



Australian Government

Assessment Requirements for BSBSMB415 Refine and strengthen a small business

Release: 1

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Modification History

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

Performance Evidence

Evidence of the ability to:

- identify regulatory, social, economic, ethical and environmental responsibility factors impacting on small business development opportunities
- assess the internal and external business environment and determine realistic opportunities, strategies and actions to develop or sustain the business for both the short and long term
- develop an implementation plan to meet business objectives that includes:
 - specific actions and strategies
 - resource allocation
 - timeframes
 - roles and responsibilities
- communicate with relevant stakeholders to gain information and advice to inform the development actions and strategies
- identify efficiencies and innovations that support business sustainability
- implement controls to monitor progress
- assess progress and adapt strategy to accommodate changes.

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 market and industry life cycle stages
- outline key steps in business environment analysis
- describe three ethical issues that can arise in small business
- identify the key factors in sustainable business management
- explain the principles of leadership for small business

- discuss the different actions and strategies for small business development appropriate for particular business type, size and industry.

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 workplace documentation and resources
- 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.

Links

Companion Volume implementation guides are found in VETNet -

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