



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>