

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Human Resources Management

Title	Build e-business team
Code	107270L4
Description	Through the form of self-management to build the e-business team. Each team consists of multiple employees who are responsible for the complete work process or part of the work. Team building is suitable for all areas of e-business.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the meaning of e-business team building <ul style="list-style-type: none"> • Understand the concept and content of e-business team building • Understand the importance of team building in e-business corporate 2. Review the types and characteristics of e-business team building, including: <ul style="list-style-type: none"> • Strategic team: set short-term and long-term strategy to lead the team, face challenges, share the results • Technology platform team (including development and art): the establishment of platform, design web pages • Marketing team (including advertising and sales): the establishment of brand, promotion and sales • Supply chain management team: Search for products, control costs • Logistics management team: to enhance the transport speed, control inventory • After-sales service team: maintenance, improvement of existing products 3. Apply methods to build the e-business team <ul style="list-style-type: none"> • Choose the right team member and effective team leader • Establish an effective incentive mechanism and reward system • Strengthen authorization and self-management • Conduct experienced training of team members • Strengthen team learning • Improve team emotional intelligence EQ 4. Exhibit professionalism <ul style="list-style-type: none"> • In the construction of e-business team, be fair and impartial treatment of the members of the team and fully develop the spirit of teamwork • Comply with Equal Opportunities Ordinance and Anti-Discrimination Ordinance • Keep effective communicate with team members
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Recognize the importance and necessity of strengthening team building. • Review the types and characteristics of e-business team building. • Apply methods to build the e-business team.
Remark	