



Australian Government

BSBSMB413 Design a digital action plan for small business

Release: 1

BSBSMB413 Design a digital action plan for small business

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to develop a plan for using digital technologies to achieve business goals. It involves undertaking a basic review of business digital readiness, identifying opportunities and developing an action plan for using digital initiatives in a small business.

It applies to individuals who operate a small business and take responsibility for adopting and promoting approaches to improve small business operations.

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

Unit Sector

Management and Leadership – Small and Micro 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. Determine digital readiness of the business	1.1 Review current digital assets, and internal capacity and capability to pursue digital opportunities 1.2 Analyse the target market's needs and preferences as they apply to digital technologies and business goals 1.3 Research and analyse competitors' use of digital technologies 1.4 Identify potential opportunities and challenges associated with the use of digital technologies, including legislative and regulatory requirements
2. Investigate digital tools and services to meet	2.1 Research key components of a digital strategy

ELEMENT	PERFORMANCE CRITERIA
business needs	2.2 Identify potential digital tools, platforms and channels and associated costs, benefits and return on investment 2.3 Identify specialist advisors and associated costs, and seek assistance where required 2.4 Consider how the proposed digital initiatives will integrate with or replace non-digital business tools
3. Develop a digital plan aligned with business goals	3.1 Evaluate identified opportunities and select digital initiatives that best align with the business vision and plan 3.2 Determine the prioritised actions, timeframes, people and resources required to implement the digital initiatives 3.3 Identify the key metrics to be monitored 3.4 Determine the review interval for the action plan and process for incorporating innovations 3.5 Document the action plan in a suitable format for the business

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	1.1-1.4, 2.1-2.4	Identifies, analyses and evaluates a range of textual information to determine options, opportunities and challenges, as well as legislative and regulatory requirements of using digital technologies
Writing	2.3, 3.5	- Documents action plan according to organisational requirements - Creates texts using formats and language appropriate to the audience and context
Oral Communication	2.3	Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding
Numeracy	2.2, 3.2-3.4	Interprets and uses mathematical equations to calculate numerical information relating to time, scheduling, resource use and costs
Navigate the	1.4	Recognises and follows legislative requirements, and organisational policies and procedures associated with

world of work		own role
Interact with others	2.3	• Selects and uses appropriate conventions and protocols when communicating with specialist advisors to seek or share information
Get the work done	1.1-1.4, 2.1-2.4, 3.1-3.5	• Analyses current practices to identify opportunities to introduce digital technologies • Uses systematic, analytical processes to gather relevant information, and identify and evaluate options • Documents action plans to use digital technologies to support business goals in compliance with legislative and regulatory requirements

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBSMB413 Design a digital action plan for small business	Not applicable	New unit	No equivalent unit

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 BSBSMB413 Design a digital action plan for small business

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Performance Evidence

Evidence of the ability to:

- identify digital technologies, assess potential return on investment and evaluate whether they could replace non-digital tools in a small business
- design and document an integrated approach to implementing digital technologies that complies with relevant legislation and business requirements
- develop a process for monitoring key metrics and incorporating modifications to the strategy.

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

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline key characteristics, expectations and needs of the small business customer base
- identify technology options, benefits and challenges for small business owners related to:
 - online presence
 - digital marketing
 - selling online
 - customer interaction
 - online security
 - supplier interaction
 - mobile based solutions
 - cloud computing
- explain the intellectual property and other legislative implications for small business use of digital technologies
- outline at least three key metrics or analytical tools for assessing performance of digital technologies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Management and Leadership – Small and Micro Business field of work and include access to:

- relevant legislation and regulations
- internet access for online research
- case studies or, where possible, real situations.

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

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