



Australian Government

BSBTEC501 Develop and implement an e-commerce strategy

Release: 1

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

The unit applies to those 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-commerce 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

Digital Competence - Technology Use

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-commerce	1.1 Undertake a competitive analysis to determine the impact emerging trends will have on industry sectors and competitors 1.2 Complete value chain analysis and identify processes and relationships that may benefit from the adoption of e-commerce solutions, according to organisational strategies 1.3 Identify threats and opportunities of e-commerce implementation and evaluate potential contributions to the organisation 1.4 Conduct resource analysis and identify cost and revenue

ELEMENT	PERFORMANCE CRITERIA
	implications in opportunities, according to organisational policies and procedures 1.5 Identify and evaluate legal and ethical issues in e-commerce opportunities
2. Evaluate e-commerce models	2.1 Identify and analyse business-to-business, business-to-consumer, intra-organisational e-commerce applications and e-commerce models, and assess applicability to own organisation 2.2 Rank compatible e-commerce models in terms of their strengths and weaknesses, identify resourcing, technical and security requirements of each and assess according to organisational strategies 2.3 Analyse cost implications of implementation of e-commerce models 2.4 Determine an e-commerce model most appropriate in relation to organisational strategies
3. Design an e-commerce strategy	3.1 Formulate purpose, objectives and values for the e-commerce 3.2 Identify target market, and value chain structure according to chosen e-commerce model 3.3 Identify and obtain technical needs and expertise required to implement e-commerce model 3.4 Investigate and identify possible culture issues, and develop plan to manage transition to e-commerce, according to organisational policies and procedures
4. Implement an e-commerce strategy	4.1 Develop policies and procedures that support customers, supply chain and staff and ensure successful implementation 4.2 Monitor performance of organisational goals and adjust policies and procedures to respond to changing requirements of customers, staff and supply chain 4.3 Review e-commerce systems and models, seek feedback from users and stakeholders responsible for e-commerce implementation 4.4 Incorporate evaluation results and feedback and improve future e-commerce 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
Initiative and enterprise	- Develops and reviews organisational procedures to achieve broader workplace goals - Investigates new and innovative ideas as a means to continuously improve work practices and processes
Self-management	Takes responsibility for developing and implementing organisational processes that comply with legislative requirements and achieve required outcomes
Problem solving	Systematically gathers and analyses all relevant information and evaluates options to solve problems or make decisions
Technology	Uses digital technologies and systems safely, legally and ethically to access, store and share information

Unit Mapping Information

Supersedes and is equivalent to BSBEBU511 Develop and implement an e-business strategy.

Supersedes but is not equivalent to BSBEBU502 Implement e-business solutions.

Links

Companion Volume Implementation Guide is found on VETNet -

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