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	Operate knowledge management systems to record and maintain the market information
Code	109409L4
Range	Operating different knowledge systems in the bank. This applies to input, search and retrieve different kinds of information which can facilitate the various functions of the bank.
Level	4
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Knowledge in the Subject Area Be able to: • Understand the functions of various knowledge management systems in order to operate the systems independently; • Understand the objectives of each individual research so as to capture the knowledge and record the data in an appropriate way. 2. Applications Be able to: • Record information about competitor activities and market conditions according to instructions, data types and applications of the information, etc.; • Organize and document research on competitive threats and related industry news according to the bank's practices; • Organize, manage and update the different files to ensure useful information for product design team such as customer requirements. 3. Professional Behaviour and Attitude Be able to: • Retain past recommendations and purchase records for monitoring the implementation of recommended actions and reviewing suitability of new product proposal regularly; • Generate reports on the tracking of customer segments, products, and campaigns' performance, etc. for providing critical information on business intelligence according to different needs in information.
Assessment Criteria	The integral outcome requirements of this UoC are: • Recording information of different kinds and from different sources in database systems accurately according to the instructions, data types and applications of the information; • Retrieval of information from database systems according to the needs of the specific projects / operations / users.
Remark	