



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS504A Implement an e-business strategy

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers implementation, monitoring and review of e-business strategy. This unit is related to BSBEBUS601A Develop an e-business strategy. Consider co-assessment with BSBEBUS505A Implement new technologies for business.

Competency field

e-business

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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 Implement action plan for e-business strategy	1.1 Business processes are identified and re-engineered using online technologies in accordance with the business plan and the e-business model 1.2 Technology for e-business implementation is acquired in accordance with the action plan and budgetary requirements 1.3 Policies and procedures are used to guide business operations in accordance with the e-business model 1.4 Learning and development opportunities are provided in accordance with the business plan and staff needs 1.5 Information and development support is provided to customers and supply chain to assist in implementation of the e-business strategy
2 Manage the business change process	2.1 Coaching and mentoring is provided to assist staff, supply chain and customers to master new processes and new technologies in accordance with individual needs 2.2 Staff, supply chain and customers are kept informed of progress in the implementation of change to an e-business model
3 Monitor implementation and manage contingencies	3.1 The culture of the business and its effect on achievement of business goals is monitored and processes for dealing with culture change are managed in accordance with the e-business strategy 3.2 Opportunities are identified to adjust policies and processes to respond to the changing needs of customers, supply chain and the organisation 3.3 Adjustments to manage contingencies are made in accordance with level of responsibility and authority

- 4 Evaluate and improve e-business strategy
 - 4.1 Review of the implementation of the e-business strategy is undertaken in accordance with organisational requirements
 - 4.2 Information and reports are used to compare plans, budgets, timelines and forecasts to actual performance
 - 4.3 e-business systems are reviewed in consultation with users and personnel responsible for e-business and recommendations made for improvements
 - 4.4 Evaluation results and feedback from users are used to plan and improve future e-business strategies

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

The importance of culture change for the successful implementation of an e-business strategy

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

e-business environment

e-business terminology

Legal, ethical and security issues relating to e-business

Culture of e-business versus traditional business models

Open and international standards

Implementation issues

Underpinning skills

Computer technology skills

Literacy skills to interpret policies and procedures and provide information to others

Numeracy skills for complying with budgetary requirements

Communication skills for consultation with users, supply chain and customers

Change management

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 re-engineer business processes and to evaluate and produce reports (3)

Communicating ideas and information - to assist and coach staff, supply chain and customers with new e-business model and to keep stakeholders constantly informed of the changes in e-business strategies (3)

Planning and organising activities - by developing policies and procedures to inform business operations and to implement e-business strategies (3)

Working with teams and others - to provide training and development and to bring about the culture change necessary to manage change and to implement effective e-business strategies (3)

Using mathematical ideas and techniques - to meet budgetary requirements (1)

Solving problems - to manage change, to deal with contingencies and to develop and adapt processes and procedures to implement e-business strategies (3)

Using technology -to provide business services (3)

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Using mathematical ideas and techniques - to meet budgetary requirements (1)

Solving problems - to manage change, to deal with contingencies and to develop and adapt processes and procedures to implement e-business strategies (3)

Using technology -to provide business services (3)

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

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
(Definition of e-commerce in **E-competent Australia**, ANTA, May 2000)

Policies and guidelines may include:

- security
- privacy
- confidentiality
- information management
- risk management
- intellectual property
- fraud prevention and detection
- business ethics
- human resource management
- performance management
- electronic communication
- outsourcing
- legal issues eg jurisdiction, contract validity, taxation

Information and development support may include:

- personal identification and password for online access to business processes eg purchasing or supply
- banking information for electronic funds transfer
- new protocols relating to legal or security issues for e-business
- open and international standards e.g. EAN.UCC or UN/EDIFACT
- contact person
- advice on staffing arrangements
- advice on technology issues / compatibility
- advice on existing business strategy and base business versus growth business
- feedback loops

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Unit Sector(s)

Not applicable.