

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

Functional Area - Management

Title	Set short term and long term goals for publishing enterprise
Code	106309L6
Range	Set short term and long term goals for a publishing enterprise, review and evaluation on a regular basis, and adjust the goals accordingly.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the situation and development of publishing industry and establish enterprise business goals.</p> <ul style="list-style-type: none"> • Understand current political environment and its development trend in both local and global context. • Assess the global and local economy in terms of their current situation and development trend. • Understand new technology locally and around the world, and their development trend. • Understand competitors' current status and development potential . • Understand society's needs for publishing. • Understand the current situation and development potential of customers in publishing customers. • Understand the current status and development trend in different publishing media. • Understand shareholders' expectation and requirements on enterprise development. • Understand the staff's requirement on enterprise. • Understand the current status and development potential of eBook publishing. <p>2. Based on the above knowledge, be able to assess the enterprise's operation capability, and strategically develop the operation masterplan for the enterprise.</p> <p>3. Be able to comprehend the development trend of global and local publishing industry, and to set short and long term development goals with reference to the internal and external factors of the enterprise.</p>
Assessment Criteria	<p>This integrated outcome requirement of this unit of competency:</p> <ul style="list-style-type: none"> • Based on external and internal factors, set short term and long term goals for a publishing enterprise, review and evaluate on a regular basis, and adjust the goals and when necessary.
Remark	The credit value of this unit of competency is based on the assumption that the learner has knowledge on operation management of publishing enterprise .