



Australian Government

Department of Education, Employment and Workplace Relations

BSBATSIM511C Develop enterprise opportunities

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to identify, assess and develop business opportunities in consultation with the community in order to increase economic independence and expand employment. Some aspects of governance activities may be subject to legislation, rules, regulations and codes of practice relevant to different job roles and jurisdictions.
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Application of the Unit

Application of the unit	This unit applies to individuals responsible for monitoring and guiding the activities of organisations that are investigating options to develop enterprise opportunities.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Expand existing activities	1.1. Identify existing business initiatives, employment goals and objectives 1.2. Evaluate current business activities with respect to viability and future potential 1.3. Seek expert advice where appropriate 1.4. Support viable businesses
2. Develop business ideas and options	2.1. Canvass the community for business ideas and options 2.2. Identify and document potential skills and abilities in the community 2.3. Identify and analyse potential markets 2.4. Obtain information from business services regarding business development
3. Evaluate business options	3.1. Assess potentially viable businesses 3.2. Conduct feasibility studies with the support of appropriately skilled personnel 3.3. Gather and document community input 3.4. Consider and document business options 3.5. In conjunction with other board members, make and document decisions regarding future business options 3.6. Contribute to the development of business plans that take account of local cultural requirements
4. Implement business proposals	4.1. Establish structures to action business plans 4.2. Establish partnerships where appropriate 4.3. Establish monitoring and review mechanisms 4.4. Set and document achievable targets and timeframes 4.5. Establish and support boards of management of new businesses where appropriate 4.6. Provide information to the community on a regular basis

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- numeracy skills to evaluate information on business viability
- communication, teamwork and negotiation skills to work cooperatively with other board members, management and staff of the organisation, members, community and key stakeholders
- culturally appropriate communication skills to relate to people from diverse backgrounds and with diverse abilities
- evaluation and decision-making skills to monitor and review information presented to the board and enact decisions
- planning skills to develop and implement business plans
- problem-solving skills to identify and manage real and perceived conflict of interest between parties
- research and analytical skills to gather and evaluate business data
- oral and reading communication skills to develop and evaluate business proposals and plans

Required knowledge

- business planning strategies, including strategies for:
 - conducting feasibility studies
 - setting goals and objectives
- business processes
- business support services available
- concept of community control of organisations and how it may impact on business options
- cultural context in which Aboriginal and Torres Strait Islander boards operate, including their role in upholding traditional and cultural values, and how that might impact on business options and operations
- geographic, social, economic and political contexts in which particular organisations operate and how these may impact on business options and operations
- information generally included in feasibility studies and how it should be interpreted
- marketing terms and strategies
- organisational policies and procedures in relation to business activities
- possible business structures
- provisions of federal, state or territory legislation and funding body requirements that may impact on business options and operations
- relevant protocols and cultural responsibilities that might impact on the

REQUIRED SKILLS AND KNOWLEDGE

development of enterprise opportunities

- strategies for identifying skills available in the organisation and community

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • identify potential business activities for the organisation and possible business structures to support these activities • develop business proposals in collaboration with others • make decisions regarding the suitability of business proposals • participate in business planning processes in collaboration with others.
Context of and specific resources for assessment	Assessment must ensure: • participation on an actual or simulated board • access to examples of enterprises operated by Aboriginal and Torres Strait Islander organisations • access to examples of relevant documents • knowledge and performance are assessed over time to confirm consistency in performance.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • observation of performance on a board or simulated board • direct questioning combined with reflection of practical board performance by the candidate • analysis of responses to case studies and scenarios • demonstration of techniques • observation of presentations and group discussions • oral or written questioning to assess knowledge • observation of performance in role plays • analysis of feedback from other board members, staff, community or other stakeholders regarding performance.
Guidance information for	Holistic assessment with other units relevant to the

EVIDENCE GUIDE**assessment**

industry sector, workplace and job role is recommended, for example:

- BSBATSIW515C Secure funding.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<i>Evaluation of current business activities</i> may refer to:	• capital requirements • community motivation • cultural appropriateness • human resources • market availability • risk.
<i>Business ideas and options</i> may include:	• establishing an independent business operation • establishing joint ventures with local government and/or private operators • tendering for supply of services.
<i>Markets</i> may include:	• Aboriginal and Torres Strait Islander networks • local, regional, state or territory, national or international consumers and organisations.
<i>Business services</i> may include:	• Aboriginal and Torres Strait Islander legal services • business development networks • government business information services • industry associations • local operators.
<i>Structures</i> may include:	• board of management • board members, staff, community representatives, business and finance advisers, industry advisers • capital requirements • core business • future directions • income and expenditure projections • legal structure • market strategies • staffing.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Regulation, licensing and risk - ATSI governance
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Co-requisite units

Co-requisite units		