

**Functional Area: Customer Relationship Management
(CRM Philosophy & Strategic Formulation)**

1. Title	Define and adopt the company ethical contents for CRM	
2. Code	ITCSCR602A	
3. Range	This UoC applies to all considerations, operations and steps relating to the defining and adopting of a set of corporate CRM ethics for the company. This job step is a high level operation and paves the foundation for all subsequent CRM ethics related activities.	
4. Level	6	
5. Credit	2	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Define and adopt the company ethical contents for CRM</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand that all ethical related activities of an organisation need a set of established corporate CRM ethics as the objectives to pursue and guidelines to follow ● Fully comprehend that the setting of a corporate-wide CRM ethics can be time consuming and take into consideration many factors and situations ● Fully aware of the situation that the setting of a corporate CRM ethics involved different groups of people as stakeholders, including customers, employees, and even the general public ● Skilfully grasp the importance of compatibility between the company's corporate objectives / missions and the company's CRM ethics ● Fully understand the nature that CRM ethics always requires the compromise or trade off between profit against the needs and desires of society ● Be aware of the versatility in opinions, theories, practices and academic researches towards the setting of corporate-wide CRM ethics <p>Be able to:</p> <ul style="list-style-type: none"> ● Lead, co-ordinate and supervise the setting up of CRM ethics for consideration and evaluation by top management ● Demonstrate good and thorough understanding of the company's overall objectives and missions, and incorporate the ideas into a set of business ethics for the company ● Clearly explain the different sets of CRM ethics and highlight their differences between management's consideration and subsequent adoption ● Clearly express the company's CRM ethics into concrete items such as rules, standards, and moral principles so as to what is right or wrong in specific situations ● Effectively bundle the final set of adopted CRM ethics into a format easily understood by all levels of staff members, using clear and unambiguous descriptions and narrations ● Clearly present the finally adopted set of CRM ethics to all stakeholders and the general public for propagation purpose ● Plan and direct various follow up and subsequent activities to promote and implement the CRM ethics of the company

	<p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Always strike an optimal balance of interests between customers, general public, employees and the company during the business ethics definition and formulation steps ● Always work with full capacity and ability to ensure successful adoption of the most ideal set of business ethics for the company ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully define and adopt an ideal set of business ethics for the company ii. ensure long lasting of the adopted business ethics iii. ensure positive feedbacks from customers through the improvement of company image and profitability over the long run
Remark	