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| Student Name | |  | Student Number |  | |
| Unit Code/s & Name/s | | BSBCRT512 Originate and develop concepts | | | |
| Cluster Name  *If applicable* | | N/A | | | |
| Assessment Type | | Case Study  Assignment  Project  Other *(specify)* | | | |
| Assessment Name | | Assignment | Assessment Task No. | | 3 of 3 |
| Assessment Due Date | |  | Date Submitted | / / | |
| Assessor Name | |  | | | |
| **Student Declaration:** I declare that this assessment is my own work. Any ideas and comments made by other people have been acknowledged as references. I understand that if this statement is found to be false, it will be regarded as misconduct and will be subject to disciplinary action as outlined in the TAFE Queensland Student Rules. I understand that by emailing or submitting this assessment electronically, I agree to this Declaration in lieu of a written signature. | | | | | |
| Student Signature |  | | Date | / / | |
| **PRIVACY DISCLAIMER:** TAFE Queensland is collecting your personal information for assessment purposes. The information will only be accessed by authorised employees of TAFE Queensland. Some of this information may be given to the Australian Skills Quality Authority (ASQA) or its successor and/or TAFE Queensland for audit and/or reporting purposes. Your information will not be given to any other person or agency unless you have given us written permission or we are required by law. | | | | | |

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| Instructions to Student | **General Instructions:**  Brief: This assessment involves you demonstrating knowledge of creative thinking processes for finding a workable IT solution for a small business problem.    **Assessment Instructions:**  You are to use the provided scenario and answer the following questions at the end of this document. The answers should consist of full paragraphs and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology.  **Scenario:**  You are a professional IT consultant and have been asked to provide advice on a system solution for a small new local business. The business is a boutique training provider called YouStar, offering training programs in “How To Be A YouTube Sensation” where participants can learn about filming, editing their own video content, marketing it and building a subscriber base to promote themselves across social media platforms. They are planning to launch this 3 month program in the next 12 months and are currently setting up their systems. They anticipate running large online groups of up to 60 students per intake. They would like your advice on a system solution for their enrolment system. How can they streamline their enrolment process, collection of data, communication channels and access to their learning materials?  **Technical Specifications:**   * Typed into this word document * Full paragraphs and sentence structure * Checked for spelling and grammar issues * Uses the correct industry terminology   **Materials to be Supplied:**   * Computer with internet access, and a browser * Access to Connect materials   **Level of Assistance:**  Reasonable adjustment will be made for students as and when appropriate after consultation with the Access Ability Services Team.  **Work, Health and Safety:**  TAFE Queensland student rules are designed to ensure that learners are aware of their rights as well as their responsibilities. All learners are encouraged to familiarise themselves with the TAFE Queensland student rules. To view the Work, Health and Safety rules please visit <https://tafeqld.edu.au/about-us/policy-and-governance/policies-and-procedures/student-rules-and-policies/health-and-safety.html>  **Assessment Criteria:**  To achieve a satisfactory result, your assessor will be looking for your ability to demonstrate the following key skills/tasks/knowledge to an acceptable industry standard:  Develop ideas/concepts for a system solution in an IT workplace context and refine the solution to meet business requirements  Employs full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology.  **Number of Attempts:**  You will receive up to two (2) attempts at this assessment task. Should your 1st attempt be unsatisfactory (U), your teacher will provide feedback and discuss the relevant sections / questions with you and will arrange a due date for the submission of your 2nd attempt. If your 2nd submission is unsatisfactory (U), or you fail to submit a 2nd attempt, you will receive an overall unsatisfactory result for this assessment task. Only one re-assessment attempt may be granted for each assessment task.  ***For more information, refer to the Student Rules.*** |
| Submission details | Insert your details on page 1 and sign the Student Declaration.  **Due Date:** Week 6  **Naming convention:**  AT3\_Yourname.doc  **The following Evidence Must be Submitted:**  This written assessment task must be typed into the space provided below at the end of this document and should consist of full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct terminology.  All required assessment materials are to be submitted via Connect. If you are absent from class on the submission date you must provide a medical certificate if you are unwell or an email explaining your absence.  TAFE Queensland Learning Management System: Connect url: [*https://connect.tafeqld.edu.au/d2l/login*](https://connect.tafeqld.edu.au/d2l/login)   * Username; 9 digit student number * For Password: Reset password go to [*https://passwordreset.tafeqld.edu.au/default.aspx*](https://passwordreset.tafeqld.edu.au/default.aspx) |
| Instructions for the Assessor | **Assessment Range and Conditions:**  **Specifications of assessment:**  Assessors must have a high level knowledge of IT projects or system implementation.  **Equipment or material requirements:**  Access to internet and Microsoft Word on a computer.  **Details of Location:**  Students will complete this written task in their own time outside of their scheduled class time.  **Time Restrictions:**  To be submitted on the due date  **Level of assistance permitted (if any):**  Reasonable adjustment will be made for students as and when appropriate after consultation with the Access Ability Services Team.  Interactions with team members, supervisors, clients/customers  Student to contact teacher or program coordinator if they require assistance with this task  Contingencies if conditions cannot be met  Report to program coordinator  **Technical Specifications:**   * Typed into this word document * Full paragraphs and sentence structure * Checked for spelling and grammar issues * Uses the correct industry terminology |

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|  | **Assessment Criteria:**  To achieve a satisfactory result, your assessor will be looking for your ability to demonstrate the following key skills/tasks/knowledge to an acceptable industry standard:  Develop ideas/concepts for a system solution in an IT workplace context and refine the solution to meet business requirements  Employs full paragraph and sentence structure, checked for spelling and grammar issues and uses the correct industry terminology. |
| Note to Student | An overview of all Assessment Tasks relevant to this unit is located in the Unit Study Guide. |

1. Name three (3) **creative thinking techniques** that you have learnt that can be used to generate innovative solutions to the YouStar IT enrolments issue.

1. Explain the steps involved in the **ideation process** for developing and implementing the ideas for the YouStar enrolment system.

1. Name three (3) existing **products or programs** that could address the YouStar IT enrolments issue.

1. Describe three (3) factors that could affect the **feasibility of implementing** a solution. Consider realistic workable solutions.

1. Name three (3) **Issues** that need to be considered when commercialising a concept.

1. Name three (3) **Requirements** that need to be considered when commercialising a concept.

1. Explain two (2) **operational issues** that need to be considered in the workplace context for YouStar implementing their new system solution.

1. Explain three (3) **practical issues** that determine if a concept can be implemented in a workplace.

**End of Assessment**