

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

1. Title	Set short, medium and long term goals for printing enterprise
2. Code	PPPROM601A
3. Level	6
4. Credit	15
5. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>5.1 Master external factors for setting printing enterprise goals</p> <ul style="list-style-type: none"> ◆ Understand international and local political situation and development trend ◆ Assess global and local economic condition and development trend ◆ Master international and local development trend of new technology ◆ Discover present position and development of competitors in printing ◆ Confirm social requirements for printing company <p>5.2 Master internal factors for setting printing enterprise goals</p> <ul style="list-style-type: none"> ◆ Master present position and development of customers ◆ Master present position and development of printing material and process vendors ◆ Understand requirements of shareholders ◆ Assess operation capacity of company ◆ Understand staff expectations of company <p>5.3 Set reasonable short, medium and long term goals for printing enterprise</p> <ul style="list-style-type: none"> ◆ Able to set short, medium and long term goals for printing enterprise ◆ Master ways and techniques for reaching goals of printing enterprise

6. Range	Set short and long term goals, evaluate as scheduled and make amendments based on external and internal factors and perform related tasks for the management in a printing enterprise.
7. Assessment Criteria	The integrated outcome requirements of this unit of competency are: (i) Set short and long term goals, carry out regular evaluation and adjust when necessary based on external and internal factors.
8. Remarks	The credit value of this unit of competency is based on the assumption that the learner has knowledge of printing enterprise operation and management.