



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS401A Conduct online research

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers researching business information using Internet, intranet or extranet, communicating with team as required and presenting reports on research outcomes. Consider co-assessment with BSBEBUS402A Implement e-correspondence policies and BSBEBUS403A Communicate electronically.

Competency field

e-business

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Competency field

e-business

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Prepare self and/or others for online search	1.1 Purpose and scope of the research brief are clarified and meet organisational requirements 1.2 Research requirements for combining online research with non-electronic sources of information are identified and communicated as required 1.3 Possible internal and external sources of online information are identified and communicated as required 1.4 Search engines and databases relevant to research needs are identified in consultation with expert personnel 1.5 Key elements of the research brief are identified to assist in online search 1.6 Organisational requirements for reporting or presenting research results are confirmed
2 Research business information	2.1 Websites and databases are identified using relevant search engines / information brokers / portals 2.2 Key words and phrases are identified for the search using logic and other research tools 2.3 Websites are navigated and searches conducted using key words and phrases identified for the research topic 2.4 Breadth and depth of research source/s meet the requirements of the research brief in terms of its scope and purpose 2.5 Research is conducted in accordance with legal and ethical requirements
3 Locate and retrieve information	3.1 Information is located and assessed against set criteria in accordance with research requirements 3.2 Search results are analysed for sufficiency against the research brief and further research conducted

where information is insufficient

- 3.3 Information is downloaded, printed or ordered in accordance with the requirements of the distributor and copyright owner and organisational requirements
- 4 Report online research results
 - 4.1 A report or presentation of the outcomes of online research is prepared in accordance with organisational requirements
 - 4.2 Outcomes are reported with referenced material from the search/es integrated with non-electronic search results if applicable and sources documented in accordance with organisational requirements
 - 4.3 Information is organised in a format suitable for use in accordance with organisational requirements
 - 4.4 Legal requirements relating to copyright and protection of intellectual property are met

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, underpinning knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statement.

Critical aspects of evidence

Integrated demonstration of all elements of competency and their performance criteria

Knowledge of the organisation's policies and procedures relating to electronic access to Internet, intranet and/or extranet

Retrieval of information complies with legal and ethical requirements

Underpinning knowledge*

* Required knowledge/skills is to be limited to that which is sufficient to perform the particular workplace competency

Relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Use of Internet / World Wide Web

Knowledge of the organisation's policies and procedures relating to use of Internet, intranet, extranet

Knowledge of service provider requirements especially with regard to downloading large files

Copyright and intellectual property requirements as they relate to online information

Online navigation tools

Electronic file handling (saving, copying, printing)

Occupational Safety and Health requirements for working with computer technology

Underpinning skills

Basic computer skills

Literacy skills to determine key words, read and analyse information and follow policies and procedures

Numeracy skills to use logic theory such as Boolean logic and other tools

Communication skills to report or present information resulting from research

Report writing skills

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the business services common competencies for the particular AQF level. Refer to the Key Competency Levels at the end of this unit

Three levels of performance denote level of competency required to perform a task.

1. Perform
2. Administer
3. Design

Collecting, analysing and organising information - to research business websites and to analyse, prepare and present the results of online research (2)

Communicating ideas and information -to clarify purpose and scope of research brief and to report/present research outcomes (2)

Planning and organising activities - to prepare for and conduct online research and to analyse and evaluate research and report on results (2)

Working with teams and others - to clarify key elements of research brief, identify information sources and report on results (1)

Using mathematical ideas and techniques - to determine search criteria / key words using logic theory and other tools (2)

Solving problems - to identify sufficiency of results, evaluate results and conduct further research (2)

Using technology - to conduct online research (2)

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Using mathematical ideas and techniques - to determine search criteria / key words using logic theory and other tools (2)

Solving problems - to identify sufficiency of results, evaluate results and conduct further research (2)

Using technology - to conduct online research (2)

Range Statement

Range statement

The Range Statement provides advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace may include:

- award and enterprise agreements
- national, State/Territory legislative requirements especially in regard to Occupational Health and Safety
- industry codes of practice
- copyright law
- privacy legislation
- intellectual property, confidentiality requirements
- legal and regulatory policies affecting e-business

Communication may include:

- instructions to work team

Expert personnel may include:

- librarians
- senior staff
- information management staff
- help desk

Business information may include:

- public information
- copyright information
- price lists
- catalogues
- technical information relating to products
- business opportunities
- electronic tendering opportunities

Government information

- legislation and regulations relating to running the business, human resource management, taxation, etc
- statistical information
- market research data
- travel information
- banking information
- employment opportunities

Websites and databases may include:

- Government online information services
- educational institutions' websites
- virtual business communities/networks
- industry websites
- value chain integrators eg recruitment websites, mortgage brokers websites
- archived material

Search engines/information brokers may include:

- global Internet search engines

Internet search engines focusing on particular locations eg Australia and New Zealand
online market research organisations

Key words and phrases may include:

American spelling when searching
cultural or geographic terms
using different thesauri in different databases

Legal and ethical requirements may include:

the organisation's code of ethics
policy and protocols for online use
copyright and intellectual property protection laws and regulations
Trade Practices Act

Set criteria may include:

relevance
currency
authenticity
quality
accuracy
reliability
validity
reputability of source

Reports or presentations may include:

oral report
written report
electronic presentation
copies of source documents
comparative data
information from non-electronic sources

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industry codes of practice
copyright law
privacy legislation
intellectual property, confidentiality requirements
legal and regulatory policies affecting e-business

Communication may include:

instructions to work team

Expert personnel may include:

librarians
senior staff
information management staff
help desk

Business information may include:

public information
copyright information
price lists
catalogues
technical information relating to products
business opportunities
electronic tendering opportunities

Government information

legislation and regulations relating to running the business, human resource management, taxation, etc
statistical information
market research data
travel information
banking information
employment opportunities

Websites and databases may include:

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educational institutions' websites
virtual business communities/networks
industry websites
value chain integrators eg recruitment websites, mortgage brokers websites
archived material

Search engines/information brokers may include:

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Reports or presentations may include:

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written report

electronic presentation
copies of source documents
comparative data
information from non-electronic sources

Unit Sector(s)

Not applicable.