

AMPT19 PRINTING MANAGEMENT

UNIT-1 PRINTING MANAGEMENT

- 1.1 Management principles, Management functions, Organizational criteria, Skills requirements, Types of business, Printing company management structures,
- 1.2 Management team responsibilities, Business plan, Management styles,
- 1.3 Management decisions, Communications, Print marketing and sales – marketing sales.

UNIT-2 HRM FOR PRINTING

- 2.1 Employment policy, evaluation of skills requirements for printing occupations, recruitment, job evaluation, staff appraisal, motivation training, human resources factors that limit productivity, staff flexibility.
- 2.2 Manning and training requirements, States of industry, Analysis and development of human resources strategy.
- 2.3 Management personal skills and development, job satisfaction through involvement. Single & double entry book keeping system.
- 2.4 Objectives of bookkeeping. Meaning of journal, ledger, debit, credit, asset, liability & capital. Differences between journal and ledger.
- 2.5 Formats of journal & ledger. Types of accounts. Journalising rules, problems.
- 2.6 Trial balance meaning & format.
- 2.7 Format of balance sheet & income statement, contents to be explained. Ratio Analysis – Liquidity ratios, leverage ratios, turnover ratios, profitability ratios. Problems.

UNIT-3 COST ACCOUNTANCY & ITS SUBJECTS

- 3.1 Relationship of cost & financial accounting, cost accounting & management accounting, costing as a basis for estimating, the purpose of cost accounting, advantages of cost accounting,
- 3.2 Installation of costing systems, costing system for printing industry & related problem.
- 3.3 The concept of cost, Analysis of cost, elements of cost, the costs which are to be ascertained.
- 3.4 Procedure of linking costs with cost centers & cost units, Methods of cost finding.
- 3.5 Overhead- classification. Allocation & apportionment, Overhead absorption rates & problem.

UNIT-4 PURPOSE AND FUNCTIONS

- 4.1 Estimating from printer point of view & customer's point of view. Difference between costing & estimating. Qualifications of an estimator, working environment, estimator's tools,
- 4.2 Estimating paper – selection of paper, allowance for waste, allowance for trimming, weight of loose sheets, and weight of a reel of paper. Estimating ink – Ink consumption formula,
- 4.3 Ink allowance for spoilage, Estimating binding materials – Board requirement, estimating covering materials, estimating sewing thread, estimating stitching wire, estimating adhesives.
- 4.4 Terms and conditions – approved by AIFMD.

Reference Books:

1. B.S. Raman, Principles of Accounting
2. Prasanna Chandra. - Fundamentals of Financial Management