



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBUS508A Build a virtual community

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers development of a virtual business community built around a common interest / area of business.

Consider co-assessment with BSBEBUS507A Manage the business aspects of a website.

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 Set up a virtual community	1.1 Registration / membership requirements and guidelines for participating in the virtual community are determined in accordance with the website marketing strategy 1.2 The virtual community website is developed and marketing strategies implemented to launch the site and the community 1.3 Member organisations/individuals are recruited and authenticated in accordance with organisational requirements 1.4 Members are supported to access services and contribute to the community by sharing expertise and business/market intelligence in accordance with accepted net etiquette
2 Develop and manage a virtual community	2.1 Contributions to the virtual community are monitored and strategies adjusted to enhance cooperation and build the community in accordance with the website communication strategy 2.2 The culture of the developing community is monitored and processes for dealing with contingencies are developed and implemented in accordance with level of responsibility and authority 2.3 Customer satisfaction with the virtual community is evaluated and strategies to improve customer service are developed and implemented in accordance with organisational requirements 2.4 Opportunities are identified to adjust policies and processes to respond to the changing needs of members and the organisation

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

Level of member satisfaction with the virtual community

Evaluating and influencing the culture of the virtual community

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

Internet / World Wide Web

e-business environment

e-business terminology

Website business management

Legal, ethical and security issues relating to websites

Culture of e-business community versus traditional business community

Underpinning skills

Computer technology skills

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

Numeracy skills for reviewing website data

Communication skills for consultation with members

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 determine the focus and membership of the virtual community, and identify the technical support, communication process and financial commitment necessary to support the business community (3)

Communicating ideas and information - through the virtual community website to recruit members and to assist them to access services and to contribute to the community (3)

Planning and organising activities - to launch the virtual community, to respond to change and to deal with contingencies as they arise, especially in the area of website security (3)

Working with teams and others - to develop the virtual community, to gather feedback from website users and community members, to recommend changes and to encourage co-operation and contribution from members (3)

Using mathematical ideas and techniques - for data analysis of website users (1)

Solving problems - to improve services and contributions, to develop community membership and to resolve potential conflicts as they arise (3)

Using technology - to build a virtual community (2)

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Using technology - to build a virtual community (2)

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

Virtual community refers to:

- a website where members / clients contribute and access information

Guidelines may include:

- legal, ethical and security issues
- pre-requisites for membership
- roles, rights and responsibilities of members
- open posting and viewing of free materials
- moderated postings
- roles, rights and responsibilities of moderator
- viewing restricted by log-on and/or password
- subscription conditions and fees

Net etiquette (netiquette) refers to:

- protocols for discussion groups
- accepted (not mandated) rules for being a good net citizen (netizen)
- remember you're dealing with real people not computers
- if you wouldn't do it in real life don't do it in cyberspace
- adjust to the style and tone of discussion groups
- respect other's time and bandwidth
- look good online (spelling, grammar, and something worth saying)
- share expert knowledge
- keep flames under control (flaming is making personal attacks on others)
- respect other people's privacy
- don't abuse your power
- be forgiving of other's mistakes

from Virginia Shea (1994) **Netiquette**, Albion Books San Francisco pp 32 - 33

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Unit Sector(s)

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