

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

Functional Area - Management

Title	Understand the applications of e-commerce in publishing industry
Code	106307L5
Range	At management level in a publishing enterprise, reaps the benefits of e-commerce in a variety of perspectives through an understanding of its applications in the industry. The e-Commerce applications include customer service, marketing management, design of online shop website, network security management, payment gateway system management, financial management, delivery management, and relevant laws and regulations. .
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the applications of e-commerce in publishing industry</p> <ul style="list-style-type: none"> <li>• Understand the applications of e-commerce in publishing industry, which include customer service, marketing management, online shop website design, network security management, payment system management, financial management, delivery management and relevant laws and regulations.</li> </ul> <p>2. Based on the above knowledge, lead various departments in the implementation of e-commerce, and regularly evaluate its cost effectiveness .</p> <p>3. Make adjustments to e-commerce business operations in response to the company's development and market changes, so as to maximize the benefits to the company.</p>
Assessment Criteria	<p>This integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to master the applications of e-commerce in publishing industry,</li> <li>• Be able to lead various departments in the implementation of e-commerce business, and to evaluate the cost effectiveness of which on a regular basis.</li> </ul>
Remark	