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	Develop knowledge systems for enterprise banking business
Code	109406L5
Range	Designing knowledge systems to manage different kinds of information for different business functions of enterprise banking. This applies to systems of both frontline and supporting functions
Level	5
Credit	4 （For Reference Only）
Competency	Performance Requirements 1. Knowledge in the Subject Area Be able to: • Understand the concepts of knowledge management and apply it to analyse market information required by enterprise banking to customize design of the knowledge management systems which help retain different kinds of data; • Demonstrate knowledge in designing knowledge systems by applying it to evaluate common practices in managing market knowledge and select an appropriate approach for a bank. 2. Applications Be able to: • Develop intelligence management systems to store research findings and market information including data related to corporate clients such as transaction history, stability rate sensitivity, external rating and etc. • Design report or presentation templates to store and display research information in a way that suit the different business needs such as marketing, product development, selling etc.; • Project the future information needs of different business functions and how it can be retrieved. 3. Professional Behaviour and Attitude Be able to: • Design policies and processes for using the knowledge management systems to ensure data is used in a proper manner; • Develop tracking mechanism for monitoring the use of the system and set up maintenance plan.
Assessment Criteria	The integral outcome requirements of this UoC are: • Provision of market knowledge systems and policies which can facilitate the record, organize and retrieve of related information in a convenient and efficient way. The design should be based on analysis on the needs of users.
Remark	