

**Functional Area: Strategic / General Management (Strategising & Formulation)**

1. Title	Formulate business model
2. Code	ITCSSG603A
3. Range	This UoC concerns formulating business models to fit the mission and vision of a telecommunication operating/service company.
4. Level	6
5. Credit	4
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"> <li>• Exhibit extensive knowledge of the organisation's core values, mission, vision and objectives</li> <li>• Comprehend the organisation business strategies</li> <li>• Extensively experienced in analysing an organisation business strengths and weaknesses</li> <li>• Posses extensive knowledge of network and telecommunication technologies and trends</li> <li>• Critically understand the importance of adopting good business models in an telecommunication operator or services company</li> <li>• Extensively experienced in applying competitive analysis methodologies and techniques in formulation of business models</li> <li>• Experienced in developing business plans</li> <li>• Experienced with commercial &amp; management skills such as management of business finance, communication, people, change, negotiation and business operations</li> </ul> <p>6.2 Formulate business model</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Steer a team to identify the information needed for formulation of business model. This may be statistics, reports, policies, procedures, discussions with business stakeholders, etc.</li> <li>• Define required core capabilities (or weaknesses), capacities, and competencies of the organisation in relation to the business strategy</li> <li>• Define activities required to implement the business strategy</li> <li>• Manage the formulation of business model plans based on the WHO, WHAT and HOW framework. <ul style="list-style-type: none"> <li>➢ WHO's your customer?</li> <li>➢ WHAT are you offering your customer?</li> <li>➢ HOW are you doing this?</li> </ul> </li> <li>• Manage the presentation of the business model plans to stakeholders with supporting data for implementation and deployment. Stakeholder includes senior managers, board, customers, investors, etc.</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Always take into consideration and strike a proper balance among all related technological, political, social, environmental and legal factors</li> <li>• Always strike a proper balance of interest among all stakeholders</li> </ul>
7. Assessment Criteria	The integrated outcome requirements of this UoC are the ability to: <ol style="list-style-type: none"> <li>i. identify business strategy and core competencies of the organisation</li> <li>ii. formulate the business model based on WHO, WHAT and HOW framework</li> <li>iii. effectively present the business model and seek approval from stakeholders for deployment</li> </ol>
Remark	