

**Information and Communications Technology Industry Training Advisory Committee  
Software Products and Software Services (SW) branch  
Unit of Competencies**

1. Title	Identify business opportunities
2. Code	ITSWG508A
3. Range	Identify business opportunities related to IT in alignment with the business strategies and policies of the organization [Generic Skills – Business Acumen]
4. Level	5
5. Credit	3
6. Competency	<p style="text-align: right;"><u>Performance Requirement</u></p> <p>6.1 Have basic insights into the business of the industry</p> <p style="margin-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>▪ identify the current trends of business opportunities that are important to the organization's growth</li> <li>▪ think creativity about any business opportunities that ICT can bring along</li> </ul> <p>6.2 Understand the strategic innovation of ICT</p> <p style="margin-left: 40px;">Be able to suggest ways to</p> <ul style="list-style-type: none"> <li>▪ create new market opportunities</li> <li>▪ promote good values to customers</li> <li>▪ transform technological innovations into business opportunities of the business and the organization</li> </ul> <p>6.3 Identify business opportunities</p> <p style="margin-left: 40px;">Be able to</p> <ul style="list-style-type: none"> <li>▪ exploit existing business needs in order to transform any technological innovations into business opportunities</li> <li>▪ analyse the viability and sustainability of the business opportunities</li> <li>▪ identify business opportunities that align with organization's strategic objectives</li> </ul> <p style="margin-left: 40px;">in accordance with the policies and procedures of an organization as well as any (local and international) laws and regulatory requirements, where applicable</p>
7. Assessment Criteria	The integrated outcome requirements of this UoCs are the abilities to: (i) identify business opportunities related to the application of IT to satisfy business needs; and (ii) identify business opportunities in alignment with strategic objectives of an organization.
Remark	