

1. Title	Master the holistic business environment and formulate corporate business development strategy of the organization
2. Code	EMELOM603A
3. Range	Applicable to the operation management of electrical works. Critically analyze consolidate, expand and judge the holistic business environment of different areas; and formulate corporate business development strategy of the organization.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the holistic business environment of different areas</p> <ul style="list-style-type: none"> ◆ Understand the holistic business environment of different areas including: market size, market development potential, overall market value, number of competitors in the market, etc. <p>6.2 Formulate corporate business development strategy of the organization</p> <ul style="list-style-type: none"> ◆ Formulate corporate business development strategy of the organization according to the analyses of the business environment of different areas and the strengths and weaknesses of the organization ◆ Make timely modifications to the business development strategy of the organization formulated according to the requirements for professional accountability of decision-making so as to enhance the profitability of the electrical projects
7. Assessment Criteria	The integrated outcome requirement of this unit of competency is: (i) Capable to formulate corporate business development strategy of the organization according to the holistic business environment of different areas.
8. Remarks	