

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 11. Other Generic Competencies
(Key Function – 11.1 Business Goal Management)

Title	Identify strategic opportunities on business development and formulate practical business plan
Code	109585L7
Range	Identifying new opportunities with a holistic and visionary understanding of the industry and is always able to extend beyond current boundary on business development. This applies to business decisions related to corporate development of a particular business area.
Level	7
Credit	5 (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"> • Comprehend the market environment and anticipate major trends and dynamics in the banking and financial services industry, so as to identify potential new business opportunities; • Grasp the ideas of threats and outlook analysis on new opportunities and contribute innovative / original ideas for a new business venture or initiative; • Understand thoroughly the theories and techniques of data mining hence to conduct research; define, optimize, and document the business concept, and translate creative thoughts into actions. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Put forward various alternatives that could contribute to the business success by thinking broadly and multi-dimensionally on long term corporate development; • Analyse the business ideas thoroughly, anticipate the return and estimate the potential risks, assume accountability and risk for making the specific business decisions; • Lay down development strategies and direction for the bank with a view to maintaining a pioneering and leading position in the industry; • Formulate practical business plans for defining the course of actions; • Articulate business idea and obtain buy-in or feedback from stakeholders to enrich the proposed business plans. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the whole course of actions for both internal and external factors; and the impact to different stakeholders and the environment to minimize negative effects to any party; • Use of innovative / brand new technologies, skills and / or operational strategies and processes; • Identify strategic opportunities on business development and business plans that are practical and realistic for execution.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Identification of creative and innovative strategic opportunities on business development and development of practical business plans based on in-depth and comprehensive analysis of factors affecting the bank's business and forecasts of the future trends and dynamics in the business environment.

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Remark	
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