



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **ICAICT703A Endorse business plan components for a new initiative**

**Release: 1**

## ICAICT703A Endorse business plan components for a new initiative

### Modification History

| Release   | Comments                                                                                                          |
|-----------|-------------------------------------------------------------------------------------------------------------------|
| Release 1 | This Unit first released with <i>ICA11 Information and Communications Technology Training Package version 1.0</i> |

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to construct a business plan for a new initiative, including marketing, operations, organisational and financial plans within a medium to large organisation.

### Application of the Unit

Chief information officers in medium to large organisations apply the skills and knowledge in this unit to direct the strategic planning, risk management and security of internal and external information and communications technology (ICT) infrastructure of their organisation.

Their job roles combine high-level management and business skills to perform strategic planning and direction of emerging and converging technologies within the ICT industry.

### Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

### Pre-Requisites

Not applicable.

### Employability Skills Information

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

| Element                                                                  | Performance Criteria                                                                                                                                                                                                                                                                                                    |
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| <i>Elements describe the essential outcomes of a unit of competency.</i> | <i>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.</i> |

## Elements and Performance Criteria

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| 1. Endorse a marketing plan for IT business | 1.1 Ensure internal and external <b><i>environmental issues</i></b> are addressed<br>1.2 Review feasibility of target market projections<br>1.3 Endorse selection of advertising and promotional strategies                                                                                                                                                                                                                             |
| 2. Endorse the operation plan               | 2.1 Verify <b><i>scope</i></b> of business operation plan<br>2.2 Ensure business plan complies with business needs<br>2.3 Endorse criteria for <b><i>quality processes</i></b> against <b><i>organisational standards</i></b>                                                                                                                                                                                                           |
| 3. Endorse the organisational plan          | 3.1 Analyse and review the organisational structure<br>3.2 Ensure the organisational structure meets the organisation's strategic plans and directions                                                                                                                                                                                                                                                                                  |
| 4. Endorse the financial plan               | 4.1 Endorse financial strategy for the new initiative<br>4.2 Evaluate expected cash-flow projections<br>4.3 Analyse and evaluate the effects of financial decisions on the ability of the organisation to meet planned outcomes<br>4.4 Ensure financial risk-management procedures according to organisational requirements<br>4.5 Ensure early detection and remedial action plans for deviations in budget objectives and projections |

## Required Skills and Knowledge

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

### Required skills

- analytical skills to conduct enterprise resource planning and management
- communication skills to:
  - resolve conflict
  - negotiate with clients and internal staff
  - prepare reports to senior management
  - read and interpret an organisation's reports, policies and procedures to establish and review business continuity-management framework
- initiative, enterprise and problem-solving skills to:
  - act as a positive role model
  - assess vulnerabilities in organisational processes and infrastructure set-up
  - evaluate competitive technologies
  - solve problems individually and in teams in response to changing environments
  - translate a range of ideas into appropriate action
- planning and organisational skills to:
  - establish and monitor the organisation's continuous improvement and planning processes
  - manage teams
  - undertake the necessary background research for the development and monitoring of the strategic management plans
- technology skills to:
  - compare and recommend new technology solutions to improve organisational outcomes
  - evaluate complex information technology issues within the organisation's environment.

### Required knowledge

- AS/NZS ISO 31000:2009 Risk management
- business continuity issues for the organisation
- organisation's industry and current functionality, including existing data and information systems
- organisation's internal and external dependencies and interdependencies
- organisational policies and procedures, including risk-management strategy
- past and current internal, external and industry disruptions
- relevant legislation and regulations that impact on business continuity, such as OHS, environment, duty of care, contract, company, freedom of information, industrial relations, privacy and confidentiality, due diligence and records management.

## 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.*

|                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <b>Overview of assessment</b>                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b> | <p>Evidence of the ability to:</p> <ul style="list-style-type: none"> <li>• develop a strategy to align IT services with organisational goals</li> <li>• conduct risk analysis, including security for IT assets and implement procedures that identify where risk occurs and what measures need to be taken to handle the risk</li> <li>• produce contingency plans for business continuity</li> <li>• establish warning systems and an ongoing process that includes regular or programmed reviews of the risk profile</li> <li>• confirm sufficient knowledge of security products and organisational security policy</li> <li>• develop strategy for the implementation of appropriate processes and procedures that ensure that quality expectations are met.</li> </ul> |
| <b>Context of and specific resources for assessment</b>                                             | <p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> <li>• relevant strategic-level enterprise documentation, including planning, financial and IT infrastructure documentation</li> <li>• relevant legislative policies.</li> </ul> <p>Where applicable, physical resources should include equipment modified for people with special needs.</p>                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Method of assessment</b>                                                                         | <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>• direct observation of the candidate carrying out project work</li> <li>• verbal or written questioning of candidate to assess required knowledge and skills</li> <li>• review of reports and implementation plans</li> <li>• review of a portfolio of the project work prepared by candidate.</li> </ul> <p>Note: The preferred assessment method is through a workplace project or through a simulated medium to large enterprise workplace.</p>                                                                                                                                |
| <b>Guidance information for assessment</b>                                                          | <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|  | <p>appropriate.</p> <p>Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed.</p> <p>Indigenous people and other people from a non-English speaking background may need additional support.</p> <p>In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.</p> |
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## 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.*

|                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <b><i>Environmental issues</i></b> may include:     | <ul style="list-style-type: none"> <li>• auditing</li> <li>• workplace culture</li> <li>• legal</li> <li>• markets</li> <li>• multiple languages</li> <li>• policy</li> <li>• regulation.</li> </ul>                                                                                                                                                                                                                                                                                                                              |
| <b><i>Scope</i></b> may include:                    | <ul style="list-style-type: none"> <li>• customer acceptance criteria</li> <li>• description of outcomes (deliverables)</li> <li>• equipment and software to be installed</li> <li>• financials</li> <li>• milestones and timelines</li> <li>• project constraints</li> <li>• project objectives</li> <li>• resources required</li> <li>• roles of involved parties.</li> </ul>                                                                                                                                                   |
| <b><i>Quality processes</i></b> may include:        | <ul style="list-style-type: none"> <li>• AS 3925.1-1994 Software quality assurance - plans</li> <li>• AS/NZS4258:1994 Software user documentation process</li> <li>• AS/NZS ISO/IEC 12207:1997 Information technology - Software life cycle processes</li> <li>• AS/NZS 14102:1998 Information technology guideline for evaluation and selection of CASE tools</li> <li>• cost savings</li> <li>• performance</li> <li>• quality</li> <li>• technical</li> <li>• various processes, depending on type of organisation.</li> </ul> |
| <b><i>Organisational standards</i></b> may include: | <ul style="list-style-type: none"> <li>• audit requirements</li> <li>• codes, including codes of practice</li> <li>• credit procedures</li> <li>• customer protection and trade practices</li> <li>• duty of care</li> <li>• enterprise agreements</li> <li>• equal employment opportunity (EEO)</li> </ul>                                                                                                                                                                                                                       |

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|  | <ul style="list-style-type: none"><li>• ethical standards</li><li>• OHS</li><li>• industry codes of practice relevant to the workplace</li><li>• legislation</li><li>• national standards</li><li>• organisational policies and procedures concerning:<ul style="list-style-type: none"><li>• budgeting</li><li>• funding</li><li>• use of key performance indicators</li></ul></li><li>• organisation's:<ul style="list-style-type: none"><li>• annual report</li><li>• business plan</li><li>• directory of services</li><li>• marketing or public relations plan</li><li>• strategic plan</li></ul></li><li>• quality management</li><li>• relevant organisational policies and procedures</li><li>• store policy, where relevant</li><li>• workplace relations.</li></ul> |
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## Unit Sector(s)

General ICT