

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Formulate e-commerce risk strategies
Code	110988L5
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for applying risk management knowledge and skills, mastering e-commerce, to develop risk strategies for different processes.
Level	5
Credit	8
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of e-commerce risks</p> <ul style="list-style-type: none"> • Understand the types of risks associated with e-commerce to identify potential operational risks • Examine supply chain management to assist in decision-making • Examine e-commerce-related regulations • Examine risk management techniques <p>2.2.1 Develop e-commerce risk strategies</p> <ul style="list-style-type: none"> • Examine e-commerce operation processes and characteristics, apply risk management knowledge, and develop suitable e-commerce risk management plans • Analyse the advantages and disadvantages of various risk control plans • Monitor whether the e-commerce platforms can protect data privacy • Analyse various types of supply chain risks • Develop internal guidelines for handling digital marketing public relations crises • Manage risks related to e-commerce returns • Develop e-commerce risk management plans based on the potential impact and severity of risks • Examine regulations and regulatory requirements in the target markets when developing risk management plans <p>2.2.2 Review e-commerce risk strategies</p> <ul style="list-style-type: none"> • Establish performance indicators to evaluate the effectiveness of risk strategies • Make recommendations for adjusting performance indicators and/or risk management plans <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Develop import and export e-commerce risk management policies in compliance with relevant regulations • Examine performance indicators and market changes to adjust risk strategies in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of evaluating and formulating e-commerce risk strategies in compliance with relevant regulations • Capable of adjusting risk management plans in a timely manner in response to market changes
Remark	----