

Specification of Competency Standards for the Retail Banking

Unit of Competency

Credit Management > 3.1 Credit Strategy, Policy and Procedure Development

Title	Develop and review credit products / features
Code	107361L6
Range	Update credit products of the bank. This applies to credit products of any kind which includes but not limited to loans to corporate, sole proprietorship, partnership, individual and mortgage etc.
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Conduct research on trends in credit market to identify gaps in credit products of the bank Be able to: <ul style="list-style-type: none"> Analyse information and intelligence from different sources to anticipate the future trends in credit risks and demands Assess changes and challenges in credit risk management after considering local and overseas economics environment Evaluate existing credit products and services against the anticipated demands to identify gaps in credit market Address customer needs and / or credit risks in accordance with the most current trends of credit management: Be able to: <ul style="list-style-type: none"> Identify opportunities to maximise customer acquisition in the context of bearing acceptable risks and meeting requirements on both corporate governance and regulatory compliance Analyse customer's needs in different segments and develop appropriate products to meet their interests Measure risks and returns of credit solutions Be able to: <ul style="list-style-type: none"> Assess the risks and returns of products and refine the features Verify risk measurement on credit based solutions by use of available operational risk models in the bank
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Development of new products / features which can expand customers base effectively. The suggestions of new products / features should be based on thorough and critical analysis on customer's demand, risks and returns, anticipated future economic environment and business development
Remark	