

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Financial Management

Title	Manage the fund raising for corporate
Code	107262L5
Description	Analyze ways to raising funds so as to solve the problem of funding sources.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Assess the reasons for the corporate to raise funds and related issues</p> <ul style="list-style-type: none"> • Assess the motivations of corporate finance, including: <ul style="list-style-type: none"> ○ Expansion of funding motives ○ Debt financing ○ Solve the problem of fund raising • Assess the requirements for corporate finance, including: <ul style="list-style-type: none"> ○ Determine the amount of funds required ○ Study the direction of investment ○ Choose the source of funding and reduce the cost of capital ○ Study the capital structure <p>2. Analyze and compare methods of corporate fund raising</p> <ul style="list-style-type: none"> • Analyze and compare methods of corporate fund raising, including <ul style="list-style-type: none"> ○ Issue shares ○ Use retained earning ○ loan ○ Issue corporate bonds • Analyze and compare different sources of funding, including: <ul style="list-style-type: none"> ○ Government ○ Bank and non-bank financial institutions ○ Other corporate • Propose the most cost-effective fund raising solution for corporate. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • With a rigorous attitude to analyze the methods of corporate fund raising and reduce the cost of fund raising.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the reasons for the corporate fund raising. • Analyze and compare the methods for the corporate fund raising.
Remark	