

**Functional Area: Product & Service Life Cycle (Product Strategy Formulation)**

1. Title	Conduct technology assessment	
2. Code	ITCSPL505A	
3. Range	This UoC applies to the collections of operations / activities related to the investigation and assessment of own products / services concentrating on the technological aspects, which are having profound influences to the product, company and customers as a whole.	
4. Level	5	
5. Credit	6	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Conduct technology assessment</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand the importance of acquiring knowledge about the current technological advancement of the CIS products / services in concern</li> <li>● Fully comprehend the perception and responses of customers towards the technological features of the CIS product / service in concern</li> <li>● Grasp the necessity of conducting such kind of technology assessment in a continuous, iterative and timely manner</li> <li>● Be aware of the different methods and procedures to conduct such kind of technology assessment</li> <li>● Be aware of the impact on input resources allocation and profitability based on the results of technology assessment</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Identify the different methods and procedures to evaluate the technological advancement of the CIS products / services in concern</li> <li>● Determine the correlation between advancement in technological features of the products and the choices of existing and potential customers</li> <li>● Ensure the usage of proven and standardised methods in conducting the technology assessment on a continuous basis</li> <li>● Ensure proper recording of the results of assessment in an accurate and timely manner and make recommendation on appropriate follow up actions to senior management</li> <li>● Predict the possible outcomes for choosing different follow up actions and the effects to customers and competitors</li> <li>● In case the technology assessment is performed by outsourcers, liaise and monitor the work done by them closely to ensure their actions are consistent with own requirements / instructions</li> </ul> <ul style="list-style-type: none"> <li>● Stick to established policies and follow agreed guidelines at every step and aspect of technology assessment</li> <li>● Always work with full capacity and ability</li> <li>● Maintain a proper balance of the interests of customers and own organisation at all time</li> <li>● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors</li> </ul>
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> <li>i. grasp the key technological elements related to the products / services in concern</li> <li>ii. make recommendation on utilising new technologies to improve existing and explore new products</li> </ul>	
Remark		