

**Specification of Competency Standards**  
**for the Printing and Publishing Industry**  
**Unit of Competency**

1. Title	Establish scale of operation for strategic business unit of printing enterprise
2. Code	PPPROM606A
3. Level	6
4. Credit	15
5. Competency	<p style="text-align: right;"><u>Performance Requirements</u></p> <p>5.1 Master establishment of printing enterprise strategic business unit ♦ Able to set clear boundaries of products/ geographical area/ clients for strategic business unit of printing enterprise</p> <p>5.2 Master marketing/production/ profit/synergy ♦ Define scope of activities and contribution of each strategic commercial unit in the printing enterprise in terms of marketing/ production/ profit/ synergy</p> <p>5.3 Master reasonable distribution of power, responsibilities and reward to strategic business units of printing enterprise ♦ Analyze and balance power, responsibilities and reward among strategic business units  ♦ Appoint appropriate staff to manage strategic business units</p>
6. Range	Set scope of business and scale of operation for each strategic business unit of the printing enterprise, select and appoint staff responsible for management and perform related tasks for the management in a printing enterprise.

7. Assessment Criteria	The integrated outcome requirements of this unit of competency are:  (I) Able to set scope of business and scale of operation for each strategic business unit of a printing enterprise, select and appoint staff responsible for management and perform related tasks.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing enterprise operation and management.