

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

Functional Area - 電子出版

Title	Innovate products and services for digital market
Code	106346L6
Range	E-publishing, as a constituent of global digital market, has been given new opportunities and positioning as a product or service. "Publishing as a product" is an obvious migration from print-based book as a product to e-book as a "new" product. "Publishing as a service" can however be developed from scattered and segmented and niche publishing services in the past to many new service possibilities that are yet to be fully explored. Regardless of the nature of e-publishing as a product or service, innovation is the key to future development.
Level	6
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the importance of innovative products and service development in the digital market.</p> <ul style="list-style-type: none"> • Understand the intertwined relationships of products and services in the global digital market, as well as their interactive relationship in sales promotion. <p>2. Be able to develop new user consumption modes and new e-publishing services for products in digital market.</p> <ul style="list-style-type: none"> • Implement new user consumption modes in products, such as sample reading services in order to stimulate readers' interests; collect the background information of reader groups; develop relationships with readers; and allow readers to participate in the product innovation process. • Explore feasibilities for innovative e-publishing services. Through examining on how other products have been using "contents as a service", "software as a service", "platform as a service", and "hardware as a service" to serve the needs of users in modern lifestyle, innovate "e-publishing as a service" to become a new service to readers. <p>3. Based on the above competencies, be able to initiate innovative products and services in digital market for e-publishing, and to enrich and redefine the scope of e-publishing market.</p>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Be able to identify the special features of e-publishing as digital products and services. • Be able to identify the innovative directions for e-publishing.
Remark	