

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

Functional Area - Strategic Management

Title	Formulate innovative use and adoption of DMT to enhance market share capability
Code	108023L5
Description	This unit of competency applies to all Digital Media Technology (DMT) practitioners responsible for business development. A digital media production organisation's main objective is to gain as much of profit from the product they produce. With Internet as a driver for revenue, digital media organisations are exploring how to leverage DMT to enhance market share or revenue. DMT, in this context, are not limited to internally developed products, instead, it can be any form of digital media or technology. This UoC concentrates on competences on formulating innovative use and adoption of DMT at business levels
Level	5
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Knowledge for formulating innovative use and adoption of DMT to enhance market share capability</p> <ul style="list-style-type: none"> • Possess good project management skills and capable of formulating business proposals • Possess good interpersonal and communication skills • Possess in-depth knowledge of all the organisation's digital media business functional areas • Possess good knowledge of business analysis tools such as PESTLE (Political, Economic, Social, Technology, Legal and Environment), SWOT (Strengths, Weaknesses, Opportunities and Threats), etc. • Possess good knowledge of the organisation business strategies, including: <ul style="list-style-type: none"> ○ Business objectives and goals ○ Innovation development/promotion <p>2. Formulate innovative use and adoption of DMT to enhance market share capability</p> <ul style="list-style-type: none"> • Perform research to determine what, and how competitors and other organisations apply additional usage of DMT. For Example, in: <ul style="list-style-type: none"> ○ Marketing and promotion ○ Online and offline branding or product sales ○ Social communication ○ Part of product packaging (such as user manual) ○ Website, in improvement of User Experience to drive greater visitors/potential customers • Identify current "hot" uses of DMT and coming trends of DMT • Setup brainstorming teams to identify innovative usage of current and future DMT. For example: <ul style="list-style-type: none"> ○ Application of Augmented Reality (AR) in marketing, ○ Play virtual reality game on organisation website to drive sales ○ Deliver video via IoT (Internet of Things) products or other wearable products (watch, etc.) ○ Creation of higher user experience contents ○ Application of DMT to shorten production cycle ○ etc. • Use analysis tools to determine the suitability and plausibility of identified DMT to facilitate product sales, brand building or other benefited area that helps drive greater market share

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	<ul style="list-style-type: none"> • Perform a risk analysis of the concerned DMT when applied and not applied in the organisation. Make suitable recommendation for countering risks • Develop a proposal of implementation plan with cost and benefit which can be used in presentation to management or board for support <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Critically evaluate the latest DMT trend and utilize the innovative DMT applications • Design and apply appropriate DMT extensively to improve production and revenue generation
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Perform a complete research of application of DMT by competitors and other organisations and generate the relevant information for the next-step analysis • Motivate and lead innovation team to generate innovative usage of DMT to greater benefit of the organisation's business • Critically evaluate and propose an implementation that can gain support from management
Remark	