

**Field Business**

**Revision and Rollover of *Business* unit standards**

| <b>Subfield</b>                     | <b>Domain</b>                     | <b>ID</b>                                                                                               |
|-------------------------------------|-----------------------------------|---------------------------------------------------------------------------------------------------------|
| Business Environment                | Business Law                      | <b>23777</b>                                                                                            |
| Business Operations and Development | Business Relationships Management | <b>6406, 7455, 7456</b>                                                                                 |
|                                     | Human Resource Management         | <b>6407, 19022, 24876, 24877, 25680-25695</b>                                                           |
|                                     | Public Relations                  | <b>11587-11597, 11599, 11601, 11603, 11605, 11607</b>                                                   |
|                                     | Quality Management                | <b>7459, 7460, 8073, 8074, 8076, 8077, 8078, 8081, 8082, 8084-8089, 8502, 19025, 20849</b>              |
| Marketing                           | Direct Marketing                  | 2941, 11658, 11660, 26387                                                                               |
|                                     | Generic Marketing                 | <b>2925, 2926-2928, 2930-2932, 2934, 2935, 2944, 2946, 2950, 6404, 6405, 19024, 26388, 26389, 26390</b> |
|                                     | International Marketing           | <b>26254</b>                                                                                            |

NZQA National Qualifications Services has completed the revision and rollover of the unit standards listed above. Unit standards identified in **bold** have been rolled over only.

**Date new versions published**

**16 April 2015**

**Planned review date**

**31 December 2019**

**Summary**

These unit standards have been revised and rolled over to maintain their currency pending their review as part of the comprehensive review of Business unit standards. The review of unit standards follows the recent listing of the new Business qualifications developed by the mandatory review. The review is expected to be completed by December 2018.

**Main changes**

- Obsolete legislation has been deleted or updated.
- Links to other websites have been corrected.
- “May include” has been added to ranges in 7456 to make the standard more accessible.

**Detailed list of unit standards – classification, title, level, and credits**

Business > Business Environment > Business Law

| <b>ID</b> | <b>Title</b>                                                                                | <b>Level</b> | <b>Credit</b> |
|-----------|---------------------------------------------------------------------------------------------|--------------|---------------|
| 23777     | Describe the implications of the Residential Tenancies Act 1986 for service tenancy rentals | 3            | 3             |

Business > Business Operations and Development > Business Relationships Management

| ID   | Title                                                                             | Level | Credit |
|------|-----------------------------------------------------------------------------------|-------|--------|
| 6406 | Establish and maintain quality customer relations for a small business enterprise | 4     | 5      |
| 7455 | Develop and strengthen customer relationships and services                        | 6     | 10     |
| 7456 | Develop and strengthen supplier relationships                                     | 6     | 10     |

Business > Business Operations and Development > Human Resource Management

| ID    | Title                                                                                                            | Level | Credit |
|-------|------------------------------------------------------------------------------------------------------------------|-------|--------|
| 6407  | Establish human resource needs of the small business operation                                                   | 5     | 5      |
| 19022 | Manage human resources as a manager in a business operation                                                      | 6     | 12     |
| 24876 | Develop a plan for, and describe, recruitment and selection of staff for a specified workplace                   | 3     | 6      |
| 24877 | Describe employment legislation requirements for job descriptions and write a job description                    | 3     | 3      |
| 25680 | Introduce a staff recruitment and appointment system into an organisation                                        | 5     | 8      |
| 25681 | Evaluate and maintain a staff recruitment and appointment system in an organisation                              | 5     | 6      |
| 25682 | Demonstrate knowledge of staff recruitment and appointment systems in human resource management practice         | 4     | 4      |
| 25683 | Introduce a performance management system into an organisation                                                   | 6     | 10     |
| 25684 | Evaluate and maintain a performance management system in an organisation                                         | 6     | 10     |
| 25685 | Demonstrate knowledge of performance management systems in human resource management practice                    | 4     | 4      |
| 25686 | Introduce a remuneration system into an organisation                                                             | 6     | 10     |
| 25687 | Evaluate and maintain a remuneration system in an organisation                                                   | 6     | 8      |
| 25688 | Demonstrate knowledge of remuneration systems in human resource management practice                              | 4     | 4      |
| 25689 | Introduce a programme for workforce health, safety, and wellness into an organisation                            | 5     | 10     |
| 25690 | Evaluate and maintain a programme for workforce health, safety, and wellness in an organisation                  | 5     | 10     |
| 25691 | Demonstrate knowledge of workforce health, safety, and wellness programmes in human resource management practice | 4     | 4      |
| 25692 | Introduce a system for workforce development into an organisation                                                | 6     | 10     |
| 25693 | Evaluate and maintain a system for workforce development in an organisation                                      | 6     | 10     |
| 25694 | Demonstrate knowledge of workforce development systems in human resource management practice                     | 4     | 4      |
| 25695 | Describe human resource management in organisations in New Zealand                                               | 5     | 10     |

Business > Business Operations and Development > Public Relations

| ID    | Title                                                                                                                 | Level | Credit |
|-------|-----------------------------------------------------------------------------------------------------------------------|-------|--------|
| 11587 | Identify the role and functions of the New Zealand public relations industry                                          | 3     | 3      |
| 11588 | Establish social, ethical, legal, and regulatory parameters for public relations activities                           | 5     | 5      |
| 11589 | Direct, coordinate, and apply research for public relations issues and programmes                                     | 6     | 12     |
| 11590 | Manage organisational objectives for public relations activities                                                      | 6     | 8      |
| 11591 | Formulate and produce a communication strategy and implementation plan for public relations programmes and activities | 6     | 15     |
| 11592 | Analyse and evaluate communications strategies for international public relations programmes and activities           | 6     | 15     |
| 11593 | Manage and implement a public relations programme                                                                     | 6     | 10     |
| 11594 | Demonstrate knowledge of public relations service provision                                                           | 4     | 10     |
| 11595 | Establish, develop, and manage an organisation's media relationships                                                  | 6     | 10     |
| 11596 | Establish, develop, and manage public relations with active interest groups                                           | 6     | 10     |
| 11597 | Establish, develop, and manage sponsorship arrangements for public relations                                          | 6     | 10     |
| 11599 | Formulate event management strategies and coordinate event management services for a public relations event           | 6     | 10     |
| 11601 | Formulate, monitor and evaluate public relations issues management plans                                              | 6     | 6      |
| 11603 | Demonstrate knowledge of communication theory for public relations programmes                                         | 4     | 3      |
| 11605 | Demonstrate communication skills relevant to public relations activities and programmes                               | 4     | 6      |
| 11607 | Review and evaluate public relations programmes and services                                                          | 6     | 8      |

Business > Business Operations and Development > Quality Management

| ID   | Title                                                                             | Level | Credit |
|------|-----------------------------------------------------------------------------------|-------|--------|
| 7459 | Develop, manage, and evaluate improvements to products, services, and systems     | 6     | 10     |
| 7460 | Develop, implement and review quality management system                           | 7     | 10     |
| 8073 | Establish, develop, and improve quality-focused aspects of supplier relationships | 4     | 8      |
| 8074 | Establish, develop, and improve quality-focused aspects of customer relationships | 4     | 8      |
| 8076 | Promote the participation of management and staff in quality initiatives          | 5     | 4      |
| 8077 | Participate in a team to achieve specified quality improvement objectives         | 3     | 4      |

| ID    | Title                                                                                               | Level | Credit |
|-------|-----------------------------------------------------------------------------------------------------|-------|--------|
| 8078  | Lead a team to achieve specified quality improvement objectives                                     | 5     | 6      |
| 8081  | Collect data for a specified purpose                                                                | 3     | 8      |
| 8082  | Analyse data and communicate information for a specified purpose                                    | 4     | 8      |
| 8084  | Audit quality management systems for compliance with quality standards                              | 6     | 14     |
| 8085  | Demonstrate knowledge of quality and its management                                                 | 3     | 4      |
| 8086  | Demonstrate knowledge required for quality auditing                                                 | 4     | 4      |
| 8087  | Use core quality management tools                                                                   | 3     | 5      |
| 8088  | Analyse quality costs                                                                               | 5     | 4      |
| 8089  | Use statistical process control tools for the control and improvement of processes                  | 4     | 6      |
| 8502  | Develop initiatives for managing improvement and change processes                                   | 7     | 12     |
| 19025 | Demonstrate and apply knowledge of quality assurance in a business operation                        | 4     | 7      |
| 20849 | Develop and implement a plan to gather, analyse and report on information for management of quality | 5     | 10     |

Business > Marketing > Direct Marketing

| ID    | Title                                                              | Level | Credit |
|-------|--------------------------------------------------------------------|-------|--------|
| 2941  | Demonstrate and apply knowledge of direct marketing                | 5     | 10     |
| 11658 | Develop a customer loyalty strategy for direct marketing           | 5     | 5      |
| 11660 | Establish, manage, and maintain customer data for direct marketing | 4     | 5      |
| 26387 | Plan a direct mail campaign as part of a direct marketing strategy | 4     | 4      |

Business > Marketing > Generic Marketing

| ID    | Title                                                                                | Level | Credit |
|-------|--------------------------------------------------------------------------------------|-------|--------|
| 2925  | Describe marketing options for enterprise activities                                 | 3     | 8      |
| 2926  | Demonstrate knowledge of the principles of marketing                                 | 4     | 10     |
| 2927  | Determine social, cultural and ethical responsibilities for marketing activities     | 5     | 7      |
| 2928  | Establish quality standards and customer service strategies for marketing operations | 6     | 7      |
| 2930  | Develop and coordinate marketing strategies                                          | 6     | 10     |
| 2931  | Plan a marketing campaign                                                            | 5     | 8      |
| 2932  | Manage marketing operations                                                          | 6     | 10     |
| 2934  | Determine market segmentation, targeting and positioning decisions                   | 6     | 10     |
| 2935  | Determine the marketing mix                                                          | 5     | 10     |
| 2944  | Produce and coordinate product strategies                                            | 5     | 8      |
| 2946  | Discuss pricing strategies                                                           | 5     | 8      |
| 2950  | Produce and coordinate promotional strategies                                        | 5     | 8      |
| 6404  | Develop marketing options for small business operations                              | 4     | 5      |
| 6405  | Determine advertising options for small business enterprises                         | 4     | 5      |
| 19024 | Apply marketing concepts within a small business                                     | 5     | 7      |

|       |                                                                                             |   |    |
|-------|---------------------------------------------------------------------------------------------|---|----|
| 26388 | Evaluate a marketing campaign                                                               | 5 | 5  |
| 26389 | Demonstrate knowledge of distribution channels                                              | 5 | 5  |
| 26390 | Develop creative strategies and evaluate media options for an integrated marketing campaign | 6 | 10 |

Business > Marketing > International Marketing

| <b>ID</b> | <b>Title</b>                                                                                              | <b>Level</b> | <b>Credit</b> |
|-----------|-----------------------------------------------------------------------------------------------------------|--------------|---------------|
| 26254     | Identify and assess impacts on international marketing opportunities for a New Zealand product or service | 5            | 10            |