

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Implement supervisory management on retailing business
2. Code	JLZZSA402A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to employ the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, so as to effectively implement supervisory management on retailing business and to give training and instruction to subordinate staff.
4. Level	4
5. Credit	9
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Understand the theory of supervisory management on retailing business</p> <ul style="list-style-type: none"> ◆ Know about the duties of supervisory staff, including: <ul style="list-style-type: none"> • Cultivate leadership capability • Identify good salespersons • Identify outstanding staff or inferior staff • Set evaluation objectives ◆ Know about the importance of management by objective, including: <ul style="list-style-type: none"> • Strengthen the control of performance appraisal • Set objectives for staff • Monitor staff performance/progress • Adopt remedial measures for staff with under performance ◆ Master communication skills and inter-personal relationship skills, including:

	<ul style="list-style-type: none"> • Understand the importance of communication • Master communication methods, including written and non-written communication • Understand communication barriers, such as: different opinion, personal prejudice and unilateral communication, etc. • Understand the factors contributing to successful communication, such as: language, environment, listener/receiver, response, etc. ◆ Know about the modes of leadership, including: <ul style="list-style-type: none"> • Directive/Authoritative • Consultative • Negotiative • Delegative ◆ Know about the purposes of disciplinary action: <ul style="list-style-type: none"> • Maintain fairness • Improve staff performance to help them meet the requirements of the organization • Let staff know about the requirements of the organization ◆ Know about staff training: <ul style="list-style-type: none"> • The purposes of staff training • The modes of learning for adults • The techniques of staff training ◆ Know about counseling service and support for staff, including:
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	<ul style="list-style-type: none"> • The purposes and advantages of providing counseling service to staff • The role of the counselor • Counseling techniques ◆ Know about the purposes of giving encouragement to staff: <ul style="list-style-type: none"> • Facilitate staff to improve their performance • Facilitate staff's dedication to work <p>6.2 Implement supervisory management on retailing business</p> <ul style="list-style-type: none"> ◆ Take disciplinary action, including: <ul style="list-style-type: none"> • Verbal warning • Written warning • Termination of employment ◆ Implement staff training, including: <ul style="list-style-type: none"> • Identify learning areas • Identify training methods • Set training objectives • Prepare teaching materials • Select suitable location and time for training • Review training results ◆ Provide counseling service to staff, including: <ul style="list-style-type: none"> • Effective communication with staff • Conduct interviews to understand the causes of problem and give suggestion ◆ Encourage staff effectively, including: <ul style="list-style-type: none"> • Delegate authority to staff • Let staff have vision of future prospect • Give constructive opinion to staff and encourage them • Give recognition to staff performance • Provide staff with opportunities of personal development
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7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to employ the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, and can give training and instruction to subordinate staff; and (ii) Capable to effectively implement supervisory management on retailing business.
8. Remarks	<p>This unit of competency is applicable to the managerial staff such as the person-in-charge, manager or supervisory staff of the jewellery outlet.</p>