

Specification of Competency Standards of the Beauty and Hairdressing Industry

Unit of Competency

Functional Area: Operational Management

Title	Apply Information Management
Code	105428L4
Range	This unit of competency (UoC) is applicable in hairdressing-related workplaces. Practitioners should be able to master the latest information technology data of the hairdressing industry, accurately assess the needs of the organization and use suitable information management system for effective management, and better economic performance and sales and service quality.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand information management knowledge relevant to the hairdressing industry <ul style="list-style-type: none"> • Understand the knowledge of the latest and commonly-used information technology systems of the industry, such as: <ul style="list-style-type: none"> • E-commerce system • Customer relation management system • Application of software relevant to the hairdressing industry • Understand the applications and strengths of relevant information technology management system • Understand the basic composition and accessories of relevant information technology management system, including software and hardware • Understand the operation of relevant information technology management system • Understand the importance of information management system and information security management to the organization • Understand the security risks brought by the information management system and their consequences, such as: financial losses, legal liabilities, customer loss, damage to business reputation 2. Apply information management system <ul style="list-style-type: none"> • Master the most common information management system for the industry; select and use suitable information management system according to the overall operation, resources and business needs of the organization for better economic performance, sales and service quality, customer relation management, etc., so as to meet the market need and the future development of the organization • Effectively implement information security management to protect the benefits of the organization and customers • Maintain substantial and good communication with the software suppliers to ensure that the information management system of the organization operates properly and keeps abreast of the time 3. Exhibit professionalism <ul style="list-style-type: none"> • Keep abreast of the latest legislation on information privacy and information security to ensure that the information provided does not violate the Privacy Ordinance
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master the latest and most common information technology data and system for the hairdressing industry; and • Select and use suitable information management system according to factors such as business policy and financial status of the organization, market environment, etc., and effectively implement information security management to enhance the competitiveness of the organization and work efficiency, and improve customer relation management and sales and service quality.
Remark	