

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.1 Market Research and Business Intelligence)

Title	Project the future trends in market development to predict client needs for the bank
Code	109403L7
Range	Project future market trends of the banking industry by employing different types of research methods. This applies to research of different scale and conducted for all types of business development of the bank.
Level	7
Credit	5 (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"> • Master different advanced research skills (both qualitative and quantitative) to develop original research to obtain information from different areas of banking; • Demonstrate comprehensive and specialized knowledge in Corporate and Commercial banking to identify new business opportunities (e.g. RMB businesses); • Identify the latest development trends and develop new policies which can bring new business; • Comprehend the conceptual models on banking development to evaluate critically the evolvement of the banking industry in order to construct a framework for projecting the future development. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct research on environmental factors (e.g. political, economic, social, technological) that influence the banking industry, analyse their changes and estimate the impacts made to the bank's business; • Analyse changes in market development, identify interrelationship and development trends of different variables in order to predict the economic environment in short, medium and long term; • Conduct analyses to investigate changes in customer profiles (e.g. demographics, income, lifestyles) in the global, regional and local arena and predict the future demand in banking services; • Compare performance of different products in order to identify the revenue generating distribution pattern of the bank; • Analyse the most profitable areas of the bank to propose strategies to best utilize the strengths of the bank; • Evaluate critically the findings from different researches in order to project the future development of the various factors (e.g. political, economic, social and technological development) affecting the banking industry. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Project the future challenge and opportunities of the banking industry and provide insights about its impacts on the bank; • Provide original ideas on how a bank should respond to the identified trends in terms of a bank's businesses and operations.

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Assessment Criteria	The integral outcome requirements of this UoC are: <ul style="list-style-type: none">• Provision of analysis about the future development of the banking industry in order to develop strategy for the bank. This should be based on critical evaluation of the complex environment faced by the banking industry and make projection based on synthesizing information from different sources.
Remark	