

**Specification of Competency Standards**  
**for the Automotive Industry**  
**Unit of Competency**

Functional Area - Corporate Management

Title	Formulate corporate development strategy
Code	108566L7
Range	This unit of competency is applicable to the senior decision-making and managerial staff of sizable enterprises in the automotive industry. Practitioners should be able to master the overall development trend of the automotive industry in a business environment with continuous escalation in both the industrial technology and the customer requirements, and formulating development strategy for the enterprise.
Level	7
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The environment of the society and the industry as well as the strength of the enterprise)</p> <ul style="list-style-type: none"> <li>• Fully master the development trends of society and the automotive industry, as well as the impact of respective international and local regulations affecting the industry.</li> <li>• Fully master the economic development of society.</li> </ul> <p>2. Performance (Formulate corporate development strategy)</p> <ul style="list-style-type: none"> <li>• Analyse the cultural behaviour and scope of services, etc. to which the enterprise belongs to, and those of the competitors.</li> <li>• Analyse various aspects of the organisation such as operation management, occupational safety and health, environmental protection management, quality management, human resources management, financial management, development of new services, risk management based on sufficient data and rationale.</li> <li>• Collect information on the development of the enterprise for analysis and reference purposes; benchmarking with that of the industry.</li> <li>• Formulate corporate development direction and strategy, such as: <ul style="list-style-type: none"> <li>○ Corporate development strategy</li> <li>○ Business operation strategy</li> <li>○ Human resources management strategy</li> <li>○ Financial strategy</li> <li>○ Services development strategy</li> <li>○ Risk management strategy</li> <li>○ Communication channels</li> </ul> </li> <li>• Proactively assess future trends in the development of automotive technology and review existing operational management systems to match the overall corporate policies of the future.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> <li>• Capable of thoroughly analyzing and integrating data from different areas to formulate development direction and strategy for enterprises; and</li> <li>• Capable of mastering a variety of management skills, so that the development strategy can be at par with the times and achieve internal harmony.</li> </ul>
Remark	