

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

Functional Area - 電子出版

Title	Understand the industry chain of e-publishing
Code	106324L4
Range	In the context of working in an e-publishing company, through understanding the 4 dimensions of industry chain , namely value chain, enterprise chain, supply chain and space chain, holistically grasp the knowledge of development opportunities of e-publishing industry, and its commonalities with film, television, music and computer game industries.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand what industry chain is, and its relevant practical meaning for the e-publishing industry.</p> <p>2. Understand the commonalities with film, television, music and computer game industries, which also face the same macro environment in development.</p> <p>3. Based on the above competency, be able to holistically grasp the knowledge of development opportunities of the e-publishing industry, and the inter-relationship with print publishing, and other media and entertainment industries.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to articulate the inter-dependency in a new relationship between the e-publishing industry and other related industries. • Be able to understand the industry chain of e-publishing industry while learning possible development possibilities of print publishing.
Remark	