Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Information Technology

Title	Manage online shopping
Code	111405L3
Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. Practitioners have the ability to apply retail management and computer network knowledge to manage the organisation's online shopping system according to the established online shopping management policy of the organisation to ensure that the existing system functions, operational procedures, etc. conform to the organisation's business policies and user needs.
Level	3
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Understand the knowledge of online shopping • Understand the organisation's online purchasing strategy and policy • Understand the structure of the organisation's online commerce system, e.g.: 　　o Online payment system 　　o Settlement and currency systems 　　o Online order system 　　o Understand the structure and operation mode of online purchasing system (e.g. product catalogue, e-tendering, e-transaction, shipping solutions) • Understand the organisation's information technology security guidelines and measures (e.g. digital certificates, encryption techniques) • Understand potential security risks for online purchase and the contingency measures • Understand the regulations on e-commerce and website as stipulated by the government's ordinances 2. Manage online shopping • Negotiate with relevant departments on the requirements for product purchase (including online shopping) • Assess and assist in choosing an online shopping management model that meets the organisation's technological and cost requirements • Assess the online shopping method and procedures, e.g.: 　　o Way of purchase application between departments and stores 　　o Purchasing procedures (e.g. approval of purchase requests, issuance of purchase orders, liaison with suppliers) 　　o Follow the progress of purchase 　　o Supplier's latest information (e.g. product, price, shipping period) • Perform daily online shopping management duties according to the established online shopping plan and procedures of the organisation, e.g.: 　　o Internal order request 　　o Adjust and approve purchase order 　　o Monitor the purchasing status 　　o Gather user feedback 　　o Monitor system functions to see whether they are accurate and adequate 　　o Review the shopping process and procedures to see whether they are effective and easy to use 　　o Monitor the security, backup and recovery functions of system • Provide training for users/relevant staff on the use of online shopping system

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	• Carry out necessary system update to ensure that the chosen shopping system meets the organisation's requirements and business policy 3. Exhibit professionalism • Take into account the benefit of customers, the organisation and other stakeholders when managing online shopping • Comply with the government's regulations and legal requirements for online business activities
Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Apply retail management and computer network knowledge to manage the organisation's online shopping system according to the organisation's established purchasing management policy; and • Manage online shopping in order to align with the overall retail business development.
Remark	This UoC is adopted from 105096L3