

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
 (Key Function – 7.4 Product Launching Implementation and Management)

Title	Develop product specification for complex products
Code	109438L4
Range	Provision of technical details of products in a specification portfolio. This applies to different kinds of complex enterprise banking products.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • Demonstrate specialized technical knowledge relating to complex enterprise banking products and the capability to develop product portfolio; • Understand various technical terms and calculations related to the structure of complex products; • Understand the features of a particular product and compare it with other similar products to identify its strengths. <p>2. Applications</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • Define and describe key components of the ready-to-launch complex products according to the needs and knowledge of different customers; • Seek for legal advice on the product suitability to different types of clients; identify the impacts and clearly state in the product specifications; • Identify technical aspects of product information which customers may have difficulty in understanding and provide detailed elaboration in the product specifications. <p>3. Professional Behaviour and Attitude</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • Develop standard product specifications for individual complex product with an aim to address genuine needs of clients and provide sound solutions; • Translate complex structures into simple presentation and draw up portfolio for individual products; • Provide technical products information when developing tools or information kit to help customers understand the products.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of product fact sheets / specifications which outline key information of products in a clear, systematic and simple manner. The presentation format should be tailored to the needs and knowledge level of customers so that audience can understand the materials correctly.
Remark	