

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN PRINTING TECHNOLOGY

SEMESTER: V

Subject Name: **Printer's Management and Costing - Estimating**

Sr. No.	Course content
1.	Structure and Plan of Organization: <ol style="list-style-type: none"> 1.1 Definition, goals, factors consider in formation of structure 1.2 Structural and organization chart of a printing press 1.3 Division of labour, functional process, method of control, delegation of powers and authority 1.4 Managerial and supervising structure in a printing press
2.	Supervise a Print Press: <ol style="list-style-type: none"> 2.1 Duties and responsibilities of a supervisor 2.2 Workshop floor activities in a printing press 2.3 Distribution in the section / press
3.	Office Routine in a Printing Press: <ol style="list-style-type: none"> 3.1 Objectives and importance of office routine. 3.2 Rigid and scientific routine procedure. 3.3 Entry of correct data in order book and works instruction ticket. 3.4 Bottle necks due to faulty procedure.
4.	Purchase Procedure for New Material: <ol style="list-style-type: none"> 4.1 Economical order, quantity calculation 4.2 Minimum stock level 4.3 Objective of store and inventory control 4.4 Inventory control methods, procedure for managing store
5.	Factory and Printing Related Acts and Laws: <ol style="list-style-type: none"> 5.1 Introduction of factory acts & laws. 5.2 Laws affecting a printing press, a publisher and an author.
6.	Marketing and Sales Management: <ol style="list-style-type: none"> 6.1 Different types of market and consumers. 6.2 Market survey in relation to consumers behavior and marketing task. 6.3 Survey data for developing promotional techniques. 6.4 Motivation of sales force. 6.5 Role and scope in developing and other countries.
7.	Work Measurement and Methods Study: <ol style="list-style-type: none"> 7.1 Meaning, objectives and importance of work measurement and method study. 7.2 Standard methods of performing a job. 7.3 Critical analysis and outcome in relation to work measurement and method study. 7.4 Problems in implement effective production/operation. 7.5 Meaning, objectives and importance of quality assurance techniques.

	7.6 Identify the quality assurance techniques. 7.7 Analysis and implementation of suitable quality assurance techniques.
8.	Project Report: 8.1 overview of project report 8.2 production, planning and control in relation to project execution 8.3 Standard techniques and factors for project execution and solving related problems
9.	Costing: 9.1 Importance of costing and cost estimating system in any printing organization. 9.2 Technology associated with various cost elements and the classification. 9.3 Methods of costing. 9.4 Outlines characteristics of each costing method. 9.5 Justification for uniform costing system and its adoption for printing. 9.6 Benefits of uniform costing system. 9.7 Basic measurement for a press to comply for uniformity of costing. 9.8 Departmentalization of cost. 9.9 Methods of distribution of departmental cost to jobs. 9.10 Use of various form in costing dept.
10.	Estimating: 10.1 Importance of estimating definitions, object of costing. 10.2 Importance of profit in an Enterprise. 10.3 The concept of various kinds of Budget. 10.4 Importance of Depreciation and obsolescence. 10.5 The classification of cost. 10.6 Procedure of Drawing a break even chart. 10.7 Ascertaining economic batch quantity. 10.8 Process of financial control. 10.9 Importance of introducing the cost estimating system in printing. 10.10 Use of various forms in estimating department. 10.11 Preparation of estimates for various types of jobs printed in printing press.
11.	Accountancy: 11.1 Necessity and importance of overhead allocation. 11.2 Principles of Accountancy. 11.3 Book-keeping term. 11.4 Classification of accounts.

Reference Books:

Sr. No.	Name of Books	Authors
1.	Management aspects in Printing	Shri. T. A. Saifuddin
2.	Business organisation and management	S. A. Shekhar, Himalya Pub. House Mumbai
3.	Marketing Management	D. K. Shrivastava, National Pub. House New Delhi
4.	Advertising Management	B. S. Rathor, Himalya Pub. House Mumbai
5.	An Introduction to work Publishing	D. Raghavan, Sterling Publishers, New Delhi
6.	Estimating for printers	BPIF
7.	Cost Accountancy for printers	British Printing Industrials Federation.
8.	Estimating methods and cost Analysis for printers	Balaraman & Kushnamrthy
9.	Principles of Applied costing for printing Industry	K. S. Venkatraman AIKMP New Delhi.
10.	A guide company Balance sheet	F. H. Janis field.
11.	Book keeping and Accountancy	A Manro PTP
12.	Budgetary control	H. P. Count.
13.	Cost Accounts	W. W. Bigg.
14.	Estimating Standard for printers	F. W. Hach
15.	L. P. Costing, Estimating and Engg. Economy	T.T.T.I., Bhopal.