



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Printing Technology

Subject Code: DI04058061

Subject Name: Printers Management

<b>w. e. f. Academic Year:</b>	2025-26
<b>Semester:</b>	4 <sup>th</sup>
<b>Category of the Course:</b>	Professional Elective - II

<b>Prerequisite:</b>	Basic knowledge of workflow of printing press.
<b>Rationale:</b>	An engineer has to work in industry with human capital and machines. Therefore, managerial skills are essential for enhancing their employability and career growth. This course is therefore designed to provide the basic concepts in management principles, safety aspects and Industrial Acts.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the importance of management and discuss its functions & Principles	R, A, E
02	Use principles of planning and organizing for accomplishment of tasks.	R, A, E
03	Identify role & duties of personnel manager and discuss various methods of material management.	R, A, E
04	Suggest various factors affecting location of press and production.	R, A, E
05	Discuss the law of demand & supply and various acts used in printing industry.	R, A, E

*\*Revised Bloom's Taxonomy (RBT)*

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2) C	Assessment Pattern and Marks				Total Marks
L	T	PR		Theory		Tutorial / Practical		
			ESE(E)	PA(M)	PA(I)	ESE(V)		
4	0	0	4	70	30	0	0	100



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
<b>Unit – I Introduction of Management concepts and managerial skills</b>	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.	10	20
<b>Unit – II Structure of Organization</b>	2.1 Introduction of Organization 2.2 Types of Organization. 2.3 Formal Organization: Line Organization, Functional Organization and Line & Staff Organization 2.4 Organization Chart 2.5 Types of Ownership: Single Ownership, Partnership, Private limited Company and Public limited Company 2.6 Hierarchical arrangement of organization 2.7 Delegation of authority to each department like production, marketing, sales, administration etc.	10	20
<b>Unit – III Personnel Management</b>	3.1 Role and duty of Personnel Manager 3.2 Methods for increasing Productivity 3.3 Work Study: Need of Work study and Application of Work study 3.4 Method Study: Need of Method study and Application of Method study 3.5 Job evolution 3.6 General safety norms for Printing industry, Preventive measures.	09	15
<b>Unit– IV Material Management</b>	4.1 Purchasing and its Function. 4.2 Methods of Purchasing 4.3 Stock and Inventory Control 4.4 Store Management 4.5 Function of Store Keeper 4.6 Process of ABC Analysis 4.7 Sustainable Material management	07	13
<b>Unit– V Printing Press</b>	5.1 Factors affecting locations 5.2 Factors affecting Plant	08	10



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<b>Layout</b>	5.3 Ideal Layout of press 5.4 Factors affecting production		
<b>Unit– VI Demand and Supply</b>	6.1 Law of Demand 6.2 Law of Supply 6.3 Relationship between Demand and Supply 6.4 Introduction to Price, Market and Utility 6.5 Law of Diminishing Utility	08	10
<b>Unit– VII Legislative Acts</b>	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 7.6 Delivery of Book Acts 7.7 Press Council Acts	08	12
	<b>Total</b>	<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
26	54	20	NA	NA	NA

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Industrial Engineering and management Dr. O. P. Khanna, Dhanpath ray and sons, New Delhi, ISBN 3-540-67326-1
2. Principles of management Chaudhry om vir Singh Prakash, New Age international publishers, 2012, New Delhi ISBN: 978-81-224-3039-4.
3. Industrial Engineering and management Banga and Sharma Khanna Publication, New Delhi, ISBN 13: 9780883622049
4. Business organization and Management, S. A. Shekahr Himalaya Publication.

### (b) Open source software and website:

1. <https://www.versesolutions.com/>
2. <https://www.books.google.co.in/books?isbn=817758412X>
3. <https://www.www.educba.com> › Courses › Business › Management
4. [www.youtube.com/watch?v=I9iJmTgPy-w](http://www.youtube.com/watch?v=I9iJmTgPy-w)
5. [www.youtube.com/watch?v=SIMeeucBx6Q](http://www.youtube.com/watch?v=SIMeeucBx6Q)



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6. [www.youtube.com/watch?v=qXZZEc9VqvE](http://www.youtube.com/watch?v=qXZZEc9VqvE)
7. <https://www.youtube.com/watch?v=0E7qJ3vqGHs&t=166s>

## **Suggested Project List: -**

1. Study of management principles applied to a small-scale industry.
2. Study of management principles applied to a medium scale industry.
3. Study of management principles applied to a large-scale industry.
4. Prepare case studies of Safety measures followed in different types of organization.
5. Study of measures to be taken for ensuring cyber security.
6. Collect data on Sustainable material management (SMM).
7. Collect data on Life-cycle thinking (LCT) and Life-cycle Assessments (LCA).
8. Collect production workflow samples of Label, Wrappers etc. job produced in local area Bindery.
9. Collect production workflow samples of jobs having different online operation.
10. Compile report on various anilox rollers used in industry.
11. Compile report on different types of screen and screen angel used in flexographic printing press.
12. List down flexographic plate manufacturing unit in Gujarat and also prepare list of plates supplied by them with rates.
13. List down flexographic plate exposure and other prepress supplier in India and also prepare list of their product with different features. ( 5 supplier)
14. List down different chemicals used in Flexographic plate. List down their suppliers. Also compare different products.
15. List down name of doctor blade supplier in Gujarat with their products and rates.
16. List down flexographic machine manufacturing company. Prepare any five specifications with features and facilities.

## **Suggested Activities for Students:**

Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

1. Prepare journals based on practical performed in laboratory.
2. Give seminar on relevant topic.
3. Undertake micro-projects.
4. Visit to any Manufacturing industry and prepare a report consisting of:
  - Organization structure of the organization/ Dept.
  - Safety measures taken in organization.
  - Mechanism to handle the disputes.

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