

# Specification of Competency Standards for the Retail Banking

## Unit of Competency

### **Strategic Business Development and General Management > 9.1 Global Business Acumen**

Title	Formulate business strategies for the bank
Code	107548L7
Range	Formulate business strategies for the whole bank which will be applied to different geographical locations, functional units and departments etc.
Level	7
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>Conduct research on the current situation and anticipate future development in global business <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Conduct critical analysis and research on local and global economic development (especially China) to anticipate the business potential of different countries or regions in the absence of complete information</li> <li>Evaluate the implications of political and regulatory environment on bank's business opportunities</li> </ul> </li> </ul> </li> <li>Identify business opportunities by anticipating profit potential in different areas <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Identify market potential for retail banking based on understanding of global and local economic development (especially China)</li> <li>Explore in details the various possible business and investment opportunities by conducting different research and forecasts in order to select the most appropriate approach</li> <li>Identify both the prospects and threats of the identified business opportunities including direct and indirect competitors' actions to reach a sound business decision</li> <li>Evaluate and refine recommendations on new global business initiatives based on proper interpretation of market intelligence from various sources</li> </ul> </li> </ul> </li> <li>Develop and adjust bank's strategies according to global development <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Develop measures to address present and future challenges in order to facilitate strategic global business development by demonstrating ability in complex thinking and analytical reasoning</li> <li>Develop a vision on the strategic direction and cite supporting evidence from different sources in order to direct the whole organization</li> <li>Develop innovative and original business strategies by analyzing the macro environment and predicting the long term development trends</li> <li>Develop the vision, objectives and targets for each business strategy</li> </ul> </li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>Innovative and original decision on which business opportunities the bank should pursue and the strategies in achieving them based on solid rationales and analysis on broad range of factors, such as anticipated return, prospects, threats and comparison with different alternatives etc. in the absence of complete information</li> </ul>
Remark	