

## DETAILS ON THE TEN COMPETENCY AREAS

SN	Competency Area	Definition	Examples of Competencies
a	Sales and Marketing	Understand the organization's products / services and business environment. Develop and implement strategies to promote the sale of the products / services	<ul style="list-style-type: none"> <li>▪ Develop marketing plan</li> <li>▪ Sell products and services</li> </ul>
b	Business Development	Understand the business environment, identify new growth areas to sustain and enhance the business competitiveness	<ul style="list-style-type: none"> <li>▪ Review business plan and performance</li> <li>▪ Manage business operations</li> </ul>
c	Business Continuity Management	Understand the key business processes and develop and implement response and recovery plans to ensure business continuity. Handle issues arising from crisis that impact on the business. These could range from operational to staff matters to ensure that the impact on the business is minimized and controlled	<ul style="list-style-type: none"> <li>▪ Develop business continuity management plan</li> <li>▪ Manage resources during business crisis</li> </ul>
d	Intellectual Property Management	Understand intellectual property and its related disciplines, and the management, application and protection to the business. This could be an important area as the business expands its products and services	<ul style="list-style-type: none"> <li>▪ Create intellectual property rights for products and services</li> <li>▪ Manage the use of copyrighted materials</li> </ul>
e	Innovation Management	Implement strategies for business innovation and institutionalising innovative practices in organizations	<ul style="list-style-type: none"> <li>▪ Institutionalise innovative culture</li> <li>▪ Develop innovation methodologies</li> </ul>
f	Knowledge Management	Institutionalise knowledge management and information sharing systems in organisations to support strategic decision-making	<ul style="list-style-type: none"> <li>▪ Develop knowledge management system</li> <li>▪ Manage strategic knowledge and information</li> </ul>
g	Financial Management	Understand, analyse and apply financial and budgeting tools for strategic decision making	<ul style="list-style-type: none"> <li>▪ Secure financing requirements</li> <li>▪ Interpret the profit and loss statement, balance sheet</li> </ul>
h	Project Management	Plan, implement and monitor workplace projects to meet business objectives	<ul style="list-style-type: none"> <li>▪ Manage project</li> </ul>
i	Risk Management	Develop and implement risk management strategy to support business operations	<ul style="list-style-type: none"> <li>▪ Develop risk management strategy</li> <li>▪ Manage organizational risks</li> </ul>

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j	Business Negotiation	Conduct negotiation for a range of business situations for win-win solutions	<ul style="list-style-type: none"><li>▪ Conduct business negotiation</li><li>▪ Develop a business case</li></ul>