



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 www.magill.edu.au

BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

| | | | |
|--|--|--------------------------|--------------------------|
| Unit of Competency: | BSBINM401 – Implement workplace information system | | |
| Student Name: | | | |
| Student ID Number: | | | |
| Assessor Name: | | | |
| Term and Year: | | | |
| The student has successfully completed the following assessment task(s): | | Yes | No |
| Assessment 1 | Portfolio of Activities | <input type="checkbox"/> | <input type="checkbox"/> |
| Assessment 2 | Written report | <input type="checkbox"/> | <input type="checkbox"/> |
| Assessment 3 | Project | <input type="checkbox"/> | <input type="checkbox"/> |
| Overall, the student was assessed as: | | | |
| Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/> | | | |
| Did the student meet the criteria for the following elements of competency? | | Yes | No |
| 1. Identify and source information needs | | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Collect, analyse and report information | | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Implement information systems | | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Prepare for information system changes | | <input type="checkbox"/> | <input type="checkbox"/> |
| The student requires the following skill(s) development before re-assessment: | | | |
| | | | |
| | | | |
| | | | |
| Feedback to student on overall performance during assessment: | | | |
| | | | |
| | | | |
| | | | |
| The student has been provided with feedback and informed of the assessment result and the reasons for the decision. | | | |
| Assessor Name: | | | |
| Assessor Signature: | | Date: | |
| I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision. | | | |
| Student Name: | | | |
| Student Signature: | | Date: | |

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BSB42415 – Certificate IV in Marketing and Communication

BSBINM401 – Implement workplace information system

Assessment 1 – Portfolio of Activities

| Submission Details | | | | |
|-----------------------------|--|--|-------------------------|--|
| Student ID Number: | | | | |
| Student Name: | | | | |
| Assessor Name: | | | | |
| Due date: | | | | |
| Student Declaration: | By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information. | | | |
| Student Signature: | | | | |
| Assessment Result Details | | | | |
| Result: | Satisfactory | | Not Satisfactory | |
| Feedback to Student: | | | | |
| Student Declaration: | I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor. | | | |
| Student Signature: | | | | |
| Assessor Signature: | | | | |
| Date: | | | | |

Submission details

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

In this assessment, you will identify the information needs of workplace teams and perform an analysis to determine if the information provided is meeting those needs and ensuring the effective functioning of the team. You will also collect, analyse, format and report information to meet the needs of workplace teams.

Assessment description

There are two parts in this assessment. Part A and Part B.

In Part A you are required to review information usage for your work team or another team within your organisation. Alternatively, you might choose to conduct this project using another suitable organisation or simulated business environment as agreed and arranged with your assessor.

In Part B you are required to collect and format information to meet a specific need of your work team within your organisation or workplace. You will then analyse the information for relevant trends or developments. Finally, you will prepare a report for management. You may conduct this project using another suitable organisation or simulated business environment as agreed and arranged with your assessor.

PART – A

Procedure

1. Determine the information needs of your work team or another team within your workplace. Conduct a review of information usage and capacity in your team.
 - a. Consider several examples of documents and information used in the work team.
 - b. Review the information against the needs of the team and the organisation. Review the examples for:
 - i. suitability
 - ii. accessibility
 - iii. currency
 - iv. reliability
 - v. compliance with organisational policies
 - vi. compliance with relevant legislation.

Note: You may wish to develop and use tools such as questionnaires or surveys for determining information usage and needs.

2. Prepare a written report on work team information needs (for a management audience) that:
 - a. summarises the findings of your review
 - b. explains the following typical information management systems and technology:
 - c. spreadsheets
 - d. databases
 - e. customer information records
 - f. product and service information
 - g. personal digital assistants (PDAs)
 - h. record management systems
 - i. project management software
 - j. budgets and financial management systems
 - k. identifies which of the above list could help meet the informational needs of the work team/organisation and explain relevance.
3. Submit your report in accordance with specifications set out below.

PART – B

Procedure

1. Access and review organisational policies and procedures or other relevant documentation for information collection and analysis to ensure the process you undertake to collect, analyse, and report information is compliant and in accordance with organisational and team requirements.
2. Collect information (such a sales data, demographic data, and performance data) that your work team currently needs to perform in their role.
 - a. Use familiar workplace technologies, for example, management reports, databases, spreadsheets, information management systems, accounting systems, customer relationship management systems, or enterprise resource management systems.
 - b. Ensure the relevance and timeliness of the information for your team.
3. Format the information ready for distribution, analysis and interpretation.
4. Analyse the information for relevant trends and developments.
5. Prepare a written report for management detailing:
 - a. the information requirements of your work team
 - b. how you collected information, ensured it was relevant and timely, and formatted it for dissemination in accordance with team/organisational needs with respect to:
 - i. suitability
 - ii. accessibility
 - iii. currency
 - iv. reliability
 - v. compliance with organisational policies

- c. your analysis of the data, including trends or developments relevant to the needs of your team or organisation
 - d. your recommendations based on your analysis of the data and consideration of the needs of the team and the organisation.
6. Submit your report, along with unformatted and formatted data, to your assessor in accordance with the specifications below.

Specifications

You must submit:

- a written report
- several examples of workplace documentation and policies and procedures that formed the basis of your review of information needs
- any supporting tools you developed to support the implementation of your process for determining information needs, e.g. surveys, questionnaires, etc.
- a written management report
- raw, unformatted information or data relevant to needs of work team
- formatted information, in a form appropriate for analysis and distribution.

Your assessor will be looking for:

- reading skills to critically analyse documentation from a variety of sources and to assess information relating to information requirements
- writing skills to develop a report for a management or business audience using appropriate style conventions
- evidence of your ability to take into consideration policies and procedures of the workplace and relevant legal requirements when assessing information needs.
- writing skills to develop written material for a specific audience using clear and detailed language in order to convey explicit information, requirements and recommendations
- workplace communication skills to prepare documentation for distribution that takes into account specific workplace needs
- skills to get work done by using familiar digital technologies and systems to access, enter, present and communicate data and information.



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Assessment 2 – Written report

| Submission Details | | | | |
|-----------------------------|--|--|-------------------------|--|
| Student ID Number: | | | | |
| Student Name: | | | | |
| Assessor Name: | | | | |
| Due date: | | | | |
| Student Declaration: | By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information. | | | |
| Student Signature: | | | | |
| Assessment Result Details | | | | |
| Result: | Satisfactory | | Not Satisfactory | |
| Feedback to Student: | | | | |
| Student Declaration: | I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor. | | | |
| Student Signature: | | | | |
| Assessor Signature: | | | | |
| Date: | | | | |

Submission details

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

In this assessment, you will need to implement and use management information systems in workplace. You will need to use technology to assist with managing and providing workplace information.

Assessment description

In this assessment you are required to use a management information system in your place of work using appropriate technology. You will need to document at least one instance of storage, retrieval and review of information. Finally, you will need to prepare a management report to describe the management information system, including relevant information technologies. You will need to reflect on the suitability of the system for information management needs and prepare recommendations for improvement.

You may conduct this project using another suitable organisation or simulated business environment as agreed and arranged with your assessor.

Procedure

1. Review the management information system in effect in your workplace. Review policies, procedures and practices relevant to storing, retrieving and reviewing data.
2. Identify the broad goals of the system (workplace outcomes: achievement of policy, cost reduction, marketing success, sales, efficiency, productivity, internal and external stakeholder satisfaction, ease of use, employee engagement and motivation, health and safety, etc.)
3. Review relevant technology for using the system.
4. Plan and carry out (in accordance with organisational and team processes) at least one instance of:
 - a. data storage
 - b. data retrieval
 - c. data review or analysis.
5. Be mindful of how your use of the system is (or isn't) contributing to workplace outcomes or the goals of the information system.
6. Analyse the information system to identify areas for possible improvement to the system with respect to team or organisational goals. You may analyse your experience of implementing the system, consult with other team members, or use other sources of information to identify possible improvements.
7. Prepare a short written report for management.
 - a. Briefly describe the management information system, including relevant technologies. Describe policies, procedures and processes.

- b. Describe the goals of the system.
 - c. Present your analysis of how successful the information system is at achieving those goals.
 - d. Propose at least two recommendations for improving the system based on your analysis.
8. Submit assessment documents (documentation of system use, reflection, and report) to your assessor as per the specifications below.

Specifications

You must:

- documentation of your use of information systems: at least one instance each of storage, retrieval, and review
- a reflection describing the process you undertook to store, retrieve, and review data using the system, in accordance with team processes
- a report containing at least two recommendations for improving the system based on your experience or other relevant data.

Your assessor will be looking for:

- writing skills to develop a report for a management audience using clear and detailed language in order to convey explicit information, requirements and recommendations
- skills to get work done by contributing to continuous improvement of current work practices
- skills to get work done by using familiar digital technologies and systems to store, access and use data and information.

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Assessment 3 – Project

| Submission Details | | | | |
|----------------------------------|--|--|-------------------------|--|
| Student ID Number: | | | | |
| Student Name: | | | | |
| Assessor Name: | | | | |
| Due date: | | | | |
| Student Declaration: | By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information. | | | |
| Student Signature: | | | | |
| Assessment Result Details | | | | |
| Result: | Satisfactory | | Not Satisfactory | |
| Feedback to Student: | | | | |
| Student Declaration: | I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor. | | | |
| Student Signature: | | | | |
| Assessor Signature: | | | | |
| Date: | | | | |

Submission details

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

In this assessment, you will be able to identify, in consultation with others, what information system changes and improvements will be required in the future, and to prepare submissions to obtain approval for the implementation of those changes and improvements.

Assessment description

You are required to consult with your learning group and work colleagues and to access and use business plans to identify future information and information system needs. You will then need to prepare a written submission to obtain approval for implementation of identified actions/changes to management information systems required to meet this future need. You may conduct this project using another suitable organisation or simulated business environment as agreed and arranged with your assessor.

Procedure

1. Identify future information needs in the context of organisational planning: review organisational business, operational or strategic plans and other relevant documents such as organisational or departmental budgets.

Pay particular attention to specific organisational objectives or goals that depend on information systems. You may also wish to look at policies relevant to promoting the achievement of the organisation's vision.

Note: Prepare to submit relevant planning to your assessor as evidence of taking this step.

2. Consult with stakeholders to identify future information system needs with respect to business requirements identified in step 1.
 - a. Ensure you consult with a range of potential stakeholders, including internal and external customers and suppliers. Ensure you consult with at least one internal stakeholder with whom you can discuss information system needs in relation to organisational or work team goals.
 - b. Ensure you collect evidence of consultation from at least two people who can verify that you used interpersonal skills to consult with them. Use the attached third-party report template, or similar. Collect email and other forms of correspondence to submit as evidence.
3. Based on your consultation and review of information needs, develop a set of information system specifications for the changes to the information system. Consider at least two options - perhaps a small-scale change and a large-scale change.

4. Develop a written proposal for potential changes to the information management system to be addressed to a senior management audience. Include:
 - a. a description of the proposed changes, including at least two options. Describe specifications.
 - b. a breakdown of the costs associated with at least two options. Consider, for example:
 - i. expenses: installation, training
 - ii. productivity and down-time
 - iii. entitlements
 - c. a description of the benefits of each option. Include financial benefits; for example, a dollar value or a return on investment ratio. Include other positive outcomes such as improved customer satisfaction, employee engagement or sustainability.

Note: ensure you describe the benefits of each option with specific reference to organisational plans or objectives, including budgetary requirements.
5. Identify any training need/s that you and/or your colleagues will have as a result of the information systems changes being proposed.
6. Develop a training schedule to meet the identified training need/s.
 - a. Include estimated costs for training and other resources required.
 - b. Ensure you document the training need/s that the proposed training will address.
7. Submit your written proposal, training schedule and supporting documentation in accordance with the specifications below.

Specifications

You must submit:

- a proposal for at least two options for changes to the information management system
- a training schedule
- supporting documentation:
 - at least two third-party reports
 - email and other forms of correspondence
 - organisational plans, budgets.



Your assessor will be looking for:

- writing skills to use appropriate style and business conventions in written submissions to a senior management audience
- oral communication skills to consult with various stakeholder groups, including appropriate tone, body language and listening skills
- numeracy skills to work within budgets and make cost-benefit estimations
- demonstration of skills to work with others to identify information system needs in accordance with business plans
- planning skills to meet training needs of self and team members.



Appendix 1: Example third-party report (consultation)

| | |
|--|--|
| Implement workplace information system: Consultation record | |
| Your name | |
| Your position | |
| Your relationship to candidate | |
| Your contact details | |
| The candidate, (name) _____, consulted with me on (date/s) _____ to determine future workplace information needs. | |
| Describe the consultation – why it was undertaken, the outcome of the consultation, input or advice you gave: | |
| Describe your experience of the candidate's interpersonal skills. Did they treat you with respect? Did they listen to you? | |
| Additional notes or observations of the candidate: | |
| Your signature: | |