

<b>Title</b>	<b>Apply broad business knowledge for strategic objectives in a business entity</b>		
<b>Level</b>	<b>6</b>	<b>Credits</b>	<b>25</b>

<b>Purpose</b>	<p>A person credited with this standard is able to apply broad business knowledge for strategic objectives in a business entity.</p> <p>This unit standard has been developed primarily for assessment within programmes leading to the core compulsory outcomes of the New Zealand Diploma in Business (Level 6) [Ref: 2460].</p>
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<b>Classification</b>	Business Operations and Development > Organisational Direction and Strategy
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<b>Available grade</b>	Achieved
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### Guidance Information

- Unit standards in the Organisational Direction and Strategy domain are about analysing influences, determining strategies for an envisioned future, and enabling the alignment of the organisation to achieve that future.
- Assessment must be conducted in a real business context(s) or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

These *requirements and practicalities* must include meeting the requirements of all relevant legislation and should address such areas as the real business or scenario-based context's:

- purpose and goals/objectives,
- future development,
- external operating environment,
- internal processes, accountabilities, and relationships.

The requirements and practicalities of the context(s) provide evidence for this unit standard.

- The real business or scenario-based context(s) and their requirements and practicalities must be sufficiently complex to enable demonstration of the full range of competence for achievement of the outcome, and to meet the descriptors for level 6 in the NZQF Level Descriptors, which are available at [www.nzqa.govt.nz](http://www.nzqa.govt.nz).

#### 4 Definitions

*Business entity* can be an organisation, or a commercial or other enterprise, not necessarily for profit, a community organisation, and can be a discretely managed business unit within a larger organisation.

*Socially and culturally* relates to ngā kaupapa o te Tiriti o Waitangi (the articles of te Tiriti o Waitangi) and/or the Treaty of Waitangi (the principles of the Treaty of Waitangi) and multi-culturalism in Aotearoa New Zealand.

5 Support material for unit standards directly linked to the New Zealand qualifications in Business is available at <https://www.nzqa.govt.nz/qualifications-standards/qualifications/business-qualifications/>.

6 The articles of te Tiriti o Waitangi can refer to a tika interpretation, that te Tiriti o Waitangi is underpinned by three written articles, and the unwritten 4th article which are kawanatanga (governership), tino rangatiratanga (self-determination), oritetanga (equity), and the oral fourth wairuatanga (religious freedom).

7 The principles of the Treaty of Waitangi refer to participation, partnership and protection.

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## Outcomes and performance criteria

### Outcome 1

Apply broad business knowledge for strategic objectives in a business entity.

### Performance criteria

1.1 Broad business knowledge is applied to contribute to the achievement of the business entity's strategic objectives.

Range            broad business knowledge includes but is not limited to knowledge of principles and practices of – operations, accounting, sales and marketing, human resources, risk management.

1.2 Business relationships are developed and maintained with stakeholders to contribute to the achievement of the business entity's strategic objectives.

1.3 The achievement of the business entity's strategic objectives is promoted through communication with stakeholders.

1.4 Analysis and problem-solving techniques are applied to resolve complex situations and challenges, to contribute to the achievement of the business entity's strategic objectives.

1.5 Professional, ethical, and socially and culturally appropriate behaviour is modelled in the application of business knowledge.

1.6 Application of broad business knowledge is analysed and justified in terms of the requirements of the business entity and of the achievement of the business entity's strategic objectives.

<b>Planned review date</b>	31 December 2025
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	19 May 2016	31 December 2023
Review	2	24 June 2021	N/A
Revision	3	25 January 2024	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0113
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.