Specification of Competency Standards for Printing & Publishing
Unit of Competency

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	Performance Requirements
1. Understand what industry chain is, and its relevant practical meaning for the e-publishing industry.
2. Understand the commonalities with film, television, music and computer game industries, which also face the same macro environment in development.
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.
Assessment Criteria	The integrated outcome requirements of this unit of competency are:
- 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	