



BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBMGT407 Apply digital solutions to work processes		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Questioning	<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. Utilise digital workplace information		<input type="checkbox"/>	<input type="checkbox"/>
2. Lead work processes in a digital environment		<input type="checkbox"/>	<input type="checkbox"/>
3. Recognise and apply intellectual property requirements		<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

BSBMGT407 Apply digital solutions to work processes

Assessment 1 – Presentation

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

Assessment description

For this assessment task 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).

2. 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.
3. 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.
4. Prepare your presentation. The presentation that you prepare will need to:
 - a. 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.
 - b. 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.
 - c. Discuss the proposed creation, storage and retrieval of digital information under your proposed application.

Note: You will not be expected 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.



5. Write a short (one page) reflection on the process you undertook to determine team digital information needs, including reference to:
 - a. Operational plans and policies
 - b. Determining validity and reliability of sources (include reference to at least three valid and reliable sources)
 - c. Relevant processes for storage of the research and presentation for future business use, and
 - d. A description of strategies you use to ensure you keep up to date with digital trends for application in the workplace.

6. 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.

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Assessment 2 – 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 plagiarised 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 demonstrate knowledge and skills required to lead work processes in a digital environment.

Assessment description

For this assessment task in response to a workplace 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.

2. Meet with your assessor to:
 - a. 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)
 - b. agree on a group of simulated potential trainees or coaches with which to:
 - i. conduct a skills assessment
 - ii. demonstrate training or coaching skills to support implementation
 - c. arrange a time and place to role-play a training or coaching session
 - d. agree on timeframes for completion of this assessment task.
3. 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:
 - a. plan for the process of identifying features of systems that will be fit for purpose given existing organisational needs and for securing approval
 - b. identify strategies for integrating the solution into workplace operations
 - c. identify and explain the application of relevant policies and procedures including for the use of digital media by employees and intellectual property protection
 - d. plan the needs analysis and training or coaching of team members to ensure the successful implementation of the solution.



4. Complete the template in Appendix 1.
5. Conduct training or coaching skills assessment on your agreed group of trainees/coaches 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.
6. Conduct the training or coaching. Ensure you:
 - a. use oral communication skills to listen and explain processes using appropriate vocabulary for your trainee or coach
 - b. use interaction skills to encourage, support and develop understanding
 - c. explain the purpose of the training or coaching in terms of operational success and refer to relevant procedures and legislation.
7. 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

Plan

Activity, including description, rationale and relevant policy	Timeframe	Resources	Responsible



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Monitoring success

Objective	How measured	When measured/by whom



Appendix 2 – Training/coaching skills assessment template

Review Date:											
Symbol	Level										
	Cannot perform the task										
	Familiar with elements of the job										
	Can perform with help										
	Can perform solo										
	Can teach/coach others to perform										
Process											
Name											



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Assessment 3 – Questioning

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 plagiarised 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 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

For this assessment task 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:
 - a. 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.
 - b. agree on timeframes for completion of this task.
2. Review the scenario-based questions in Appendix 1.
3. Answer the questions in Appendix 2, making sure to complete the risk register.
4. 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.

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:
 - a. legislation or regulations
 - b. 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.
- a. Task A: Select one example of a digital process and describe how you would either:
 - i. protect IP from infringement by others
 - OR
 - ii. guard against using other's IP inappropriately or inadvertently.
 - b. 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.)