

Business Management and Strategy > Sales Strategies & Implementation Plan Formulation

Title	Project the future development trends of private banking business
Code	106826L7
Range	Projecting future market trends of the banking industry by employing different types of research methods.
Level	7
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Develop a conceptual model on banking development <p>Be able to:</p> <ul style="list-style-type: none"> • Master different advanced research skills (both qualitative and quantitative) to develop original research to obtain information from different areas of banking for analysis and projection • Demonstrate comprehensive and specialized knowledge in private banking to identify new business opportunities (e.g. RMB businesses) • Keep updated with latest development trends, be sensitive to new policies which can bring new business • Evaluate critically the past development of the banking industry in order to develop a framework for projecting the future development of the industry 2. Synthesize information from different sources <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct research on factors (e.g. political, economic, social, technological) that influence the banking industry; track their changes and estimate the impacts made to the bank's business • Analyze changes in market development, identify interrelationship and development trends of different variables in order to predict the economic environment in short, medium and long term • Conduct analyses to investigate changes in customer profiles (e.g. demographics, income, lifestyles) in the global, regional and local arena and predict the future demand in banking services 3. Project the future trends in banking industry <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate critically the findings from different researches in order to project the future development of the various factors (e.g. political, economic, social and technological development) affecting the banking industry • Evaluate critically the bank's strengths, weaknesses, internal constraints and positioning, etc. in order to respond to the future trend • Project the future of the banking industry and provide creative insights about its impacts on the bank • Provide original ideas on how a bank should response to the identified trends in terms of a bank's businesses and operations
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of creative insights about the future development of the banking industry in order to develop strategy for the bank. This should be based on critical evaluation of the complex environment faced by the banking industry and make projection based on synthesizing information from different sources.
Remark	