

Specification of Competency Standards
for the Logistics Industry
Unit of Competency

Functional Area - Operations Management

Title	Formulate crisis management strategy
Code	LOCUOM514B
Range	This unit of competency is applicable to sea freight, air freight and express operators. Practitioners should be capable to formulate an effective crisis management strategy with respect to the long-term development and business management of the company.
Level	5
Credit	9 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge of crisis management</p> <ul style="list-style-type: none"> • Understand crisis management concepts • Understand the influence of crises of different natures on the logistics industry and its operation • Understand the type and nature of a crisis to see whether it is unexpected, imminent, intimidated, open, long term, short term, etc. • Understand the basic principles of handling crisis • Understand the characteristics of cargo transport and logistics industry as well as the enterprises in the industry • Understand the influence of unexpected crises of different natures such as financial crisis, flu, war, natural disasters on the industry and the company • Understand the social responsibilities of the enterprise and its objectives and values in the course of crisis <p>2. Formulate crisis management strategy</p> <ul style="list-style-type: none"> • Establish awareness and culture of crisis management with respect to the management policy and objectives of the enterprise • Establish systematic communication mechanism for the staff of different positions to understand how the company handles crises • Establish a crisis management team and identify responsibilities of each member when a crisis comes • Investigate and assess potential crisis • Assess the chance for a crisis to occur and its influence • Establish corporate culture to enhance staff's crisis awareness • Collect staff views on crisis management • Compile reports to illustrate the crisis management strategies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable to point out the importance of crisis management to logistics or freight transport companies and establish the awareness and culture of crisis management; and • Capable to establish a mechanism and crisis management team for the staff to understand how the company handles crisis
Remark	