

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

Title	Evaluate achievement of business initiatives and improve their effectiveness
Code	109537L5
Range	Evaluation of the effectiveness of a specific business initiative. This applies to large scale initiatives at regional level or a specific business area.
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"> • Possess knowledge in business analytics and utilize it to analyse the results of different performance indicators and find reasons to explain the figures; • Possess analytical skills and apply it to review tracking reports on business plan implementation in order to evaluate the process. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Assess progress of the business plan implementation by checking against the milestones and evaluate the achievement against the stated objectives; • Identify gaps in existing performance and explore the causes by observing market trends to identify the bank competitive advantages and disadvantages such as pricing, product / service quality etc.; • Recommend improvements based on the analyses of outcomes achieved and changes in environment. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate what the competitors do and fine-tune the bank's business plans for sustaining competitiveness.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Evaluation of the business initiatives including an analysis on different performance indicators and explanation on how the outcome performance is affected by different factors; • Provision of recommendations on improvement areas based on analyses of evaluation results and review of market trends.
Remark	