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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Name:** | | **BSB42415 Certificate IV in Marketing and Communication** | | | | | | |
| **Unit Name:** | | **BSBMgt407** Apply digital solutions to work processes. | | | | | | |
| **Student Number** | |  | | | | | | |
| **Student Name** | |  | | | | | | |
| **Current Address** | |  | | | | | | |
| **Email** | |  | | | | | | |
| **Assessor Name:** | | **Sid Bastola** | | | | | | |
| Result | Individual Assessments result | | Assessment 1 | S **🞎**NS **🞎** | | Final Result | | **C 🞎** |
| Assessment 2 | S **🞎**NS **🞎** | |
| Assessment 3 | S **🞎**NS **🞎** | | **NC 🞎** |
| **Assessor Signature** |  | | | Date | |  | | |
| Feedback to Student | | | | | | | | |
|  | | | | | | | | |
| **I have received the Assessment Feedback on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Date)** | | | | | | | | |
| Students Signature | |  | | | | | | |
| Assessor Signature | |  | | | Date | |  | |
| Result to STARS by: | |  | | | Date | |  | |

# Identify digital applications and trends

## Submission details

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| --- | --- | --- | --- |
| Candidate’s name |  | Phone no. |  |
| Assessor’s name |  |  |  |
| Assessment site |  | | |
| Assessment date/s |  | Time/s |  |

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

You will demonstrate knowledge and skills required to identify digital applications and utilise digital workplace information.

## Assessment description

In response to a workplace scenario, you will conduct research into digital applications and trends for use in the workplace. You will prepare a short presentation to a management audience to explain recommendations. Finally, you will write a reflection explaining: the process of research you undertook, and how you keep up-to-date with relevant digital trends.

## Procedure

1. Read the following scenario.

|  |
| --- |
| You are a team leader (within an organisation as agreed with your assessor). You have been asked by your manager to review the digital information needs of your team, including for communications and collaboration (e.g. from management to team, within the team, team-to-team, team to clients and external stakeholders), use of workplace technology, and networking.  You will need to prepare a presentation to explain at least one recommendation for improvement, with reference to internal needs (e.g. operational goals and policies and procedures) and external needs (e.g. legislative requirements). |

1. Meet with your assessor to agree on a suitable workplace or organisation to use as the basis of this task and to agree on timeframes for completion of this assessment task.

**Note:** A suitable workplace is a real or simulated workplace in which you have access to operational plans, policies and procedures (including for procurement and intellectual property) that will allow you to sufficiently determine information needs.

1. Conduct research for the presentation, using a range of online and print sources. You will need to conduct online research using valid and reliable sources (at least three sources). Keep records of sources for submission to your assessor.
2. Prepare your presentation. The presentation that you prepare will need to:
   1. identify and discuss at least one proposed digital application for communications, technologies and networks for use by your team, for example, new software, social media platform, etc.
   2. sell your solution: What is the issue or need? Why is your proposed solution the answer to the team’s needs? Refer to relevant operational plans and objectives, budgets, policies and procedures and legislation, as relevant
   3. discuss the proposed creation, storage and retrieval of digital information under your proposed application.

**Note:** You will not beexpected to deliver the presentation, but you will need to prepare as evidence for submission, for example scripts, notes, charts and graphs, PowerPoint slides and/or other multimedia required to adequately propose your digital solution.

1. Write a short (one page) reflection on the process you undertook to determine team digital information needs, including reference to:
   1. operational plans and policies
   2. determining validity and reliability of sources (include reference to at least three valid and reliable sources)
   3. relevant processes for storage of the research and presentation for future business use, and
   4. a description of strategies you use to ensure you keep up to data with digital trends for application in the workplace.
2. Submit your reflection in accordance within the agreed timeframe and in accordance with the specifications outlined below.

## Specifications

You must submit:

* a presentation on a digital application to a management audience, including notes, slides, etc.
* a written reflection on the process of research and strategies for keeping up-to-date on trends.

Your assessor will be looking for evidence of the following foundation skills:

* reading skills to source, analyse and interpret information, including technical data, in the context of meeting organisational strategy and compliance requirements
* workplace navigation skills to monitor adherence to organisational policies and legal requirements
* digital workplace skills to conduct online research and investigate new digital technologies and applications to support organisational plans.

Reflection

The changing perspective of business operation demands to adopt an effective form of digital application to ensure effective distribution of information to all the departments in the organization. It is one of the core responsibilities of the team leader to ensure proper delivery of crucial information to each team member. This particular idea of information sharing is only possible with the consideration of the proper digital application program for the organization. Social entrant is one viable option when it comes to effective distribution of critical and important information to all shareholders effectively and efficiently. Different steps involved in the application of the entire process of digital information sharing system in the workplace system. It is also crucial to prepare team members to adopt different practical aspects involves in the entire scenario. There is a need for offering different coaching programs for the team members to ensure their proper understanding of all the related domains. Proper identification of the whole process of digital application helps every shareholder to understand their role and perform their tasks according to the actual requirements by the help of useful information. Creation of a social environment in the workplace setting is the demand of time for the organization to make it easy for all the team members to understand each other’s roles and responsibilities. Offering social media platforms is comprehensive practical measures to give essential space to team members. It is important to encourage innovation and creativity in the workplace setting. Application of new information sharing systems and processes in the workplace domain helps workers to align their work performance with the actual goals of the communication organization. Interaction is the key to success in recent times and it reflects the growing ideas of utilization of information technology in the business. Technological advances make the entire pathway easy for the management to build strong interpersonal communication domain between all shareholders.

# Lead digital work processes

## Submission details

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| --- | --- | --- | --- |
| Candidate’s name |  | Phone no. |  |
| Assessor’s name |  | Phone no. |  |
| Assessment site |  | | |
| Assessment date/s |  | Time/s |  |

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

You will demonstrate knowledge and skills required to lead work processes in a digital environment.

## Assessment description

In response to a scenario, and as a follow-up to Assessment Task 1, you will plan the implementation of your digital solution. You will plan and conduct a role-played training or coaching session to support implementation.

## Procedure

1. Read the following scenario.

|  |
| --- |
| You are a team leader (within an organisation as agreed with your assessor). You have been asked by your manager to review the digital information needs of your team. You have completed this review and presented your recommended digital solutions to the management team.  Your broad recommendations have been accepted. You now need to follow relevant processes (operational, budgetary and procurement) to select services or providers and integrate the new solutions into existing operations. You will also need to plan and implement training or coaching to lead and support your team. |

1. Meet with your assessor to:
   1. agree on a suitable workplace or organisation to use as the basis of this task (if this has not already been agreed in Assessment Task 1)
   2. agree on a group of simulated potential trainees or coachees with which to:
      1. conduct a skills assessment
      2. demonstrate training or coaching skills to support implementation
   3. arrange a time and place to role-play a training or coaching session
   4. agree on timeframes for completion of this assessment task.
2. Using workplace documentation, including operational plans, budgets, and relevant policies and procedures (such as procurement policies), plan the selection and implementation of your proposed digital solution. You will need to:
   1. plan for the process of identifying features of systems that will be fit for purpose given existing organisational needs and for securing approval
   2. identify strategies for integrating the solution into workplace operations
   3. identify and explain the application of relevant policies and procedures including for the use of digital media by employees and intellectual property protection
   4. plan the needs analysis and training or coaching of team members to ensure the successful implementation of the solution.
3. Complete the template in Appendix 1.
4. Conduct a training or coaching skills assessment on your agreed group of trainees/coachees and plan a short training or coaching session in alignment with your implementation planning. You may use the template in Appendix 2 to conduct a skills assessment.
5. Conduct the training or coaching. Ensure you:
   1. use oral communication skills to listen and explain processes using appropriate vocabulary for your trainee or coachee
   2. use interaction skills to encourage, support and develop understanding
   3. explain the purpose of the training or coaching in terms of operational success and refer to relevant procedures and legislation.
6. Submit your implementation planning within the agreed timeframe and in accordance with the specifications outlined below.

## Specifications

You must:

* submit planning for the selection and implementation of the chosen digital solution for your team (Appendix 1)
* simulate the implementation of planning through a coaching/training role-play.

Your assessor will be looking for evidence of the following foundation skills:

* writing skills to develop planning in accordance with legal and organisational requirements
* oral communication to present information using language and features appropriate to the training or coaching audience
* workplace navigation skills to monitor adherence to organisational policies and legal requirements
* interaction skills to use a collaborative instructional approach to encourage, support and develop understanding and skills in others
* digital workplace skills to:
  + evaluate new digital technologies and applications to support organisational plans
  + support the implementation and review of digital technologies through training or coaching.

## Appendix 1: Selection and implementation

|  |  |
| --- | --- |
| Objectives | Strategies for integrating with business and operational objectives |
| Develop intranet or social intranet as the possible solution to the communication needs in the organization. | Development of suitable and aligned policies and plans to ensure effective utilization of different requirements of the communication plan.  Consideration of procurement plan and the strategies of information sharing in a workplace setting. |

### Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Activity, including description, rationale, and relevant policy | Timeframe | Resources | Responsible |
| Conduct an assessment plan to observe potential needs and capabilities of team members. | 1-3 months | Human resources | Assessor of digital information plan |
| Check functionality of current communication system | 1 month | Consideration of communication tools and techniques | Planner |
| Crafting content inventory | 6 months | Human resources and technological tools | Organizer concerning to new digital system for the organization. |
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### Monitoring success

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| --- | --- | --- |
| Objective | How measured | When measured/by whom |
| Access collaboration level of team members in the entire process | Check the overall success of the digital information plan. | During the process of achieving goals.  This particular assessment will be completed by the manager of the entire plan. |
| Evaluate the main idea of digital communication | Overview opinions of all team members | At the start of the plan by the team leader. |
| Identify its overall impact on financial and human resources | To compare financial positioning before and after the application of a new communication plan. | It needs to be measured by management after the completion of the plan. |

## Appendix 2: Training/coaching skills assessment template

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Review Date: | | | | | | | | | | | | |
| Symbol | | Level | | | | | | | | | | |
| sm-untrained | | Cannot perform the task | | | | | | | | | | |
| skills matrix - learner | | Familiar with elements of the job | | | | | | | | | | |
| skills matrix - practioner | | Can perform with help | | | | | | | | | | |
| skills matrix- developer | | Can perform solo | | | | | | | | | | |
| skills matrix - coach | | Can teach/coach others to perform | | | | | | | | | | |
| Process | | | | | | | | | | | | |
| **Name** | Conduct a workshop | | Exploration of individual skills | Offer practical measures | Platform for action | Feedback about the skills |  |  |  |  |  |  |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |
|  | sm-untrained | | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained | sm-untrained |

# Knowledge test

## Submission details

|  |  |  |  |
| --- | --- | --- | --- |
| Candidate’s name |  | Phone no. |  |
| Assessor’s name |  | Phone no. |  |
| Assessment site |  | | |
| Assessment date/s |  | Time/s |  |

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

You will demonstrate the knowledge and skills required to recognise and apply internal and external requirements related to digital applications, including those related to intellectual property.

## Assessment description

You will answer a set of short-answer and scenario-based questions based on internal and external requirements for digital applications, including intellectual property requirements.

## Procedure

1. Meet with your assessor to:
   1. if not already agreed in Assessment Task 1 or Assessment Task 2, agree on a suitable workplace or organisation to use as the basis of this task

**Note:** A suitable workplace is a real or simulated workplace in which you have access to operational plans, policies and procedures (including for procurement and IP) that will allow you to sufficiently determine internal and external requirements for use of digital applications.

* 1. agree on timeframes for completion of this task.

1. Review the scenario-based questions in Appendix 1.
2. Answer the questions in Appendix 2, making sure to complete the risk register.
3. Submit all documentation within the agreed timeframe.

## Specifications

You must submit:

* written answers to scenario-based questions, including a completed risk register.

Your assessor will be looking for evidence of the following foundation skills:

* reading skills to source, analyse and interpret textual information, including online legal information, information on registering IP and relevant organisational policies and procedures
* writing skills to complete a risk register using specialised and detailed language to convey explicit information, requirements and recommendations in accordance with legal and organisational requirements
* workplace navigation skills to monitor and describe adherence to organisational policies and legal requirements
* digital workplace skills to evaluate new digital technologies and applications to support organisational plans.

### Adjustment for distance-based learners

* No adjustment to the procedure is required.
* Documentation may be submitted electronically.

## Appendix 1: Scenario-based questions

1. Explain at least two key elements to consider when evaluating whether digital technology and information options are fit for purpose. Give a real workplace or scenario example in each case.
2. Give one example each of how the following affect how you or your team works with digital technology and information:
   1. legislation or regulations
   2. organisational policies and procedures.
3. Considering your chosen organisation, identify legislation, regulations and the organisation’s policy relevant to intellectual property.
4. Review the following scenario and complete tasks A and B that follow:

|  |
| --- |
| Consider your chosen organisation. You are the manager or team leader of a team using a digital process with potential impact on the organisation in terms of valuable IP protection and/or compliance with legislation.  For example:   * Your organisation produces IP in the form of copyrighted material or wishes to protect trade secrets. * Your team develops IP but needs to avoid infringing on the copyrighted material of others. |

* 1. **Task A:** Select one example of a digital process and describe how you would either:
     1. protect IP from infringement by others

*OR*

* + 1. guard against using other’s IP inappropriately or inadvertently.

As the team leader, it is essential to consider some practical measures when it comes to the proper protection of IP which is infringement by others. There is a need for offering practical measures in the form of different steps to ensure effective consideration of the entire process. Protection of intellectual property is one critical step which is associated with different critical aspects. At the first stage, it is crucial to register the appropriate IP protection. The next phase reflects as trademark registration to ensure protective communication. Proper registration is also mandatory to attain a better form of IP protection.

* 1. **Task B:** Using the risk register in Appendix 2, document two risks to the organisation and describe controls to be implemented.

## Appendix 2: Risk register

|  |  |  |  |
| --- | --- | --- | --- |
| Intellectual property risk and description | Likelihood | Impact on organisation | Controls to be implemented  *(including summary descriptions of processes, such as registration, use of data bases, etc.)* |
| Legal cost: There is active involvement of legal costs in the form of protection and enforcement of intellectual property rights. | High | It can immensely influence the financial perspective of the business | There is a need for adoption of a proper process to ensure all forms of data protection for the organization. Alignment of all the available resources and the essential objective is crucial to maintaining better corporate domain. |
| Risks involve in trademarks: when it comes to particular branding and marketing of the business than there is a huge risk of theft of particular symbols and advertisement campaigns. | High | This particular risk can be immensely harmful for the organization as it can influence public opinion about the product. | Protection of intellectual property is essential by offering different practical measures and legal policies at different working levels. IP risk management is an effective option to ensure the protection of all the hazards involves in the whole scenario. |