

1. Title	Formulate overall operation development direction and strategy						
2. Code	EMCUOM701A						
3. Range	With regard to electrical and mechanical engineering operation management, understand the social conditions, fully master the development trend of the industry as well as the goals and present situation of the organization so as to formulate an overall operation development direction and strategy for the organization; handle very complex / new issues in the absence of complete/consistent data/information, and develop creative response.						
4. Level	7						
5. Credits	20						
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <table border="0"> <tr> <td style="vertical-align: top;">6.1</td> <td style="vertical-align: top;">Knowledge of social, electrical and mechanical industry's environment</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Understand the development trends of society and the electrical and mechanical trade ◆ Understand clearly the influence of legislations, especially ordinances related to safety, health and environmental protection, on the industry ◆ Master social and economic information </td> </tr> <tr> <td style="vertical-align: top;">6.2</td> <td style="vertical-align: top;">Formulate overall operation development direction and strategy</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ◆ Analyze strengths of the organization <ul style="list-style-type: none"> • Use analytical tools to analyze strengths of the organization in operation management, occupational safety and health and environmental protection, quality management, human resources management, financial management, product development management and risk management • Use internal questionnaire survey for analysis and reference • Use the comparison with industrial benchmarking for analysis and reference ◆ Formulate development goals for the organization according to the analysis of the its strengths, the social and industrial environment and trend, and stakeholders' needs ◆ Use operation management techniques to formulate an overall operation development direction and strategy according to development goals, including: <ul style="list-style-type: none"> • Business development strategy • Business operation strategy • Human resources management strategy • Financial strategy • Product development strategy • Risk management strategy • Communication channels </td> </tr> </table>	6.1	Knowledge of social, electrical and mechanical industry's environment	<ul style="list-style-type: none"> ◆ Understand the development trends of society and the electrical and mechanical trade ◆ Understand clearly the influence of legislations, especially ordinances related to safety, health and environmental protection, on the industry ◆ Master social and economic information 	6.2	Formulate overall operation development direction and strategy	<ul style="list-style-type: none"> ◆ Analyze strengths of the organization <ul style="list-style-type: none"> • Use analytical tools to analyze strengths of the organization in operation management, occupational safety and health and environmental protection, quality management, human resources management, financial management, product development management and risk management • Use internal questionnaire survey for analysis and reference • Use the comparison with industrial benchmarking for analysis and reference ◆ Formulate development goals for the organization according to the analysis of the its strengths, the social and industrial environment and trend, and stakeholders' needs ◆ Use operation management techniques to formulate an overall operation development direction and strategy according to development goals, including: <ul style="list-style-type: none"> • Business development strategy • Business operation strategy • Human resources management strategy • Financial strategy • Product development strategy • Risk management strategy • Communication channels
6.1	Knowledge of social, electrical and mechanical industry's environment	<ul style="list-style-type: none"> ◆ Understand the development trends of society and the electrical and mechanical trade ◆ Understand clearly the influence of legislations, especially ordinances related to safety, health and environmental protection, on the industry ◆ Master social and economic information 					
6.2	Formulate overall operation development direction and strategy	<ul style="list-style-type: none"> ◆ Analyze strengths of the organization <ul style="list-style-type: none"> • Use analytical tools to analyze strengths of the organization in operation management, occupational safety and health and environmental protection, quality management, human resources management, financial management, product development management and risk management • Use internal questionnaire survey for analysis and reference • Use the comparison with industrial benchmarking for analysis and reference ◆ Formulate development goals for the organization according to the analysis of the its strengths, the social and industrial environment and trend, and stakeholders' needs ◆ Use operation management techniques to formulate an overall operation development direction and strategy according to development goals, including: <ul style="list-style-type: none"> • Business development strategy • Business operation strategy • Human resources management strategy • Financial strategy • Product development strategy • Risk management strategy • Communication channels 					

	<ul style="list-style-type: none"> ◆ Formulate mechanisms to measure, review and improve the operation development direction and strategy ◆ Lead the organization for a forward-looking development according to the following social and industrial changes <ul style="list-style-type: none"> • Product or service requirements • Technological development • Human resources and all kinds of costs in comparison with competitors or the region
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to formulate an overall operation development direction and strategy according to the situation of an electrical and mechanical organization; (ii) Capable to formulate for the organization mechanisms to measure, review and improve the operation development direction and strategy; and (iii) Capable to lead the organization for a forward-looking development according to social and industrial changes.
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person already possesses knowledge of engineering operation management.</p>