

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales □

Title	Implement supervisory management on retailing business
Code	108833L4
Range	This unit of competency is applicable to practitioners responsible for supervisory management in jewellery outlets. Practitioners should be capable of employing the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, so as to effectively implement supervisory management on retailing business and to give training and instructions to subordinate staff.
Level	4
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Understand the theory of supervisory management on retailing business</p> <ul style="list-style-type: none"> • Know about the duties of supervisory staff, including: <ul style="list-style-type: none"> ○ Cultivate leadership capability ○ Identify good salespersons ○ Identify outstanding staff or inferior staff ○ Set evaluation objectives • Know about the importance of management by objective, including: <ul style="list-style-type: none"> ○ Strengthen the control of performance appraisal ○ Set objectives for staff ○ Monitor staff performance/progress ○ Adopt remedial measures for underperforming staff • Master communication skills and interpersonal relationship skills, including: <ul style="list-style-type: none"> ○ Understand the importance of communication ○ Master communication methods, including written and non-written communication ○ Understand communication barriers, such as different opinion, personal prejudice and unilateral communication ○ Understand the factors contributing to successful communication, such as language, environment, listener/receiver and response • Know about the modes of leadership, including: <ul style="list-style-type: none"> ○ Directive/Authoritative ○ Consultative ○ Negotiative ○ Delegative • Know about the purposes of disciplinary action: <ul style="list-style-type: none"> ○ Maintain fairness ○ Improve staff performance to help them meet the requirements of the organization ○ Let staff know about the requirements of the organization • Know about employee performance evaluation procedures and standards: <ul style="list-style-type: none"> ○ Collect performance data, such as sales amounts and customer satisfaction with the services ○ Feedback from superiors or subordinate staff ○ Assess past performance ○ Set mutually agreed performance targets • Know about staff training: <ul style="list-style-type: none"> ○ The purposes of staff training ○ The modes of learning for adults

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	<ul style="list-style-type: none"> ○ The techniques of staff training ○ The outcome of staff training • Know about counselling services and support for staff, including: <ul style="list-style-type: none"> ○ The purposes and advantages of providing counselling services to staff ○ The role of the counsellor ○ Counselling techniques • Know about the purposes of giving encouragement to staff: <ul style="list-style-type: none"> ○ Facilitate staff to improve their performance ○ Facilitate staff's dedication to work • Know about the contents of the equal opportunities and anti-discrimination ordinances <p>2. Implement supervisory management on retailing business</p> <ul style="list-style-type: none"> • Take disciplinary actions, including: <ul style="list-style-type: none"> ○ Verbal warning ○ Written warning ○ Termination of employment • Implement staff training, including: <ul style="list-style-type: none"> ○ Identify learning areas ○ Identify training methods ○ Set training objectives ○ Prepare teaching materials ○ Select suitable location and time for training ○ Review training results • Provide counselling services to staff, including: <ul style="list-style-type: none"> ○ Effective communication with staff ○ Conduct interviews to understand the causes of problem and give suggestions • Encourage staff effectively, including: <ul style="list-style-type: none"> ○ Delegate authority to staff ○ Let staff have vision of future prospect ○ Give constructive opinions to staff and encourage them ○ Give recognition to staff performance ○ Provide staff with opportunities of personal development <p>3. Professionalism</p> <ul style="list-style-type: none"> • The performance of subordinate staff must be treated fairly and impartially • Strictly adhere to the equal opportunities and anti-discrimination ordinances • Ensure to maintain good communication with staff or staff bodies
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to employ the professional knowledge of supervisory management on retailing business to analyze, explore and decide the needs of the organization, and give training and instructions to subordinate staff; and • Effectively implement supervisory management on retailing business.
Remark	