

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

Functional Area - 電子出版

Title	Understand terms of co-operation of e-bookshop
Code	106334L5
Range	In the context of consignment of e-books in an e-bookshop for sale, an understanding of the geographic coverage of the supporting mobile platforms comes first, followed by an understanding of the e-bookshops' requirements on e-book format, file size, digital rights, cover design, metadata and ISBN, etc. Understand e-bookshop's terms of charges in the whole sales value chain including pricing, exclusivity, geographic region, sales sharing, shelving, fulfillment, value-added taxes, other levies and other charges, etc., as well as the criteria for promotion of e-book and search result sequencing. Understand the major e-bookshops' business situation in Hong Kong, Macau, Mainland and Taiwan. For sizeable e-bookshops overseas, understand their competitive advantage and adaptability in the above markets.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand e-bookshops' consignment arrangement and terms.</p> <ul style="list-style-type: none"> <li>• Understand the geographic coverage of the supporting mobile platforms, and the e-bookshops' requested e-book format, file size, digital rights, cover design, metadata and ISBN, etc.</li> <li>• Understand e-bookshops' terms of charges including pricing, exclusivity, geographic region, sales sharing, shelving, fulfillment, value added taxes, other levies and other charges, etc., as well as the criteria for promotion of e-book and search result sequencing.</li> <li>• Understand the major e-bookshops' business development in Hong Kong, Macau, Mainland and Taiwan. For sizeable e-bookshops overseas, understand their competitive advantage and adaptability in the above markets.</li> </ul> <p>2. Based on the above competencies, understand the opportunities for working with different e-bookshops.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Be able to explain the operation terms of different e-bookshops.</li> <li>• Be able to provide advice on the decision of choosing an e-bookshop as business partner.</li> </ul>
Remark	