

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Business Development					
TSC Title	Networking					
TSC Description	Identifying, evaluating and strategising to seize new business opportunities to grow the organisation's business operations.					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			ICT-BIN-3108-1.1	ICT-BIN-4108-1.1	ICT-BIN-5108-1.1	
			Identify and analyse business opportunities	Develop business plans for new opportunities	Implementing strategies to capitalise on new business opportunities	
Knowledge			<ul style="list-style-type: none"> Types of information for market potential analysis Sources to gather information for market potential analysis Methods for analysing market potential Customer needs analysis Methods of conducting environmental scans 	<ul style="list-style-type: none"> Value of business opportunities to the organisation Linkage between business planning and the organisation's strategic needs Implications of changes in business environments Criteria for evaluating business opportunities 	<ul style="list-style-type: none"> Business environment Considerations for business opportunities Legal, regulatory, ethical and socio-cultural constraints Organisational business skills related to business opportunities Organisational business viability of business opportunities Stakeholders to consider when developing business opportunities 	

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Abilities			<ul style="list-style-type: none"> Identify reliable sources of essential business information Extract information from sources to analyse market potential for viable areas for investment Conduct customer needs analysis to determine market demand Conduct environmental scans to identify internal and external factors with impact on the achievement of organisational objectives Identify and evaluate viable options, in consultation with management, to capitalise on business opportunities 	<ul style="list-style-type: none"> Identify, and assess viability of, business opportunities in accordance with the organisation's strategic needs Analyse business environments for impact on business opportunities Analyse potential profitability and sustainability of business opportunities, in consultation with relevant stakeholders Outline business plans based on analysis findings 	<ul style="list-style-type: none"> Evaluate local and international business opportunities for viability Align new business opportunities to long-term commercial business operations strategy Scan the environment for new business opportunities and partnerships Assess the impact of environment shifts on business opportunities Review and refine business plans to prevent or mitigate business risks 	
Range of Application						