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

1. Title	Understand publishing enterprise management
2. Code	PPPUMN501A
3. Level	5
4. Credit	12
5. Competency	Performance Requirements

	5.1 Understand vision, mission and business goals of publishing enterprise	♦ Understand how publishing enterprise set vision, mission and business goals ♦ Understand how publishing enterprise set framework and management mechanism
	5.2 Understand financial, tax and working capital management	♦ Understand characteristics of financial management and position of publishing enterprise including capital return and tax obligations
	5.3 Understand human resources management	♦ Understand that publishing enterprise being part of cultural and creative industry relies on personnel recruitment, training and retention
	5.4 Understand publishing administration and management in the place of publication	♦ Understand regulations and systems of the place of publication concerning publishing administration and management

	5.5 Develop and implement publishing management	♦ Able to develop and implement publishing administration and management regarding finance, tax, working capital and human resources based on set vision, mission and business goals
6. Range	Formulate management strategy according to set policy and execute publishing management and perform related tasks in a publishing enterprise.	
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Able to effect publishing administration and management according to set strategy and policy 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 publishing enterprise operation and management.	