

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	Design and review operation procedures for institutional banking products and services
Code	109236L5
Range	Development of operational procedures for different kinds of products and services offered to different types of institutional clients, such as financial institutions, government and statutory bodies, NGO, etc.
Level	5
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"> • Demonstrate professional understandings in the features of different products and services tailor made for institutional clients in order to develop suitable operational procedures; • Demonstrate specialized knowledge related to the organizational structure, work practices and management styles of institutional clients in order to develop operational processes customized to their needs. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the operational requirements of each product and characteristics of institutional clients to structure an operational process which can provide a pleasant customer experience; • Evaluate critically the profiles (e.g. nature, size), businesses or operations of institutional clients and design customized service package to facilitate their use of the banking services; • Define and assign roles and responsibilities of relevant parties involved in the operational procedures of institutional banking. <p>3. Processional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate comments and utilization pattern of institutional clients proactively in order to formulate strategies in enhancing the services to them; • Review and make necessary changes on existing operations and support policies and procedures regularly for meeting the needs of new products and services launched; • Conduct process re-engineering (e.g. streamline, straight through, etc.) through revision of operations and support policies and procedures.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of operational procedures for institutional banking products and services. These should be based on analyses on the features of specific products, existing operational procedures and financial needs of institutional clients of the bank; • Identification of re-engineering measures on operational procedures for institutional banking products and services. These should be based on analyses of users' comments, utilization pattern and changing needs of clients, etc.

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