

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

1. Title	Set book publishing ratio according to category
2. Code	PPPUDS501A
3. Level	5
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Competency Understand book publishing capacity of publishing enterprise          ◆ Understand book publishing capacity of publishing enterprise</p> <p>5.2 Understand book category development          ◆ Understand how to develop new market to realize diversification</p> <p>5.3 Understand contribution of different categories of books          ◆ Understand contribution of major book categories to vision and mission of publishing enterprise</p> <p>5.4 Optimize book publishing ratio for publishing enterprise according to category          ◆ Optimize book publishing ratio according to category to the benefit of publishing enterprise based on market condition of the place of publication, contribution to the vision and mission of publishing enterprise and taking into account book publishing capacity of publishing enterprise and applying skills for new market development</p>

6. Range	Optimize book publishing ratio according to category and perform related tasks in a publishing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to apply skills for new market development and optimize book publishing ratio according to category to the benefit of a publishing enterprise.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of publishing enterprise operation and management.