

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.1 Market Research and Business Intelligence

Title	Develop knowledge systems for retail banking operations
Code	107454L5
Range	Design knowledge system to facilitate different business functions of a retail bank which cover different kinds of data collected by different market research programmes, including both small scale and complex research
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Identify information critical to decision making of the unit Be able to: <ul style="list-style-type: none"> • Analyse market information required by retail banking to customize design of the knowledge management systems which can retain different kinds of information • Evaluate the common practices in managing market knowledge and select an appropriate approach for the bank 2. Develop systems for managing research findings and market intelligence Be able to: <ul style="list-style-type: none"> • Develop market knowledge systems to store market research information including data related to individual and corporate customers such as transaction history, stability and rate sensitivity, etc. • Design report or presentation templates to display research information which can suit the needs of different purposes such as marketing, product development, selling etc. 3. Design policies and regulations for the knowledge management systems Be able to: <ul style="list-style-type: none"> • Design policies and processes of using the knowledge management systems • Develop tracking mechanism for monitoring the use of the system and planning for maintenance
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of market knowledge systems and policies which can facilitate the record, organise and retrieve of related information in a convenient and efficient way. The design should be based on analysis on the needs of users
Remark	