

**GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT**

**COURSE CURRICULUM  
COURSE TITLE: PRINTER'S MANAGEMENT  
(Code: 3345803)**

<b>Diploma Programmes in which this course is offered</b>	<b>Semester in which offered</b>
Printing Technology	4 <sup>th</sup> Semester

### 1. RATIONALE

Thorough knowledge of management theories and techniques in printing industry also makes operations effective. The motive of this subject is to acquaint the students with this knowledge and develop skills required for managing of a printing unit. In depth knowledge of this course is therefore important for diploma engineers since they have to work at supervisory/managerial level in a printing industry.

### 2. COMPETENCY

The course content should be taught and curriculum should be implemented with the aim to develop required skills in the students so that they are able to acquire following competency:

- **Apply modern management skills in Printing Industry.**

### 3. COURSE OUTCOMES (COs)

The theory should be taught and practical should be carried out in such a manner that students are able to acquire required learning out comes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

- Develop organization structure for a printing unit.
- Implement different laws in printing industry.
- Conceive owning of a printing unit.

### 4. TEACHING AND EXAMINATION SCHEME

<b>Teaching Scheme (In Hours)</b>			<b>Total Credits (L+T+P)</b>	<b>Examination Scheme</b>				
<b>L</b>	<b>T</b>	<b>P</b>		<b>Theory Marks</b>		<b>Practical Marks</b>		<b>Total Marks</b>
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>ESE</b>	<b>PA</b>	<b>ESE</b>	<b>PA</b>	
3	0	0	3	70	30	0	0	100

**Legends:** L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P - Practical; C – Credit ESE - End Semester Examination; PA - Progressive Assessment.

## 5. DETAILED COURSE CONTENT

Unit	Major Learning Outcomes (in cognitive domain )	Topics and Sub-topics
<b>Unit – I Introduction of Management</b>	1a. Appreciate Management and its Importance. 1b. Explain Principles and Functions of management 1c. Show basic managerial Skills	1.1 Meaning of management and Its Importance 1.2 Function of Management 1.3 Principles of Management 1.4 Introduction of management Skills 1.4.1 Planning 1.4.2 Organizing 1.4.3 Directing 1.4.4 Co - ordination 1.4.5 Motivating 1.4.6 Controlling etc.
<b>Unit – II Structure of Organization</b>	2a. Differentiate between types of organization. 2b. Explain structure of Organization 2c. Explain hierarchical arrangement of organization. 2d. Delegate authority in an organization.	2.1 Types of Organization: Single owner, Partner, Private limited, Public limited 2.2 Structure of Organization by Function, Place, Product, Process etc. 2.3 Hierarchical arrangement of organization 2.4 delegation of authority to each department like production, marketing, sales, administration etc.
<b>Unit – III Personnel Management</b>	3a. Describe role and duty of Personnel Manager 3b. Apply productivity method 3c. Describe Safety procedures to be followed	3.1 Role and duty of Personnel Manager 3.2 Productivity: Work Study, Method Study, Job evolution 3.3 Safety in Printing Press
<b>Unit – IV Material Management</b>	4a. Describe Purchasing and its function 4b. Select amongst methods of Purchasing 4c. Audit Stock and Inventory Control 4d. Compute Economic order quantity 4e. Describe function of store keeper 4f. Perform ABC Analysis	4.1 Purchasing and its Function 4.2 Methods of Purchasing 4.3 Stock and Inventory Control 4.4 Economic order quantity 4.5 Function of Store Keeper 4.6 ABC Analysis
<b>Unit – V Printing Press</b>	5a List factors for consideration in selecting location of press 5b Design Press Layout 5c Explain factors affecting production 5d Calculate Trade Cycle details.	5.1 Factors affecting locations 5.2 Ideal Layout of press 5.3 Factors affecting production 5.4 Trade Cycle
<b>Unit – VI Demand and Supply</b>	6a. Describe laws of demand and supply 6b. Explain law of Diminishing Utility 6c. Explain Elasticity and Equilibrium	6.1 Laws of Demand 6.2 Laws of Supply 6.3 Diminishing Utility 6.4 Elasticity and equilibrium
<b>Unit – VII Legal Aspects</b>	7a. Describe different Acts for establishing of factory. 7b. Calculate wages, compensation and insurance liabilities as per acts.	7.1 Industrial Acts - Factory Acts 7.2 Compensation Acts 7.3 Employees' State Insurance Acts 7.4 Payment of Wages Acts 7.5 Printers' Acts and Copyrights

Unit	Major Learning Outcomes (in cognitive domain )	Topics and Sub-topics
	7c. Examine different Acts related to Press. 7d. List process of registering a Press. 7e. Describe importance of trade union leadership	7.6 Delivery of Book Acts 7.7 Press Council Acts 7.8 Registration of Newspaper and Press 7.9 Trade Union and Leadership
<b>Unit - VIII Entrepreneurship</b>	8a. Develop Qualities and Functions of Entrepreneur 8b. Prepare Project reports 8c. Select from various Finance Schemes.	8.1 Qualities and Functions of Entrepreneur 8.2 Starting small and Medium scale industry and making project report. 8.3 Various ways of obtaining Finance.

## 6. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I	Introduction of Management	4	0	4	4	08
II	Structure of Organization	5	0	4	2	06
III	Personnel Management	5	2	4	4	10
IV	Material Management	5	2	4	4	10
V	Printing Press	8	2	6	4	12
VI	Demand and Supply	5	0	4	4	08
VII	Legal Aspects	4	2	4	2	08
VIII	Entrepreneurship	6	0	4	4	08
	<b>Total Hrs</b>	<b>42</b>	<b>08</b>	<b>34</b>	<b>28</b>	<b>70</b>

**Legends:** R = Remember U = Understand A = Apply and Above Levels (Bloom's Revised Taxonomy)

**Note:** This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

## 7. SUGGESTED LIST OF EXERCISES/PRACTICALS

Not Applicable

## 8. SUGGESTED LIST OF STUDENT ACTIVITIES

Following is the list of proposed student activities such as:

- Industrial visit of Printing Units.
- Interaction with owner of a printing Unit.
- Visit to DITC.

## 9. SPECIAL INSTRUCTIONAL STRATEGIES (if any)

- Ask students to prepare project reports for starting a printing unit of desired capacity and within desired budget.
- Ask students to give seminars on laws, material management and personal management etc.
- Discuss real life case studies about legal problems, success stories, failure stories etc.

## 10. SUGGESTED LEARNING RESOURCES

### A) List of Books

S. No.	Title of Book	Author	Publication
1.	Industrial Engineering and Management	O.P. Khanna	Dhanpat Rai & Sons
2.	Management Aspects In printing	T. A. Saifuddin	Nirmala Sadanand Publisher
3.	Principles of management and Administration	8d. Chandra Bose	Prentice Hall of India PVT. Ltd.
4.	Business organization and Management	S. A. Shekahr	Himalaya Publication

### B) List of Major Equipment/ Instrument with Broad Specifications Not Required

### C) List of Software/Learning Websites

## 11. COURSE CURRICULUM DEVELOPMENT COMMITTEE.

### Faculty Members from Polytechnics

- **Prof. B. I. Patel**, I/C Head of Department of Printing Technology, RCTI, Ahmedbad.
- **Prof. S. D. Gohel**, Lecturer in Printing Technology, RCTI, Ahmedbad.

### Coordinator and Faculty Members from NITTTR Bhopal

- **Dr. Nishith Dubey**, Professor, Dept. of Vocation Education & Entrepreneurship Development
- **Dr. Shashi Kant Gupta**, Professor and Coordinator for State of Gujarat.