

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 2. General Enterprise Banking Operations and Support
(Key Function – 2.2 Operations and Support in Business Centers)

Title	Develop operations and support policies, procedures and model for business centers
Code	109202L6
Range	Participation in the development of products and services offered to clients via different business centers in a region. This applies to different kinds of products and services provided via the channel of business centers which cover different segments of enterprise banking clients.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Understand the economic and market outlook and apply the knowledge to identify the impacts on enterprise banking; • Possess product knowledge and their operational processes and based on that to forecast the service volume and operational activities at the business center. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate critically the clients' profile of business centers (e.g. business profile, industry, turnover, behavioural pattern) and conduct segmentation analysis in order to anticipate their needs in banking services; • Evaluate financial behaviours patterns of business centers' clients in order to estimate the types of products and services required by the clients; • Conduct research to evaluate existing operations policies and procedures in the market and keep updated with new developments in financial services to enterprise clients; • Formulate the operations modes and standards of the business center according to the strategic direction and positioning of the bank; • Anticipate the future operations requirements in enterprise banking and incorporate into the business center's service and operations strategies. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate features of bank's operations modes against clients' needs and identify gaps; • Liaise with operations specialists to develop / revise operations modes to satisfy clients' demand.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Construction of operations models for different business centers in accordance with the bank's strategies; • Operations processes are designed based on an in-depth analysis of clients' characteristics and the estimation of current and future needs of different segments of enterprise clients.
Remark	