

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Human Resources Management

Title	Establish e-business corporate culture
Code	107278L7
Description	The establishment of corporate culture refers to the formation of corporate culture -related concepts and communication etc. It is based on planning and communication process.
Level	7
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Analyse the importance of building a corporate culture</p> <ul style="list-style-type: none"> • Understand the importance of corporate culture, such as improving staff quality and optimizing management effectiveness • Understand the benefits of promoting corporate upgrades • Cultivate a culture with industry characteristics • Learn different corporate business model • Analyse the core nature of business • Understand the importance of sustainable development • Understand the characteristics and challenges of e-business corporate culture <ul style="list-style-type: none"> ○ Flexible business operation to adapt to the changing network of business ○ The transaction is driven by the customer so it is necessary to increase the added value to the customer to meet the customer’s demand for the product or service ○ Enhance the customer’s trust in the corporate online shopping <p>2. Establish of e-business corporate culture strategy</p> <ul style="list-style-type: none"> • Establish a people-oriented corporate culture • Strengthen the system management and the corporate culture construction • Review the development of talent considerations <ul style="list-style-type: none"> ○ Establish a clear system of employee promotion ○ Establish targeted training mechanisms ○ Standardize employee behavior ○ Create a business environment characterized by innovation, to provide staff with the basis for new thinking ○ Build internal information network <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with relevant regulations in establishing corporate culture.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Analyze the concept and importance of establishing corporate culture. • Understand the characteristics and challenges of e-business corporate culture. • Propose strategy to strengthen corporate culture.
Remark	