

**Specification of Competency Standards**  
**for the Banking Industry**  
**Unit of Competency**

Functional Area - 2a. Other Services on Enterprise Banking Operations and Support (for Large Corporations)

(Key Function – 2a.1 Operational Planning for Institutional Banking)

Title	Formulate service policies on institutional banking services
Code	109235L6
Range	Formulation of service policies to specify support services provision. This applies to different types of institutional clients, such as financial institutions, government and statutory bodies, NGO, etc.
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"> <li>• Demonstrate specialized and comprehensive knowledge across different disciplines of corporate and commercial banking in order to identify suitable products for institutional clients;</li> <li>• Understand the latest trend in product development, changes in client profiles, etc. in order to review and update products and services offered to institutional clients.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Formulate the service policies with clear understanding of the organizational culture, work practices, management style of institutional clients, businesses or operations of institutional clients;</li> <li>• Design customized service package to facilitate their use of the banking services;</li> <li>• Liaise with product specialists to develop products and services to satisfy the financial needs of institutional clients.</li> </ul> <p>3. Processional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Customise products and services offered to institutional clients in order to support services required by institutional clients;</li> <li>• Formulate the product strategies on institutional banking and ensure they are in alignment with the overall strategic direction and positioning of the bank.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Formulation of services policies to specify support services to be provided to institutional clients. These should be based on consolidated research findings on the development of institutional banking and critical evaluation on the customer profiles of institutional clients of the bank.</li> </ul>
Remark	