

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

1. Title	Set short term and long term goals for publishing enterprise
2. Code	PPPUMN601A
3. Level	6
4. Credit	12
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Understand external factors for setting enterprise goals</p> <ul style="list-style-type: none"> <li>◆ Understand international and local political situation and development trend</li> <li>◆ Assess global and local economic condition and development trend</li> <li>◆ Understand international and local development trend of new technology</li> <li>◆ Understand present position and development of competitors</li> <li>◆ Understand social requirements on publishing</li> </ul> <p>5.2 Master internal factors for setting goals</p> <ul style="list-style-type: none"> <li>◆ Understand present position and development of customers</li> <li>◆ Understand present position and development of different publishing media</li> <li>◆ Understand requirements of shareholders</li> <li>◆ Assess operation capacity of company</li> <li>◆ Understand staff expectations of company</li> </ul> <p>5.3 Set short term and long term goals for enterprise</p> <ul style="list-style-type: none"> <li>◆ Set short term and long term goals for publishing enterprise</li> </ul>

6. Range	Set short term and long term goals, carry out scheduled evaluation and amendment and perform related tasks in a publishing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Set short term and long term goals for enterprise based on external and internal factors, carry out regular evaluation and adjust as necessary.
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.