork	- Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction and influencing direction - Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Planning and organising	- Uses systematic, analytical processes in complex, non-routine situations to gather and evaluate possible concepts, and select the most appropriate concept for development - Monitors outcomes, considering results from a range of perspectives and identifying key concepts and principles that may be adaptable to future situations

Skill	Description
Technology	• Uses main features and functions of digital tools to complete work tasks and access information

Unit Mapping Information

Supersedes and is equivalent to BSBCRT501 Originate and develop concepts.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBCRT512 Originate and develop concepts

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop, refine and implement a solution to address a workplace issue on at least one occasion.

In the course of the above, the candidate must:

- consult with stakeholders to identify workplace issue to be addressed within scope of job role and organisational policy
- generate potential ideas that provide innovative solutions to identified issues
- evaluate viability of ideas
- present ideas and information to others and reflect on responses
- refine chosen solution in response to feedback.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- creative thinking techniques to generate innovative solutions to issues
- existing products, programs, processes or services to address selected issue
- factors affecting viability of possible solutions including:
 - commercial potential
 - suitability for the target audience or purpose
 - feasibility of implementing solution
- issues and requirements to commercialise the concept
- practical and operational issues to be considered in specific work or community context
- practical and operational issues that determine whether a concept can be implemented
- techniques for generating creative ideas and solutions, and for translating them into workable concepts.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- background information required to evaluate the operational factors that will affect the implementation of concepts
- opportunities to collaborate with others throughout the concept development process.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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