Specification of Competency Standards
for the Information & Communications Technology Industry
Unit of Competency

Functional Area - Operations Management

Title	Manage interactive media projects with Agile approach
Code	107981L6
Description	This unit of competency applies to personnel who manage resources devoted to and personnel working on project management aiming to provide new product or service development in a highly flexible and interactive manner. Agile management aims to interact with users under a non-hierarchical form of leadership to produce a frequent and continuous delivery of quality software. This UoC is concerned with the capabilities, considerations and activities for Agile projects management.
Level	6
Credit	3

Competency	Performance Requirements
	1. Knowledge for managing interactive media projects with Agile approach
	
	• Understand the basic principles of Agile project management, including:
	   o Satisfy users through early and continuous delivery of quality software
	   o Accept changes even late in the development process under a fixed timescale and budget
	   o Organise a team of motivated developers that are self-directed
	   o Have regular and close interaction with users in face-to-face conversation
	   o Have regular self-inspection to become more effective, etc.
	• Possess proficient knowledge of Agile management practices, such as: Scrum, eXtreme Programming (XP), etc.
	• Understand related budget and resources allocations
	• Understand the competitive environment and customer requirements in the market
	• Possess proficient knowledge about the core functions, key phases and tasks for software development and management
	• Possess good analytical, communication, initiative and enterprise skills to exercise a high level of creative ingenuity and innovation
	• Possess project planning and organisational skills for tasks such as:
	   o Delegate tasks and responsibility appropriately
	   o Establish clear roles and goals to achieve required project outcomes
	   o Organise resources to achieve required outcomes
	   o Meet project deadlines and milestones, etc.
	• Possess the technical skills to resolve hardware, software and technical issues
	• Possess a wide range of knowledge on interactive media tools
	• Possess the personal traits of a competent project manager, such as:
	   o Negotiation skills
	   o Time management
	   o Critical thinking, etc.
	
	2. Manage interactive media projects with Agile approach
	
	• Conduct a detailed analysis about requirements of the interactive media project to ensure the right product is delivered
	   o Capture requirements at a high level, on a piecemeal basis, and in a visual format, such as: storyboard, user interface, etc.
	   o Prioritise the requirements based on the needs of the user and market
	   o Clarify requirements with users on a daily basis, to ensure the product delivered in each iteration meets the user expectation

Functional Area - Operations Management

	- Conduct technical and scholastic research to ensure all resources and content are well allocated and ready for any risk management
	- Empower the project team to make decision, to ensure it is their complete responsibility to deliver the product
	- Factor emerging requirements into the development schedule as appropriate and trade-off non-mandatory features, under a fixed timeframe and budget
	- Develop small, incremental releases of product and iterate, to reduce risk and allow flexibility for better cost management
	    o Start development with the core and highest priority features to ensure they are delivered in the earliest iterations
	    o Fully develop and test each feature before moving on
	- Deliver the product and arrange iteration for product release more frequently
	- Perform integrate testing throughout the development life cycle
	- Exercise crucial judgments to resolve potential problems
	- Handle critical turning points in the project to ensure smooth execution and good result returns
	
	3. Exhibit professionalism
	
	- Always devote fully to all activities related to interactive media project management
	- Always perform the interactive media project management tasks in an objective and fair manner, and balance the interests of both the organisation and employees

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: - Able to complete the interactive media project development tasks within time and budget constraints; and - Able to successfully manage all issues related to project development and testing; and - Able to ensure the quality of the interactive media project and meet all prescribed requirements
Remark	