

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 10. General Management
(Key Function – 10.1 Global Business Acumen)

Title	Develop business plan and action items for the identified business strategies
Code	109535L5
Range	Developing implementation details of a specific business plan. This applies to business plans of different kinds of business strategies.
Level	5
Credit	4 (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"> • Demonstrate thorough understanding of the methodologies in business planning by analysing the established business strategies and their associated goals to be achieved in order to develop sound business plans; • Comprehend expertise knowledge in strategic analysis by applying data-mining approaches to identify factors that may affect the implementation of business plans. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Establish clear, long term business goals and set targets for the global Enterprising Banking business of the bank; • Establish objectives for target client, target market, target market share, financial goal, etc. for business planning; • Provide information on the resources needed in short term and long term; estimated return on investment; sales forecast, progress milestones or market conditions; etc.; • Make business decisions and devise detailed business plan for respective global business initiatives with facts, figures or predictions with solid ground; • Structure detailed implementation schedules, accountabilities, resources, technology and procedure planning to support the business development plan. <p>3. Professional behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Communicate the costs and benefits openly with evidence to key stakeholders to gain their support; • Set specific milestones and measurement parameters for progress tracking and to ensure the business plan is adding value to the bank.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Developing comprehensive implementation plan on business initiatives which clearly outlines the objectives, resources required, actions to be taken, responsible parties and time schedule etc.; • Building business plan based on a thorough analysis of the strategies and other relevant information, etc.
Remark	