



Australian Government

BSBSMB423 Create a digital technology plan for small business

Release: 1

BSBSMB423 Create a digital technology plan for small business

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 develop a plan for identifying and implementing new and emerging digital technologies to achieve small business goals. It involves undertaking a basic review of business digital readiness, identifying opportunities to improve business effectiveness and efficiency, and developing an action plan for implementing digital technologies in a small business.

It applies to individuals who operate a small business either that operates independently, or that operates as part of a larger organisation. Individuals in this role are responsible 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. Analyse and evaluate digital readiness of the business	1.1 Identify existing business processes and document which employ digital technologies effectively in line with business goals and strategies 1.2 Analyse business capacity for implementing new digital technologies, including by considering available budget, and personnel capabilities 1.3 Research and identify opportunities and challenges associated with the use of digital technologies, including legislative and regulatory requirements

ELEMENT	PERFORMANCE CRITERIA
2. Identify and select digital tools and services to maximise business effectiveness	2.1 Identify existing, new, and emerging digital technologies by accessing a range of relevant resources 2.2 Model and evaluate cost, benefits, and likely return on investment for each digital technology in accordance with business policies and procedures 2.3 Identify specialist advisors and associated costs, and seek assistance where required 2.4 Select relevant digital technologies for implementation that most align with business goals and strategies and modelling conducted
3. Develop and document a digital plan aligned with business goals	3.1 Identify and prioritise necessary actions, timeframes, personnel, and resources required to implement chosen digital technologies 3.2 Create and document measurable metrics to determine project success, that are aligned to business goals and strategies 3.3 Plan review of action plan and amend plan as necessary 3.4 Document the action plan in a suitable format and store in accordance with business policies and procedures

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	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	- Documents action plan according to business requirements - Creates texts using formats and language appropriate to the audience and context
Oral Communication	Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding
Numeracy	Interprets and uses mathematical equations to calculate numerical information relating to time, scheduling, resource use and costs
Navigate the	Recognises and follows legislative requirements, and organisational

world of work	policies and procedures associated with own role
Interact with others	Selects and uses appropriate conventions and protocols when communicating with specialist advisors to seek or share information
Get the work done	- 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
BSBSMB423 Create a digital technology plan for small business	BSBSMB413 Design a digital action plan for small business	Updates to title, elements, performance criteria and assessment requirements	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 BSBSMB423 Create a digital technology plan for small business

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Performance Evidence

Evidence of the ability to:

- identify new and existing digital technologies, assess potential return on investment and evaluate suitability for replacing non-digital processes in a small business
- communicate with specialist advisors to obtain relevant information
- plan and prioritise necessary actions for implementing new digital technologies
- 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

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 characteristics, expectations and needs of the small business customer base
- Key features of 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
- Key features of intellectual property and other legislative implications for small business use of digital technologies
- Key features of relevant business strategies, policies and procedures
- Key features of commonly used 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
- relevant business documentation and resources – including business policies and procedures
- office equipment 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

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