

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

Functional Area - Management

Title	Formulate and execute publishing management plans
Code	111078L5
Range	This Unit of Competency (UoC) is applicable to members of the publishing team. Practitioners should be able to formulate management strategies that align with established policies to execute managerial tasks in a publishing house
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master relevant knowledge of managing a publishing house</p> <ul style="list-style-type: none"> <li>• Understand the establishment of hierarchy and management mechanisms of publishing companies</li> <li>• Understand the characteristics of financial management, capital turnover and tax responsibilities, etc. of publishing companies</li> <li>• Understand the human resource management in publishing companies, including but not limited to recruitment, staff development and retention</li> <li>• Understand the administrative and accounting requirements, various laws and regulations of the territory of publication</li> <li>• Understand the project management of publishing printed works and e-books, including but not limited to human resource management, financial management, production processes, etc.</li> <li>• Understand the situation and changes of the publishing markets, and adjust management strategies accordingly</li> </ul> <p>2. Apply knowledge of the company's vision, mission and business objectives</p> <ul style="list-style-type: none"> <li>• Evaluate the situation of the employed enterprise and the market, and formulate publishing plans for various published products</li> <li>• Formulate marketing plans for published products in conjunction with the employed enterprise, including but not limited to preparing financial plans and monitoring working capital, coordinating human resources, complying with the administrative requirements and taxation systems of the territory of publication, to comprehensively monitor the process, so as to handle tasks related to administrative management within the publishing house effectively</li> </ul> <p>3. Demonstrate professional skills and attitude</p> <ul style="list-style-type: none"> <li>• Comply with the legislations and regulations that govern publications in Hong Kong</li> <li>• Comply with the laws related to intellectual property rights in Hong Kong</li> <li>• Comply with the administrative and accounting requirements, as well as laws and regulations on taxation in Hong Kong</li> <li>• Respect the originality of authors</li> </ul>
Assessment Criteria	<p>The integrated performance requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> <li>• Capable to evaluate the situation of the employed enterprise and the market; formulate publishing plans and marketing strategies for various published products</li> <li>• Capable to execute effective publishing administrative and management tasks in line with the established strategies and directions</li> </ul>

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Remark	<p>Credits are assigned to this UoC under the assumption that the practitioner has already acquired knowledge on enterprise operation and management.</p> <p>This unit of competency originates from the first edition of 106306L5 and its content has been updated.</p>
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