

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

1. Title	Manage return on investment analysis
2. Code	ITCSPL511A
3. Range	This UoC applies to the actual conduction of the return on investment (ROI) analysis task for the new products / services concerned. This is the core task in the overall return on investment management phase.
4. Level	5
5. Credit	5
6. Competency	<p style="text-align: center;"><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Fully understand the importance of return on investment analysis as the key fundamental factor in determining the abandoning or adoption of any new products / services ● Fully aware that accuracy of the return on investment analysis is vital to the success or failure of the products / services or even the company as a whole ● Accurately grasp the correct sequences and procedures in conducting the return on investment analysis ● Fully aware of the wide range of different factors involved in conducting the return on investment analysis, and also their inter-acting and inter-influencing phenomenon ● Be aware of the key processes or issues that need proper management during the analysing cycle <p>6.2 Manage return on investment analysis</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Clearly identify and calculate with accuracy the different cost elements in association with the new products / services during the analysis ● Properly manage the above costing elements to ensure their behaviour are within acceptable limits ● Properly manage the above costing elements and take timely remedy actions in case of unexpected outcome or drastic environmental changes ● Consolidate results of the return on investment analysis and report to senior management in a timely manner, provide them with relevant advices when required ● Make appropriate adjustment to the investment plan based on results of the ROI analysis and subsequent decision of senior management <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Adopting established tools and following established procedures at every step of the return on investment management task ● Work with full capacity and ability to meet the targets of quality and accurate completion of ROI tasks ● Maintain the idea of customer focus at all time while performing the above tasks ● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <p>i. work through and complete all steps for ROI management and analysis with accuracy and efficiency</p> <p>ii. effectively communicate the findings and conclusion of the ROI tasks to senior management and different levels of other staff members</p>
Remark	