

Specification of Competency Standards for the Logistics Industry
Unit of Competency

1. Title	Design e-commerce procedures for the logistics industry
2. Code	LOCUEL401A
3. Range	This unit of competency is applicable to relevant logistics enterprises. Practitioners should be capable to optimize the workflow of e-commerce conducted among relevant enterprises or units in the industry.
4. Level	4
5. Credit	9 (for reference only)
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic knowledge of e-commerce operation conducted among relevant enterprises or units in the industry and the strengths and weaknesses of different technologies</p> <ul style="list-style-type: none"> ◆ Understand the relationship between e-commerce and the operation of logistics enterprise ◆ Understand the working relationship and flow of e-commerce among different enterprises or units ◆ Understand the legal responsibilities and risks faced by different enterprises or units when conducting e-commerce operation ◆ Understand and identify the strengths and weaknesses of popular e-commerce technologies in the logistics industry, including: <ul style="list-style-type: none"> • Networking: infrastructure like the Internet, Intranet and Extranet • Customer: data security, marketing, transaction and payment services • Trading and enterprise partners: data exchange and safe transaction through the Internet or Intranet

	<ul style="list-style-type: none"> • Staff of the enterprise: communicate and cooperate through the Internet or Intranet to complete relevant e-commerce operation • IT professionals and users: establish, manage and operate the e-commerce system of the enterprise with appropriate software development tools <p>6.2 Analyze and formulate electronic data flow among relevant units</p> <ul style="list-style-type: none"> ◆ Base on daily logistics operation to assess the relationship among different enterprises or units and the influence of different forms of e-commerce operation on the overall business of the enterprise ◆ Base on the assessment to analyze the relationship between the demand for e-commerce among different enterprises or units and the existing e-commerce workflow ◆ Base on the demand for e-commerce among different enterprises or units and relevant business partners' special requirements to assess different forms and technologies of e-commerce operation so as to design the form and workflow of e-commerce for the enterprise
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze the demand for e-commerce and design relevant e-commerce workflow according to the actual situation of the enterprise and relevant business partners' special requirements; and</p> <p>(ii) Capable to use e-commerce to expand the enterprise's market share and extend its logistics operation to other areas.</p>
8. Remarks	