



Australian Government

BSBEBU511 Develop and implement an e-business strategy

Release: 1

BSBEBU511 Develop and implement an e-business strategy

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 3.0.

Application

This unit describes the skills and knowledge required to evaluate e-business models and strategies for use in a business context. This includes the ability to incorporate the results of these evaluations into the design of an e-business strategy, including marketing, buying and selling goods and services online.

It applies to individuals who possess skills and knowledge in a specialist business area, as well as knowledge of digital applications and other technologies. They apply these skills and knowledge in the evaluation, selection and implementation of new strategies for business, which incorporate e-business solutions. They may be responsible for overseeing these tasks along with technical or other knowledge experts.

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

Unit Sector

Information and Communications Technology – E-Business

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. Analyse opportunities for e-business	1.1 Undertake a competitive analysis to determine the likely impact new capabilities will have on industry sectors and competitors 1.2 Complete value chain analysis to identify processes and relationships that may benefit from the adoption of e-business solutions, in accordance with organisational strategies 1.3 Identify threats and opportunities to e-business implementation and evaluate potential contributions to the business

ELEMENT	PERFORMANCE CRITERIA
	1.4 Conduct resource analysis to identify cost and revenue implications in developing opportunities, according to organisational policies and procedures 1.5 Identify and evaluate legal and ethical issues relating to e-business opportunities
2. Evaluate e-business models	2.1 Identify and analyse business-to-business, business-to-consumer, intra-organisational e-business applications and e-business models 2.2 Rank compatible e-business models in terms of their strengths and weaknesses, considering resourcing, technical and security requirements of each, assessing against organisational strategies 2.3 Assess cost implications of implementation of e-business models 2.4 Determine an e-business model most appropriate in relation to organisational strategies
3. Design an e-business	3.1 Formulate purpose, objectives and values for the e-business 3.2 Identify target market, and value chain structure in accordance with chosen e-business model 3.3 Identify and obtain technical needs and expertise required to implement e-business model 3.4 Investigate and develop plan to address culture change issues to manage transition to an e-business, in accordance with organisational policies and procedures
4. Implement an e-business strategy	4.1 Develop policies and guidelines to support customers, supply chain and staff to ensure successful implementation 4.2 Monitor performance of business goals and adjust policies and procedures to respond to changing needs of customers, staff and supply chain 4.3 Review e-business systems and models, seeking feedback from users and personnel responsible for e-business implementation 4.4 Incorporate evaluation results and feedback to improve future e-business strategies

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
Reading	Interprets a range of textual information to evaluate opportunities, possible exemplars and technical considerations
Writing	Takes personal notes and develops workplace documentation that clarifies complex ideas using language and structure to suit context and audience
Oral Communication	- Articulates information clearly using language and tone appropriate to audience and environment - Uses active listening and questioning techniques to receive feedback and confirm understanding
Numeracy	Analyses numerical information to determine resources required for job
Navigate the world of work	- Develops and reviews organisational procedures to achieve broader workplace goals - Monitors adherence to organisational procedures and legislative requirements
Interact with others	Selects and uses appropriate conventions and protocols when communicating with others in a range of work contexts
Get the work done	- Takes responsibility for developing and implementing organisational processes that comply with legislative requirements and achieve required outcomes - Systematically gathers and analyses all relevant information and evaluates options to solve problems or make decisions - Considers the effectiveness of a solution in terms of how well it met stated goals, and seeks to make improvements - Investigates new and innovative ideas as a means to continuously improve work practices and processes - Uses digital technologies and systems safely, legally and ethically to access, store and share information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBEBU511 Develop and	BSBEBU501 Investigate and design	Updates to title, elements,	Equivalent unit

Code and title current version	Code and title previous version	Comments	Equivalence status
implement an e-business strategy	e-business solutions	performance criteria and assessment requirements	

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBEBU511 Develop and implement an e-business strategy

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Performance Evidence

Evidence of the ability to:

- analyse and evaluate e-business opportunities involving new business models and not simply electronic versions of existing businesses, including but not limited to:
 - undertaking a value chain analysis
 - identifying threats and opportunities
 - determining cost and revenue impacts
- provide supporting evidence for choice of e-business solution
- formulate purpose, objectives and values for an e-business
- identify and address target markets and e-business resourcing needs
- implement, monitor and evaluate an e-business solution.

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

Knowledge Evidence

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role.

- Key features of a value chain analysis when assessing potential e-business solutions
- Key features of relevant legislation, regulations, standards and codes of practice that may affect the implementation of the e-business solution
- Key features of a range of e-business models
- Key features of the organisational policies and procedures relating to the implementation of the e-business solution
- Key features of organisational strategy related to e-business solutions.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the information and communications technology – e-business field of work and include access to:

- office equipment and materials, including office technology
- relevant organisational policies and procedures
- documentation relating to analysis and implementation
- relevant legislation, regulations and codes of practice.

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

Links

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