

Specification of Competency Standards
for the Arboriculture & Horticulture Industry
Unit of Competency

Functional Area - Arboriculture and Horticulture Project Administration and Management

Title	Formulate organisational development strategies
Code	109044L6
Range	This unit of competency is applicable to managers who are engaged in administrative work in arboricultural and horticultural organisations. Practitioners should be capable of grasping the latest market and social dynamics as well as the development directions of the industry, so as to formulate forward-looking and sustainable development strategies for the organisation, leading the organisation to innovate and develop constantly.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge related to formulating organisational development strategies</p> <ul style="list-style-type: none"> • Grasp the development trends and market competition of the industry • Understand the social conditions and data on the economic environment • Master the current business conditions and operating strategies of the organisation • Understand the potential needs of existing markets and new markets • Understand the importance of new technology to market development • Comprehend the laws and guidelines related to the development of the industry <p>2. Formulate organisational development strategies</p> <ul style="list-style-type: none"> • Review the current mode of business operation and development strategies of the organisation • Analyse the development potential and potential areas for optimisation within the organisation • Master the development prospects and future opportunities of the industry by analysing the business environment and the market needs • Based on the analysis results, formulate the development directions, goals and operating strategies of the organisation • Formulate forward-looking optimisation measures and operation mode in respect of the development goals • Explore new markets with development potential and draw up innovative development plans • Develop a systematic review mechanism to review and optimise the organisational development strategies in a timely manner <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Make use of management knowledge and market research skills to analyse the potential market opportunities and risks comprehensively, so as to draw up reports on development strategies for the organisation
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to review the business operation and development potential of the organisation through internal analysis and investigation to explore the potential optimisation areas of the organisation; and • Able to formulate forward-looking development strategies and approaches for the organisation in response to social changes and market needs, leading the organisation to innovate continuously and develop in an orderly manner.

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Remark	
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