

**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	Implement market research project to execute and monitor data collection process
Code	109408L4
Range	Implementation of different kinds of market research projects. This applies to research projects of different scales and using different methodology.
Level	4
Credit	3 (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 proficient knowledge in research by applying it to set the research framework;</li> <li>• Demonstrate proficient knowledge in the subject areas by applying it to develop implementation plan of the research project.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Review research project proposal to identify activities to be carried out to collect the required data;</li> <li>• Design data collection tools / templates to facilitate data collection process and to ensure data integrity;</li> <li>• Develop operational details of the data collection process (e.g. sampling method, sample size, data collection period / location, etc.) and develop templates for recording data collected;</li> <li>• Identify resources required to carry out data collection and define roles of different parties clearly;</li> <li>• Examine research project plan to understand the research question and data collection methodology in order to monitor the data collection process;</li> <li>• Oversee data collection process and carry out remedial actions when necessary in order to ensure smooth running of the process;</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Report any incidents and deviations during data collection process to appropriate parties and record any impacts on data integrity;</li> <li>• Conduct market research projects in a specific, measurable, achievable, reliable and timely manner.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Development of operational plan to specify activities to be conducted, roles and responsibilities, required resources and time schedule of the research project;</li> <li>• Monitoring of data collection process to ensure compliance to the operational plan and carrying out suitable remedial action in case of unexpected incidents.</li> </ul>
Remark	