

1. Title	Manage online shopping
2. Code	105096L3
3. Range	This unit of competency (UoC) is applicable to staff responsible for website operation in the retail industry. It requires meticulous analysis and judgement. It covers the abilities to apply retail management and computer network knowledge to manage the organization's online shopping system properly according to the established online shopping management policy of the organization to ensure that the existing system functions, operational procedures, etc. conform to the organization's business policies and user needs in order to assist the organization's retail business development.
4. Level	3
5. Credit	3 (for reference only)
6. Competency	<p>Performance Requirements</p> <p>6.1 Knowledge of online shopping</p> <ul style="list-style-type: none"> <li>◆ Understand the organization's online purchasing strategy and policy</li> <li>◆ Understand the structure of the organization's online commerce system, e.g.: <ul style="list-style-type: none"> <li>• Online payment system</li> <li>• Settlement and currency systems</li> <li>• Online order system</li> </ul> </li> <li>◆ Understand the structure and operation mode of B2B online purchasing system, e.g.: <ul style="list-style-type: none"> <li>• Product catalogue</li> <li>• E-tendering</li> <li>• E-transaction</li> <li>• Shipping solutions</li> </ul> </li> <li>◆ Understand the organization's information technology security guidelines and measures, e.g. digital certificates, encryption techniques, etc.</li> <li>◆ Understand potential security risks for online purchase and the contingency measures</li> <li>◆ Understand the regulations on e-commerce and website as stipulated by the government's ordinances</li> </ul> <p>6.2 Manage online shopping</p> <ul style="list-style-type: none"> <li>◆ Negotiate with relevant departments on the requirements for product purchase (including online shopping)</li> <li>◆ Assess and assist in choosing an online shopping management model that meets the organization's technological and cost requirements</li> <li>◆ Assess the online shopping method and procedures, e.g.: <ul style="list-style-type: none"> <li>• Way of purchase application between departments and stores</li> <li>• Purchasing procedures, e.g. approval of purchase requests, issuance of purchase orders, liaison with suppliers, etc.</li> <li>• Follow the progress of purchase</li> <li>• Supplier's latest information, e.g. product, price, shipping period, etc.</li> </ul> </li> <li>◆ Perform daily online shopping management duties according to the established online shopping plan and procedures of the organization, e.g.: <ul style="list-style-type: none"> <li>• Internal order request</li> <li>• Adjust and approve purchase order</li> <li>• Monitor the purchasing status</li> <li>• Gather user feedback</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor system functions to see whether they are accurate and adequate</li> <li>• Review the shopping process and procedures to see whether they are effective and easy to use</li> <li>• Monitor the security, backup and recovery functions of system</li> <li>◆ Provide training for users/relevant staff on the use of online shopping system</li> <li>◆ Assist in carrying out necessary system update to ensure that the chosen shopping system meets the organization's requirements and business policy</li> </ul> <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> <li>◆ Take into account the benefit of customers, the organization and other stakeholders when managing online shopping</li> <li>◆ Strictly comply with the government's regulations and legal requirements for online business activities</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <p>(i) Apply retail management and computer network knowledge to manage the organization's online shopping system properly according to the organization's established purchasing management policy; and</p> <p>(ii) Manage online shopping effectively in order to assist the organization's retail business development.</p>
8. Remark	