



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS501A Evaluate e-business opportunities

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers evaluation of the impact of e-business for an industry sector, new opportunities or capabilities provided by the Internet, threats and opportunities related to e-business, and risks / obstacles to be overcome to take advantage of e-business opportunities. This unit is related to BSBEBUS601A Develop an e-business strategy. Consider co-assessment with BSBEBUS502A Evaluate e-business models and BSBEBUS503A Design an e-business.

Competency field

e-business

This unit covers evaluation of the impact of e-business for an industry sector, new opportunities or capabilities provided by the Internet, threats and opportunities related to e-business, and risks / obstacles to be overcome to take advantage of e-business opportunities. This unit is related to BSBEBUS601A Develop an e-business strategy. Consider co-assessment with BSBEBUS502A Evaluate e-business models and BSBEBUS503A Design an e-business.

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

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Element	Performance Criteria
1 Analyse the external e-business environment	1.1 The extent of e-business and its applications are identified 1.2 The current or likely effect of e-business on key sectors of the economy which impact on the business, is evaluated 1.3 The impact of e-business in the business' industry sector is researched and evaluated 1.4 A competitive analysis of existing and potential competitors and allies in e-business is undertaken 1.5 The likely impact of embracing e-business solutions is estimated for the business using valid and reliable information sources 1.6 The potential impact of foreign and domestic government legislation is evaluated
2 Analyse the business' capabilities in relation to e-business	2.1 The business' existing resources and core competencies are evaluated to identify competitive advantage 2.2 Value chain analysis is completed across the organisation to identify processes and relationships that may benefit from the adoption of e-business solutions 2.3 Threats and opportunities for the business related to the introduction of e-business solutions are identified 2.4 Implications for the value chain of adopting e-business solutions are assessed 2.5 Risks and obstacles in implementing e-business solutions are evaluated and ways to deal with them identified

- 2.6 Resource analysis is conducted to identify cost and revenue implications in developing opportunities
- 3 Evaluate e-business opportunities
 - 3.1 New capabilities provided by the Internet and other forms of e-business are identified through research and consultation and possible changes to the business and its culture are evaluated
 - 3.2 New e-business opportunities are identified and evaluated in terms of their compatibility with business goals and direction and their likely contribution to the business
 - 3.3 Legal and ethical issues relating to e-business opportunities are identified and evaluated
 - 3.4 The impact of the international nature of e-business is evaluated for each business opportunity
 - 3.5 The viability of making changes to current operations to take advantage of e-business opportunities is determined through cost-benefit analysis
 - 3.6 Timeframes required for implementation are evaluated for e-business opportunities

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
Evaluation of e-business opportunities involving new business models not simply electronic versions of existing businesses

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
Familiarity with Internet / World Wide Web

e-business environment

e-business terminology

Sources of market information

Value chain analysis

Cost-benefit analysis

Underpinning skills

Computer operating skills

Literacy skills to identify and interpret market information

Numeracy skills for data analysis and cost-benefit analysis

Ability to relate to stakeholders 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 analyse the e-business market and to determine the impact of e-business solutions (3)

Communicating ideas and information - to identify and communicate e-business opportunities and objectives and to identify and encourage business enabled by new capabilities which may become available (3)

Planning and organising activities - to analyse the current external environment, to evaluate the business's current capabilities and to identify new business opportunities (3)

Working with teams and others - to provide effective leadership and direction and to facilitate change in order to take advantage of new business opportunities (3)

Using mathematical ideas and techniques - to conduct an analysis of current and future business opportunities in relation to the current business position (2)

Solving problems - to evaluate current situation and to position the business to take advantage of new business opportunities (3)

Using technology - to facilitate analysis and evaluation of current situation and future opportunities (2)

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Range Statement

Range statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, 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

OECD International Guidelines for Consumer Protection in E-Commerce

copyright laws

defamation laws

privacy legislation

intellectual property, confidentiality requirements

legal and regulatory policies affecting e-business

Internet codes of practice

e-business is:

every type of business transaction in which the participants (ie suppliers, end users etc) prepare or transact business or conduct their trade in goods or services electronically (A definition of e-business in E-competent Australia, ANTA, May 2000)

Processes and relationships may include:

organisation structures

customer service

delivery of core services

delivery of products

delivery of Government services

trading communities

development of new products, services and markets

Value chain analysis is:

an analysis of a series of primary activities, such as:

inbound logistics

operations

outbound logistics

marketing and sales

service support

and their support activities, such as:

business infrastructure

human resource management

technological development

procurement

Threats and opportunities may include:

business-to-business (B2B) opportunities where e-business is conducted between companies

business-to-consumer (B2C) opportunities where e-business is conducted between an

enterprise and a customer

business to Government (B2G) opportunities where e-business is conducted between an enterprise and the Government
disintermediation threats/opportunities where the role of 'middlemen' or other middle supply chain elements is reduced or made redundant as newer more efficient supply chain technologies are implemented
re-intermediation opportunities, where e-business creates new value between producers and consumers

Competition legislation

internal business opportunities that improve productivity utilising e-business development

risk management: payments, fraud etc

infrastructure requirements: disaster recovery, failsafe systems

New capabilities may include:

24-hour operation

communication

global reach

supply channel

distribution channel

online customer service

automated marketing efforts

Contribution to the business may include:

effect on:

sales

market share

profitability

growth

return on investment

customer satisfaction ratings

staff productivity and professional development

staff morale ie using efficient technologies to enhance workplace

International nature of e-business may include:

language

culture

legal issues

technology

distribution factors

Technology focus of e-business may include:

access to support

basic understanding of processes

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Unit Sector(s)

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