

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Marketing Management

Title	Establish e-business marketing performance management system
Code	107284L4
Description	Establish the e-business performance management system so as to realize the goal of e-business corporate vision, to promote the improvement of department and individual performance, and to improve the mechanism of benefit distribution.
Level	4
Credit	12 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Master the basic points of performance management system</p> <ul style="list-style-type: none"> <li>• Purpose of performance management <ul style="list-style-type: none"> <li>○ Ensure the realization of corporate vision</li> <li>○ Facilitate improvement in departmental and individual performance</li> <li>○ Establish the evaluation criteria of the distribution of benefits</li> </ul> </li> <li>• Performance management system design principles <ul style="list-style-type: none"> <li>○ Emphasize on the effectiveness and operability of the assessment system</li> <li>○ Gradually improve the assessment management system through the implementation of assessment</li> <li>○ Emphasize on the performance improvement and promotion of employees</li> </ul> </li> <li>• Performance management implementation principle <ul style="list-style-type: none"> <li>○ Openness, objectivity, open communication, difference, routine</li> </ul> </li> </ul> <p>2. Design different assessment methods based on performance assessment of different targets</p> <ul style="list-style-type: none"> <li>• Content and frequency of personal assessment <ul style="list-style-type: none"> <li>○ Department person in charge: departmental performance (80%), peripheral performance (10%), employee satisfaction (10%), monthly monitoring, quarter assessment, year summary</li> <li>○ Other levels of management: mission performance (80%), peripheral performance (20%), monthly monitoring, quarterly assessment, year summary</li> <li>○ Sales salesman: key performance indicators (90%), peripheral performance (10%), monthly monitoring, quarter assessment, year summary</li> </ul> </li> <li>• Content and frequency of department assessment <ul style="list-style-type: none"> <li>○ Key performance indicators, benchmark indicators, monthly monitoring, quarterly assessment, year summary</li> </ul> </li> <li>• Performance appraisal <ul style="list-style-type: none"> <li>○ Excellent evaluation, good, normal, need to improve, bad</li> </ul> </li> <li>• Performance appraisal results <ul style="list-style-type: none"> <li>○ Apply staff evaluation, performance pay, salary adjustment, management communication, job guidance, training development, job promotion</li> </ul> </li> </ul> <p>3. Implement personal performance assessment</p> <ul style="list-style-type: none"> <li>• Performance appraisal process: <ul style="list-style-type: none"> <li>○ Set the work objectives</li> <li>○ Perform work tasks</li> <li>○ Assessment evaluation</li> <li>○ Performance review</li> <li>○ Performance interview</li> <li>○ Assessment of complaints</li> </ul> </li> <li>• Control results</li> <li>• Calculate personal performance scores</li> </ul>

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	<ul style="list-style-type: none"> <li>• Apply the results of the assessment</li> </ul> <p>4. Implement departmental performance appraisal</p> <ul style="list-style-type: none"> <li>• Performance appraisal implementation process <ul style="list-style-type: none"> <li>○ Confirm performance indicators</li> <li>○ Collect evaluation information</li> <li>○ Examination assessment</li> <li>○ Confirm score integration</li> <li>○ Performance interview</li> <li>○ Assessment of complaints</li> </ul> </li> <li>• Calculate department performance score <ul style="list-style-type: none"> <li>○ Quarter test index performance score: <math>(\sum \text{quarter test index score} + \text{quarterly test index weight}) / 100\%</math></li> <li>○ Half-year test indicators performance score: <math>(\sum \text{half of the test index score} \times \text{half of the test index weight} \times 2) / 100\%</math></li> <li>○ Year test index performance score: <math>(\sum \text{year test index score} \times \text{year test index weight} \times 4) / 100\%</math></li> <li>○ Quarterly Performance Score: Quarterly Index Performance Score + Half Year Index Performance Score + Annual Indicator Performance Score</li> <li>○ Annual Performance Score: <math>\sum \text{Quarterly Performance Score} / 4</math></li> </ul> </li> </ul> <p>5. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure the implementation of performance management system</li> <li>• Ensure that the performance checks of individuals and departments can be implemented fairly and to accurately and to calculate quantitative indicators to monitor and improve the operational efficiency of corporate.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Understand the basic points of the performance management system</li> <li>• Design different assessment methods based on performance assessment of different targets</li> <li>• Apply personal performance appraisal methods</li> <li>• Apply departmental performance appraisal methods</li> </ul>
Remark	