



CATAPULT

BSBSMB413

Design a digital action plan for small business

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit BSBSMB413.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/BSBSMB413/>

Trainer/assessor guide

BSBSMB413

Design a digital action plan for small business

Welcome to this unit of study

This unit describes the skills and knowledge required to develop a plan for using digital technologies to achieve business goals. It involves undertaking a basic review of business digital readiness, identifying opportunities and developing an action plan for using digital initiatives in a small business.

It applies to individuals who operate a small business and take responsibility for adopting and promoting approaches to improve small business operations.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Determine digital readiness of the business.....	5
Digital assets, and internal capacity and capability	5
Market needs and preferences.....	9
Competitors' use of digital technologies.....	14
Digital technology Opportunities and challenges.....	19
Check your understanding	25
Topic 2: Investigate digital tools and services to meet business needs	27
Components of a digital strategy.....	27
Digital tools, platforms and channels.....	29
Specialist advisors	43
Integrating digital initiatives with non-digital tools	46
Check your understanding	51
Topic 3: Develop a digital plan aligned with business goals	53
Selecting initiatives that align with business vision.....	53
Monitoring key metrics	60
Check your understanding	65
References.....	67
Assessment workbook	71
Unit information	73
What is competency-based assessment?.....	74
How will my competency be assessed?.....	75
Assessment agreement.....	76
Foundation skills checklist.....	77
Skills recognition.....	78
Topic 1: Determine digital readiness of the business.....	79
Topic 2: Investigate digital tools and services to meet business needs	80
Topic 3: Develop a digital plan aligned with business goals	81
Knowledge questions	82
Topic 1: Determine digital readiness of the business.....	83
Topic 2: Investigate digital tools and services to meet business needs	89
Topic 3: Develop a digital plan aligned with business goals	96
Topic 4: Specific knowledge evidence	104
Performance tasks.....	106
Third party evidence collection agreement	107
Topic 1: Determine digital readiness of the business.....	108
Topic 2: Investigate digital tools and services to meet business needs	109
Topic 3: Develop a digital plan aligned with business goals	110

Completion record..... 111

Unit mapping and assessment checklist 112

Trainer/ assessor user instructions..... 114

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Determine digital readiness of the business
- » Investigate digital tools and services to meet business needs
- » Develop a digital plan aligned with business goals

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
