

Specification of Competency Standards for the Retail Banking

Unit of Competency

Strategic Business Development and General Management > 9.1 Global Business Acumen

Title	Determine approach in achieving the business strategies
Code	107551L6
Range	Determine approach in achieving the major business strategies at a regional scale. This includes business plans such as merger and acquisition, entry into a new market, development of new products etc.
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Analyse the critical success factors of the strategy Be able to: <ul style="list-style-type: none"> • Analyse critically the corporate strategies in order to outline critical success factors to achieve the targets • Analyse bank's capability and past business development to identify potential obstacles and suggest solutions 2. Identify actions necessary in achieving the strategy Be able to: <ul style="list-style-type: none"> • Identify actions required to achieve business strategies after analyzing the markets opportunities, competitors and bank's capabilities • Define and set clear direction for action items identified based on accurate judgment of the corporate strategies 3. Select the most appropriate approach Be able to: <ul style="list-style-type: none"> • Identify possible approaches and anticipate the possible implications of the different approaches might have to other business and operational areas by understanding the interrelationship of different units across the bank • Anticipate the effectiveness and profitability of the approach with a view to enhance the reputation of the bank
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Proposal on approach in achieving the business strategies of the bank. The proposal should include analysis of a comprehensive range of data and anticipation of their impacts
Remark	