

Specification of Competency Standards for the Logistics Industry

Unit of Competency

1. Title	Promote quality management culture to frontline staff			
2. Code	LOCUQM402A			
3. Range	This unit of competency is applicable to all logistics enterprises. Practitioners should be capable to promote and foster basic level quality management culture for transport and logistics services, and handle different suggestions on quality improvement.			
4. Level	4			
5. Credit	9 (for reference only)			
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <table border="0"><tr><td style="vertical-align: top;">6.1</td><td style="vertical-align: top;">Quality management concept and promotion techniques</td><td style="vertical-align: top;"><ul style="list-style-type: none">◆ Understand the concept of quality management◆ Understand the importance of enterprise culture to the implementation of quality management◆ Understand the characteristics of the manpower market of the transport and logistics industries◆ Understand the nature, characteristics of the employees and enterprise culture of the transport and logistics industries, so as to implement the quality management culture and training◆ Understand corporate resources available internally and externally◆ Master the technique in organizing cultural promotion and in communication◆ Master the project management technique in the promotion of events</td></tr></table>	6.1	Quality management concept and promotion techniques	<ul style="list-style-type: none">◆ Understand the concept of quality management◆ Understand the importance of enterprise culture to the implementation of quality management◆ Understand the characteristics of the manpower market of the transport and logistics industries◆ Understand the nature, characteristics of the employees and enterprise culture of the transport and logistics industries, so as to implement the quality management culture and training◆ Understand corporate resources available internally and externally◆ Master the technique in organizing cultural promotion and in communication◆ Master the project management technique in the promotion of events
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	<p>6.2 Promote and foster basic level quality management culture</p> <ul style="list-style-type: none"> ◆ Analyze the composition, communication channels and cohesion of the frontline staff ◆ Promote basic level quality management culture, including: <ul style="list-style-type: none"> • Arrange for on-the-job training on quality knowhow for frontline staff • Set up frontline staff quality monitoring group to foster basic level quality management culture • Establish channels for frontline quality management culture promotion • Organize quality management culture promotional activities, such as quiz competitions, quality circle, visits, seminars, etc. ◆ Select ways of promotion suitable to frontline staff ◆ Handle different opinions on quality improvement <ul style="list-style-type: none"> • Organize quality monitoring group discussion for different service areas and collect staff's suggestions on quality management improvement • Analyze various recommendations on quality management improvement and report to the management through the communication mechanism
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7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: <ul style="list-style-type: none"><li data-bbox="386 293 1481 436">(i) Capable to promote frontline level quality management culture effectively and foster the whole unit's commitment on service quality; and<li data-bbox="386 468 1481 562">(ii) Capable to handle suggestions from frontline staff on quality improvement.
8. Remarks	