

UNIVERSITY OF PUNE
FACULTY OF MANAGEMENT
POST GRADUATE DIPLOMA IN PRINT ADMINISTRATION (PGDPA)
ONE YEAR, TWO SEMESTER PART TIME PROGRAMME
REVISED CURRICULUM w.e.f 2013-2014

1. TITLE OF THE PROGRAMME: POST GRADUATE DIPLOMA IN PRINT ADMINISTRATION (PGDPA)

2. PREAMBLE:

Objectives:

- a) To train the students to acquire knowledge of the administration of printing establishments.
- b) To acquaint the students with understanding of various aspects of managing the printing establishments.
- c) To provide enough exposure to printing industry and enable the students to administer and manage the printing establishment by undertaking project work.

3. INTRODUCTION: The Programme comprises of 2 Semesters.

3.1 Credits

The programme is a combination of:

- a) Full Credit Courses (100 Marks each) : 3 Credits each
- b) Half Credit Courses (50 Marks each) : 2 Credits each

Total Credits: 31 Credits (1000 Marks)

- a) 9 Full Credit Courses * 3 credits per course = 27 Credits
- b) 2 Half Credit Courses * 2 credits per course = 4 Credits

In terms of credits, for a period of one semester of 15 weeks:

- a) every ONE hour session per week of L amounts to 1 credit per semester
- b) a minimum of TWO hours per week of T amounts to 1 credit per semester,
- c) a minimum of TWO hours per week of P amounts to 1 credit per semester,

In the Credit system the emphasis is on the **efforts put in by the learner and not on the workload of the teacher**. Each credit can be visualized as a combination of **3 components viz. Lecture (L) + Tutorials (T) + Practicals / Project Work (P) i.e. LTP Pattern**.

The effort of the learner for each Credit Point may be considered under two parts –

- a) The hours actually spent in class room / practical / field work instructions and
- b) The notional hours spent by the Learner in self-study, in the library, peer interactions, case study, writing of journals and assignments, projects etc. for the completion of that course.

Teaching / learning sessions are to be interpreted in a broader perspective as follows:

- a) Teaching – Learning Processes: Classroom sessions, Group Exercises, Seminars, Small Group Projects, etc.
- b) Evaluation: Tutorials, Class Tests, Presentations, Field work, Assignments, etc.

3.2 Adoption of Credit and Grading System: As per national and international trends, it is proposed to adopt the Credit and Grading System for the PGDPA programme.

Salient features of the grading system:

1. Learners are placed in ability bands that represent a range of scores. These ability bands may vary according to the number of categories for the classification of the performance of the learners. This ability range may be designated with alphabetical letters called as GRADE.
2. The system of awarding grades would provide a more realistic picture of learner's ability than the prevailing marking system.
3. Grading is a far more satisfactory method than the numerical marking system as it reflects an individual learner's performance in the form of a certain level of achievement.
4. The Grading system ensures natural classification in qualitative terms rather than quantitative terms since it expresses a range /band of scores to which a learner belongs such as O,A,B,C,D,E & F
5. The award of grades provides a permanent record of the learner's growth and development that might be helpful for institutions of higher education for allocating seats for prospective employers.
6. Grading does not require making fine distinctions in performance when no such distinctions actually exist.
7. It is based on a realistic concept of 'errors of measurement'.
8. Grades are relatively free from extraneous factors like difficulty of the examination, examiner bias, nature of the subject being examined, etc.
9. Grades can be interpreted easily and directly and can be used to prepare an accurate 'profile' of a learner'

Basics of Credit and Grading System: Grading, is a method of reporting the result of a learner's performance subsequent to his evaluation. It involves a set of alphabets which are clearly defined and designated and uniformly understood by all the stake holders. A properly introduced grading system not only provides for a comparison of the learners' performance but it also indicates the quality of performance with respect to the amount of efforts put in and the amount of knowledge acquired at the end of the course by the learners.

It is proposed to use the **Indirect and Absolute Credit and Grade Point System for the PGDPA programme**, i.e. the assessment of individual Courses in the concerned examinations will be on the basis of marks, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be

reflected after considering the Credit Points for any given course. However, the **overall evaluation shall be designated in terms of Grade.**

3.3 Session Duration: Each teaching-learning, evaluation session shall be of 60 minutes.

4. ELIGIBILITY: A student seeking admission to this course must have the following qualifications:

a) Diploma/Degree in Printing Technology /Engineering from recognized institution/university.

OR

b) Graduate from any faculty of a statutory university with three years' experience in the printing industry.

OR

c) Diploma holders from any other branch of engineering or technology with three years' experience in the printing industry.

OR

d) Diploma holders in Print Engineering (Diploma run by Pune Vidyarthi Griha's Research Institute of Communication Technology).

5. EXAMINATION: Pattern of Examination: The evaluation scheme comprises of:

a) University Evaluation (50 Marks)

b) Concurrent Evaluation (50 Marks)

5.1 University Evaluation: There shall be University evaluation for each full credit course as per the time table announced by the University. There shall be a Written Examination (subjective – concept plus case study / application oriented type) for 50 marks by the University for each Full Credit Course.

5.1.2 Instructions to External Paper Setters / Chairman / Examiners

For University evaluation (Written Examination – subjective type of 50 marks) of each full credit course the question pattern shall be as follows:

Question Paper Pattern:-

1) There shall be five questions each of 10 marks.

2) All questions shall be compulsory with internal choice within the questions.

3) A Question may be subdivided into sub-questions a, b, c... and the allocation of marks depend on the weightage of the topic.

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question paper setter shall ensure that questions covering all skills are set. The question paper setter shall also submit a model answer and detailed scheme of evaluation along with the question paper.

The duration of written examination shall be 2 hours. Students shall be provided a single answer sheet of 16 pages. They must ensure that their responses fit within the provided answer sheet. Additional supplements shall not be provided.

5.2 Concurrent Evaluation

There shall be Concurrent evaluation for 50 marks for each full credit course. Half credit courses shall be evaluated for 50 marks through Concurrent evaluation. As a part of concurrent evaluation the students shall be *evaluated on a continuous basis* by the Institute to ensure that student learning takes place in a graded manner. *There shall be no University evaluation for half credit courses.*

Suggested components for Concurrent Evaluation (CE) are:

1. Case Study / Caselet / Situation Analysis – (Group Activity or Individual Activity)
2. Class Test
3. Open Book Test
4. Field Visit / Study tour and report of the same
5. Small Group Project & Internal Viva-Voce
6. Learning Diary
7. Scrap Book
8. Group Discussion
9. Role Play / Story Telling
10. Individual Term Paper / Thematic Presentation
11. Written Home Assignment
12. Industry Analysis – (Group Activity or Individual Activity)
13. Literature Review / Book Review
14. Model Development / Simulation Exercises – (Group Activity or Individual Activity)
15. In-depth Viva
16. Quiz

Detailed record of the Concurrent Evaluation shall be maintained by the Institute. The same shall be made available to the University, on demand.

Marks for the concurrent evaluation must be communicated by the Institute to the University before the commencement of relevant Semester Examination.

5.3 Project: During the Second Semester each student shall undertake a *Project*. The student shall submit a written structured report based on work done during this period.

Project may be research project – based on primary / secondary data or may be an operational assignment involving working by the student on a given task / assignment / project / etc. in an organization / industry.

Since most students enrolled for the PGDPA programme are expected to be working students, such working students may complete the Project at their workplace.

The report should be well documented and supported by –

1. Executive Summary
2. Organizational profile
3. Outline of the problem/task undertaken
4. Research methodology & data analysis (in case of research projects)
5. Relevant activity charts, tables, graphs, diagrams,
6. Learning of the student through the project
7. Contribution to the host organization
8. References in appropriate styles.

It should reflect the nature and quantum of work undertaken by the student. *The learning outcomes and utility to the organization must be specifically highlighted.* The completion of the Project shall be certified by the Faculty Guide & approved by the Director of the Institute. The external organization (Corporate / NGO/ SME/ etc.) shall also certify the Project work.

The student shall submit **TWO hard copies & one soft copy (CD)** of the project report before 31st March in Sem IV.

In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper.

There shall be an external viva-voce for the Project for 100 marks. The examiner's panel for the same shall include one external faculty member nominated by the University and one internal faculty member nominated by the Director.

The External viva-voce panel shall evaluate the project based on:

1. Actual work undertaken by the student
2. Student's understanding of the organization and business environment
3. Outcome of the project
4. Utility of the project to the organization
5. Basic analytical capabilities

Copies of Project report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.

5.4 Standard of Passing: Every candidate must secure at least Grade E in Concurrent Evaluation as well as University Examination as separate heads of passing for each course.

Diploma Requirements:

- a) **Earned Credits:** The Diploma requirements for the PGDPA programme is completion of 31 earned credits.
- b) **Final Grade Point Requirement:** A student must obtain the Final Grade Point of a minimum of 00.50 to be eligible for award of the PGDPA diploma.

5.4.1 Conversion of Marks to Grade Points & Grades: The marks shall be converted to grade points and grades using Table I below.

Table I: Points Grading System

Sr. No.	Marks	Grade	Grade Point
1	100 – 75	O - Outstanding	06
2	74 – 65	A – Very Good	05
3	64 -55	B – Good	04
4	54 – 50	C – Average	03
5	49 – 45	D – Satisfactory	02
6	44 – 40	E – Pass	01
7	39 - 0	F – Fail	00

The description of the final grades shall be as follows:

O: Outstanding (Excellent Analysis of the topic - 75% and above)

Accurate knowledge of the primary material, wide range of reading, logical development of ideas, originality in approaching the subject. Neat and systematic organization of content, elegant and lucid style.

A: Very Good (Excellent Analysis of the topic - 65 to 74 %)

Accurate knowledge of the primary material, acquaintance with seminal publications, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

B : Good (Good Analysis and treatment of the topic - 55 to 64 %)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, effective and clear expression.

C : Average (Some important points covered – 50 to 54%)

Basic knowledge of the primary material, logical development of ideas. Neat and systematic organization of content, good language or clear expression.

D: Satisfactory (Some points discussed – 45 to 49%)

Basic knowledge of the primary material, some organization of content, acceptable language or expression.

E: Pass (Any two of the above – 40 to 44%)

F: Fail (None of the above – 0 to 39%)

The performance of a student will be evaluated in terms of two indices, viz.

- Semester Grade Point Average (SGPA)* which is the Grade Point Average for a semester
- Cumulative Grade Point Average (CGPA)* which is the Grade Point Average for all the completed semesters at any point in time.

Semester Grade Point Average (SGPA): At the end of each semester, SGPA is calculated as the weighted average of GPI of all courses in the current semester in which the student has passed, the weights being the credit values of respective courses.

SGPA = Grade Points divided by the summation of Credits of all Courses.

$$\text{SGPA} = \frac{\sum \{C * \text{GPI}\}}{\sum C} \quad \text{for a semester.}$$

Where GPI is the Grade and C is credit for the respective Course.

Cumulative Grade Point Average (CGPA): Cumulative Grade Point Average (CGPA) is the grade point average for all completed semesters. CGPA is calculated as the weighted average of all GPI of all courses in which the student has passed up to the current semester.

Cumulative Grade Point Average (CGPA) for the Entire Course

$$\text{CGPA} = \frac{\sum \{C * \text{GPI}\}}{\sum C} \quad \text{for all semesters taken together.}$$

Where GPI is the Grade and C is credit for the respective Course.

IMPORTANT NOTE:

If a student secures F grade in either or both of Concurrent Evaluation or University Evaluation for a particular course his /her credits earned for that course shall be ZERO.

5.5 Scaling Down of Concurrent Evaluation Scores: The marks obtained by the student for the Concurrent Evaluation components conducted by the Institute, in the Full Credit Courses, in Sem I and Sem II, shall be scaled down, to the required extent, if such percentage of marks are more than 20% of the marks scored in the University Examination for the respective course.

The marks obtained by the student in Half Credit Courses are not subject to scaling down.

5.6 Attendance: The student must meet the requirement of 75% attendance per semester per course for granting the term. The Director shall have the right to withhold the student from appearing for examination of a specific course if the above requirement is not fulfilled.

5.7 ATKT Rules: Candidate has to earn credits for a course in not more than 4 attempts. Admission for the PGDPA programme shall be valid for 3 Academic Years.

5.8 Award of Grade Cards: The University of Pune under its seal shall issue to the student a grade card on completion of each semester. The final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme for obtaining the degree.

Final Grades: After calculating the SGPA for an individual semester and the CGPA for entire programme, the value shall be matched with the grade in the Final Grade Points Table (as per Table II) and expressed as a single designated GRADE such as O, A, B, C,D,E,F.

Table II: Final Grade Points

Sr. No.	Grade Points	Grade
1	05.00 to 6.00	O - Outstanding
2	04.50 to 04.99	A – Very Good
3	03.50 to 04.49	B – Good
4	02.50 to 03.49	C – Average
5	01.50 to 02.49	D – Satisfactory
6	00.50 to 01.49	E – Pass
7	00.00 to 00.49	F – Fail

A student who secures grade E or above in a course is said to have completed /earned the credits assigned to the course. A student who has completed the minimum 31 credits required for the PGDPA programme shall be declared to have completed the programme.

NOTE:

The Grade Card for the final semester shall indicate the following, amongst other details:

- a) Grades for concurrent and university evaluation, separately, for all courses offered by the student during the entire programme along with the grade for the total score.
- b) SGPA for each semester.
- c) CGPA for final semester.
- d) Total Marks Scored out of Maximum Marks for the entire programme, with break-up of Marks Scored in Concurrent Evaluation and University Evaluation.
- e) Marks scored shall not be recorded on the Grade Card for intermediate semesters.
- f) The grade card shall also show the 7 point scale and the formula to convert GPI, SGPA, and/or CGPA to percent marks.
- g) The final GPA shall not be printed unless the student earns the minimum 31 credits required for earning the PGDPA diploma.
- h) B Grade is equivalent to atleast 55% marks.
- i) If the GPA is higher than the indicated upper limit in the three decimal digit, then the student may be awarded higher final grade e.g. a student getting a GPA of 4.492 may be awarded grade A.

5.9 External Students: There is no provision of external students.

5.10 Verification / Revaluation: Students can avail the verification / revaluation facility as per the prevailing policy, guidelines and norms of the University of Pune.

6. Structure of the Programme: The programme is a combination of:

- a) Full Credit Courses (100 Marks each) : 3 Credits each
- b) Half Credit Courses (50 Marks each) : 2 Credits each

Spread of Full & Half Credit Courses:

Semester	Full Credit Courses (100 Marks) (A)	Half Credit Courses (50 Marks) (B)	Total Courses (C = A + B)
I	4	2	6
II	5	0	5
Total	9	2	11

The programme has 9 Full Credit Courses (100 Marks each) and of 3 Credits each.

The programme has 2 Half Credit Courses (50 Marks each) and of 2 Credits each. Thus the entire programme has 11 Courses of 31 credits in all.

6.1 Programme Structure for POST GRADUATE DIPLOMA IN PRINT ADMINISTRATION (PGDPA)

Semester I					
Course Code	Course	Concurrent Evaluation	University Evaluation	Total	Credits
101	Management Fundamentals	50	50	100	3
102	Accounting for Business Decisions	50	50	100	3
103	Printing Processes & Techniques	50	50	100	3
104	Management Information Systems	50	50	100	3
105	Practical	50	0	50	2
106	Information Technology	50	0	50	2
	TOTAL	300	200	500	16

Semester II					
Course Code	Course	Concurrent Evaluation	University Evaluation	Total	Credits
201	Marketing Management	50	50	100	3
202	Operations & Supply Chain Management	50	50	100	3
203	Entrepreneurship Development	50	50	100	3
204	Selling & Negotiation Skills	50	50	100	3
205	Project	00	100	100	3
	TOTAL	200	300	500	15

6.2 Medium of Instruction: The medium of Instruction & Evaluation shall be English.

7. EQUIVALENCE OF PREVIOUS SYLLABUS WITH THE REVISED SYLLABUS: The equivalence of the previous syllabus with the revised syllabus is given in Annexure I.

8. University Terms: The dates for the commencement and conclusion of the first and the second terms shall be as determined by the University Authorities. The terms can be kept only by duly admitted students. The present relevant ordinances pertaining to grant of terms will be applicable.

9. Course wise detailed syllabus: Course wise detailed syllabus along with recommended text books, reference books, websites, journals, etc. is provided in Annexure I.

Note:

- In the detailed syllabus, the Number of Sessions mentioned against each unit are indicative and not prescriptive.*
- Faculty members and students should refer to the latest edition of the relevant books, wherever such latest editions are available.*

Semester	I	Credits	3
Course Code	101	Course Type	Full Credit Course
Course Title	Management Fundamentals		

Course Objectives:

1	To explain the various concepts of management
2	To make the students understand the contemporary management practices
3	To highlight professional challenges that managers faces in various organization
4	To enable the students to appreciate the emerging ideas and practices in the field of management.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Introduction to Principles of Management:</p> <p>1.1 Basic Concepts: Definition of Management, Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Mary Parker Follet, Rensis Likert, Chestard Bernard, Douglas McGregor, Peter Drucker, Michael Porter and C.K. Prahlad</p> <p>1.2 Approaches to Management: Scientific Approach, System Approach and Contingency Approach.</p> <p>1.3 Managerial Competencies: Communication, team work, planning and administrative, strategic and global competencies;</p>	7 + 1
2	<p>2.1 Organization: Formal and Informal, Line and staff relationship, Centralization Vs. Decentralization, Basic issues in organizing, work specialization, chain of command, span of management, Organization Structure - bases for departmentation.</p> <p>2.2 Organizational Culture: Cultural Diversity, Multi Ethnic Workforce, Organizing Knowledge resource.</p>	7 + 1
3	<p>3.1 Planning: Nature & elements of planning, planning types and models, planning in learning organizations; Types, Steps, MBO, MBE, Planning Premises.</p> <p>3.2 Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, models of decision making, increasing participation in decision-making, decision-making creativity.</p>	7 + 1
4	<p>4.1 Controlling: Process, Standards and Bench Marking - Co-ordination-Principles of Co-ordination-Inter-dependence.</p>	7 + 1
5	<p>5.1 Challenges in Management: Change Management -Timing</p>	7 + 1

	of Change-Reaction to change-Planning organizational Change-Technological Change-Effective use of Communication Devices and IT.	
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Learning Resources:		
1	Text Books	Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi. Management by Koontz and Wechrich, TMGH Management by Stoner, et. al., Prentice Hall of India, New Delhi.
2	Reference Books	Management by Hellregel, Thomson Learning, Bombay Management by Robbins & Coulter, Prentice Hall of Hall of India, New Delhi. Management - Text & Cases by Satya Raju, PHI, New Delhi. Management by Richard L. Draft, Thomson South-Western
3	Supplementary Reading Material	The Frontiers of Management by Peter Drucker, Harvard Business Review Press. The Definitive Drucker by Elizabeth Haas Edersheim, TMGH. Technology, Management and Society by Peter Drucker, Harvard Business Review Press. The Drucker Lectures: Essential Lessons on Management, Society and Economy Edited by Rick Wartzman, TMGH.
4	Websites	http://www.druckerinstitute.com/link/about-peter-drucker/
5	Journals	The Five Minds of a Manager by Gosling, Jonathan; Mintzberg, Henry. Harvard Business Review, Nov2003, Vol. 81 Issue 11

Semester	I	Credits	3
Course Code	102	Course Type	Full Credit Course
Course Title	Accounting for Business Decisions		

Course Objectives:

1	To Understand Basic Accounting Terminology and Learn how to Interpret financial statements.
2	To apply the principles of Marginal costing for undertaking business decisions.
3	To use the tools of Budgetary control and Standard costing for examining deviations from plans and suggesting remedial action.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Fundamentals of Financial Accounting <ul style="list-style-type: none"> • Users and nature of accounting records. • Users of accounts and the objectives and the qualitative characteristics of financial statements. • Functions of Financial and management accounts; purpose of accounting statements; the accounting equation. • Underlying assumptions, policies, changes in accounting estimates; capital and revenue; cash and profit; income, expenditure, assets and liabilities. • Concepts & Conventions of financial accounting • Financial Analysis – Use of Ratio Analysis as a tool of Financial analysis • Basic Problems on Preparation of Financial statements and Ratio Analysis 	8
2	Fundamentals of Management Accounting <ul style="list-style-type: none"> • Forms of Accounting – Financial Accounting, Cost Accounting and Management accounting • Meaning and scope of Management accounting • Functions and Limitations of Management Accounting • Role of Management Accountants • Difference between Management accounting and Financial accounting • Difference between Management Accounting and Cost Accounting 	6
3	Marginal Costing <ul style="list-style-type: none"> • Meaning and nature of Marginal costing • Segregation of costs into Fixed, variable and semi variable • Arguments in favor of and against Marginal costing • Contribution, P/V Ratio 	10

	<ul style="list-style-type: none"> • Break even analysis • Applications of Marginal costing- Product mix decisions, Pricing decisions, Make or buy decisions, Limiting factor • Problems on Calculation of Break Even point, Margin of safety , P/V Ratio, Product mix decisions, Fixation of Selling Price, Limiting factor and Pricing 	
4	<p>Budgetary Control</p> <ul style="list-style-type: none"> • Budgeting for planning and control. • Functional budgets including materials, labour and overheads; capital expenditure and cash budgets. • Master budget, Budgeting Procedures • Reporting of actual outcomes against budget. • Fixed and Flexible budgeting. • Budget variances. • Interpretation and use of budget statements and budget variances. • Zero based Budgeting[ZBB] • Problems on Preparation of Sales Budget, Cash Budget, Flexible budget 	8
5	<p>Standard Costing</p> <ul style="list-style-type: none"> • Principles of standard costing. • Preparation of standards for the variable elements of cost: material, labour, variable overhead. • Variances: materials – total, price and usage; labour – total, rate and efficiency; variable overhead – total, expenditure and Efficiency; sales – sales price and sales volume contribution. • Reconciliation of budget and actual contribution showing variances for variable costs, sales prices and sales volumes, • Including possible inter-relations between cost variances, sales price and volume variances, and cost and sales variances. • Problems on Calculation of Variances – Cost and Sales Variances 	8

Learning Resources:		
1	Text Books	<ul style="list-style-type: none"> • Cost and Management Accounting – Ravi M Kishore-Taxmann [5th Edition].
2	Reference Books	<ul style="list-style-type: none"> • Cost Management by Leslie G. Eldenburg & Susan K. Wolcott - Wiley - India Edition • Introduction to Management Accounting by Horngreen, Sundem, Stratton, Burgstahler, Schatzberg - Pearson • A Textbook of Cost & Management Accounting by M. N. Arora 9th Edition Vikash Publications
3	Supplementary	<ul style="list-style-type: none"> • The Economic times

	Reading Material	<ul style="list-style-type: none"> • Business India
4	Websites	<ul style="list-style-type: none"> • www.icmai.in • www.icmrindia.org
5	Journals	<ul style="list-style-type: none"> • The Journal of the Institute of Chartered accountants of India • The Journal of the Institute of Cost and works accountants of India

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Semester	I	Credits	3
Course Code	103	Course Type	Full Credit Course
Course Title	Printing Processes & Techniques		

Course Objectives:

1	To develop an understanding of printing processes
2	To provide inputs related to quality of printing processes

Syllabus:

Unit Number	Contents	Number of Sessions
1	Printing Processes: a) Types of printing processes and their principles, suitability and limitations b) Comparative study of all printing processes c) Methods of surface preparation, layout, suitability and limitations, CTP technique d) Raw materials used for all major processes i.e. types of inks and substrates	7 + 1
2	Pre-press techniques : 12 a) Preparation of artwork and reproduction techniques such as continuous tone to halftone, dot, screen angle and ruling, colour theories, measurement of colour b) Image setter technology – types, working, principles, advantages, limitations and applications c) Scanners, scanning techniques, advantages, limitations and applications d) Proofing techniques and devices	7 + 1
3	Printing Machines and Quality control: 12 a) Construction and mechanism of printing b) Troubleshooting and remedies c) Quality consciousness, quality control devices or auxiliary equipment d) Quality control at different stages	7 + 1
4	Print Finishing: 10 a) Materials and tools used in binding and their appropriate choice b) Types of bindings c) Various finishing processes–UV coating, laminations, varnishing, embossing etc. d) Covering styles Packaging: 12 a) Rigid packaging	7 + 1

	<ul style="list-style-type: none"> - Carton manufacturing - Materials and equipment used - Processes and design of rigid packaging - Testing of raw material b) Flexible packaging <ul style="list-style-type: none"> - Materials - Properties - Advantages and limitations - Applications 	
5	<p>Modern trends in printing : 12</p> <ul style="list-style-type: none"> a) Bar coding b) Facsimile technology c) Lasers used in prepress d) Digital offset colour printing e) Security printing f) Printing on uneven surfaces 	7 + 1

Learning Resources:

1	Text Books	<p>Operator's Manual – GATF</p> <p>Various international magazines on printing trends</p> <p>Colour scanning and imaging systems-Garryfield, GATF</p> <p>Digital Colour Pre-press-Vol I and II-Sтивен Hannafort, Agfa</p> <p>Newspaper Technology - Kelly 10) A Manual for Film Planning & Plate Making - A. L. Gatehouse, Litho training services, London.</p> <p>Manual for Film Planning & Plate Making - R. K. Uniyal, Institutional Printing.</p> <p>Machine Printing - W. R. Durrant, Focal Press, London.</p>
2	Reference Books	<p>Maintenance Engineering Handbook - Lindley Higging, Mc Graw Hill.</p> <p>Flexo Primer-D.C.Mulvihill, GATF.</p> <p>Basic Gravure Technology- PIRA</p> <p>Packaging Technology Set I , II - Asian Packaging.</p>
3	Supplementary Reading Material	<p>Silk Screen Techniques - Biege leisen & Max A. C. , Dover Publication 16) Design for Printing Production - H. S. Warford, JE. Reeve Fowkes.</p>
4	Websites	-
5	Journals	<p>Machine Manuals. Silk Screen Printing - R. Krishnamoorthi, Print India Journal, Delhi.</p>

Semester	I	Credits	3
Course Code	104	Course Type	Full Credit Course
Course Title	Management Information Systems		

Course Objectives:

1	To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
2	To learn to use Information Technology to gain competitive advantage in business
3	To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Management Information Systems: Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage</p> <p>Information Technology Infrastructure: Information Systems Architecture – Mainframe, Client Server, Web Based, Distributed, Grid, Cloud - Overview of Hardware, Software, Storage and Networking Devices – Networks Types - Topologies of Networks</p>	7 + 1
2	<p>2.1 Data Base Management Systems: Concept – Relational Model Applications – DBMS Architecture</p> <p>2.2 Systems Engineering Analysis and Design: Systems Concept - Systems Development Life Cycle - Assessing Enterprise Information requirements – Alternative System Building Approaches - Prototyping - Rapid Development Tools – CASE Tools – Object Oriented Systems (<i>Only introduction to these tools & techniques</i>)</p>	7 + 1
3	<p>3.1 Decision Support Systems: Data Warehousing and Data Mining - Business Intelligence and Analytics - Group Decision Support Systems – Executive Information Systems - Executive Support Systems – Geographical Information Systems - Expert Systems and Knowledge Based Expert Systems – Artificial Intelligence</p>	7 + 1
4	<p>4.1 Digital firm Perspective: MIS Model for a digital firm – Organization Structure for digital firm – e-Business Models and Applications – Mobile computing, Call Centers, BPO</p> <p>4.2 Management Issues in MIS: Information Security and Control - Quality</p>	7 + 1

	Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products	
5	5.1 Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies.	7 + 1

Note:

Emphasis should be given on management oriented problems and cases as compared to technical orientation expected from computer science/ computer management students.

Learning Resources:

1	Text Books	Management Information Systems by Obrien, Marakas and Ramesh Behl, TMGH Management Information Systems by Jawadekar, TMGH, 4 th Edition
2	Reference Books	Management Information Systems by Jaiswal and Mittal, Oxford University Press Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia
3	Supplementary Reading Material	Management Information Systems by Laudon, Laudon, Dass, Pearson Education Asia, 11 th Edition Management Information Systems by Davis and Olson, Tata McGraw Hill
4	Websites	-
5	Journals	MIS Quarterly, University of Minnesota CSI Communications, Computer Society of India, Mumbai

Semester	I	Credits	2
Course Code	105	Course Type	Half Credit Course
Course Title	Practicals		

PRACTICALS (Based on Course 103 Printing Processes & Techniques)

1. Pre-press 6
 2. Screen printing 2
 3. Plate Making 3
 4. Offset Printing 7
 5. Gravure Printing 2
 6. Flexography 2
 7. Binding 4
 8. Packaging 2
- Total : 28

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Semester	I	Credits	2
Course Code	106	Course Type	Half Credit Course
Course Title	Information Technology		

Course Objectives:

1	To make students familiar with necessary MS office tools as per current requirement of the industry.
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Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Microsoft Word</p> <p>Introduction to the Tabs/Ribbon. Introduction to file formats. Setting Page Layout Inserting Watermarks. Adding/Deleting Pages/Page Break. Inserting Text boxes, Smart Art, Charts & Equations. Formatting: borders, colors, headers & footers. Formatting Body: indentation, bullets, Justification, Paragraph. Importing/Inserting pictures and Clip Art. Inserting & Formatting Tables. Sanitizing: Performing Spell checks. Protecting documents. Mail- Merge. LAB Session.</p>	6
2	<p>Microsoft PowerPoint</p> <p>Introduction to PowerPoint. Introduction to the Tabs/Ribbon. Introduction to file formats. Setting Page Layout. Creating a Presentation, Slides and Text format. Working with Layouts, Themes. Working with Tables and Charts. Using Smart Art Diagrams, Clip Art, Pictures & Videos. Building Animation Effects, Transitions. Hyper linking. Printing the Slides. LAB Session.</p>	6
3	<p>Microsoft Excel (Basic)</p> <p>Introduction to Excel. Introduction to the Tabs/Ribbon. Worksheets and Workbooks.</p>	6

	<p>Entering Information into MS Excel. Formatting Rows and Columns. Basic Formatting a Worksheet. Page Setup and Print. LAB Session.</p>	
4	<p>Microsoft Excel (Moderate) Getting started with Charts. Applying various formulas on Cells. How to use Functions. Enhancing Charts and Worksheets. Freezing Panes. Security of Datasheets. Comment Formatting. LAB Session.</p>	6
5	<p>Microsoft Excel (Advance) Filtering the Data. H Lookup. V Lookup. Pivot Tables. Worksheet Sheet linking. LAB Session.</p>	6

Learning Resources:

1	Text Books	<ol style="list-style-type: none"> 1. MS office 2007 by Walkenbach, Tyson 2. Microsoft Office 2010: Illustrated Introductory, (By- David W. Beskeen (Author), Carol Cram (Author), Jennifer Duffy (Author), Lisa Friedrichsen (Author), Elizabeth Eisner Reding (Author). 3. Microsoft Office 2010 Plain & Simple(By- Katherine Murray) 4. Office 2010 For Dummies (For Dummies (Computer/Tech))(By- Wallace Wang) 5. Beginning Microsoft Office 2010 (By- Guy Hart-Davis)
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Semester	II	Credits	3
Course Code	201	Course Type	Full Credit Course
Course Title	Marketing Management		

Course Objectives:

1	To Create awareness about basic Marketing concepts
2	To Make the students understand the application of marketing concepts in real time
3	To Help the learner the comprehend the marketing situation for effective decision making

Syllabus:

11	Contents	Number of Sessions
1	<p>MARKETING CONCEPTS AND APPLICATIONS-</p> <p>A. Introduction to marketing – Nature and scope of marketing, the core concepts of marketing. Company orientation towards market place- Production-Product-Selling-Marketing-Societal concept, holistic concept,</p> <p>B. Marketing of services – Nature and characteristics of service, classification of services, importance of marketing in service sector, the future of service marketing.</p>	8
2	<p>MARKETING PLANNING & ENVIRONMENT</p> <p>A. Marketing planning process.</p> <p>B. Planning of marketing mix – what is marketing mix? Elements of marketing mix, The place of marketing mix in marketing planning.</p> <p>C. The changing marketing environment - Analyzing needs and trends in Macro Environment, Economic Environment, Technical Environment, Political Environment and Socio-cultural Environment.</p>	8
3	<p>UNDERSTANDING CONSUMER-</p> <p>A. Determinants of consumer behavior – Meaning and definition of consumer behavior, importance, factors influencing consumer behavior, buying process.</p> <p>B. Marketing segmentation – Meaning and concept, benefits of segmentation, Basis of segmentation, Selection of segments, Market segmentation strategies, Target marketing, Product positioning.</p>	8
4	<p>PRODUCT MANAGEMENT-</p> <p>A. Product life cycle concept, marketing mix at different stages.</p> <p>B. New product development and strategy. Stages in New</p>	8

	<p>Product Development.</p> <p>C. Product decision and strategies – What is product? Types of products, product mix decisions, product line decisions.</p> <p>D. Branding and packaging decisions – Brand name and trademark, branding decisions, advantages and disadvantages of branding, Pack, Packing, and packaging, features and functions of packaging.</p>	
5	<p>PRICING AND PROMOTION AND DISTRIBUTION STRATEGY</p> <p>A. Policies and practices – Pricing methods, objectives, price determination policies.</p> <p>B. Marketing communication – The promotion mix, Advertising and Publicity – 5 M's of advertising management.</p> <p>C. Personal selling and sales promotion – Personal selling – nature, process, importance, Sales promotion – nature and importance, techniques.</p> <p>D. Importance of channels of distribution, Alternative channel of distribution, selecting an appropriate channel.</p>	8

Learning Resources:

1	Text Books	<ol style="list-style-type: none"> 1. Marketing Management (Analysis, Planning, Implementation and Control) – Philip Kotler 2. Fundamental of Marketing – William J. Stanton and others. 3. Marketing Management - V.S.Ramaswamy and S.Namakumari
2	Reference Books	<ol style="list-style-type: none"> 1. Marketing Management – Rajan Saxena 2. Marketing Management – S.A. Sherlekar 3. Service Marketing – S.M.Zha
3	Supplementary Reading Material	<ol style="list-style-type: none"> 1. Marketing Management – Rajan Saxena 2. Marketing Management – S.A. Sherlekar 3. Service Marketing – S.M.Zha
4	Websites	<ol style="list-style-type: none"> 1. www.pearsoned.co.in 2. www.tatamcgrawhill.com 3. www.agencyfaq.com
5	Journals	<ol style="list-style-type: none"> 1. The IUP Journal of Marketing Management 2. . Harvard Business Review

Semester	II	Credits	3
Course Code	202	Course Type	Full Credit Course
Course Title	Operations & Supply Chain Management		

Course Objectives:

1	To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
2	To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.
3	To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>1.1 Introduction to Operations and Supply Chain Management: Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management , Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives</p> <p>1.2 Quality: Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions.</p>	7 + 1
2	<p>Operations Processes</p> <p>2.1 Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems</p> <p>2.2 Process Product Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout</p> <p>2.3 Service System Design Matrix :Design of Service Systems, Service Blueprinting</p>	7 + 1
3	<p>3.1 Production Planning & Control (PPC): Role and Functions</p> <p>3.2 Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning</p> <p>3.3 Production Planning: Aggregate production Planning,</p>	7 + 1

	<p>Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II</p> <p>3.4 Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts</p>	
4	<p>4.1 Inventory Planning and Control: Continuous and Intermittent demand System, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, cyclic, pipeline, safety - Implications for Inventory Control Methods.</p> <p>4.2 Inventory Costs: Concept and behavior of ordering cost, carrying cost, shortage cost.</p> <p>4.3 EOQ: Basic EOQ Model - EOQ with discounts</p> <p>4.4 Inventory control: Classification of material - ABC Analysis - VED, HML, FSN, GOLF, SOS.</p> <p>(Numericals expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order quantity Model - Periodic Review and Re-order Point</p>	7 + 1
5	<p>5.1 Supply Chain Management: Generalized Supply Chain Management Model - Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash to Cash Conversion,</p> <p>5.2 Customer Service: Supply Chain Management and customer service linkages, Availability service reliability perfect order, customer satisfaction</p> <p>Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing</p>	7 + 1

Learning Resources:

1	Text Books	<p>Operations Management Theory & Practice by B. Mahadevan, Pearson, 2nd Edition.</p> <p>Operations Now - Supply Chain Profitability & Performance by Byron J. Finch, McGraw Hill, 3rd Edition.</p> <p>Production and Operations Management by R B Khanna, PHI, New Delhi, 2011 Edition.</p>
2	Reference Books	<p>Supply Chain Logistics Management by Donald Bowersox, David Closs, M Bixby Cooper, Tata McGraw Hill, 2nd Edition.</p> <p>Operations Management by William J. Stevenson, TMGH, 9th Edition.</p> <p>Operations Management by Lee Krajewski, Larry Ritzman, Manoj Malhotra, Pearson Education, 8th Edition.</p>

		Introduction to Materials Management , J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson, 5 th Edition. Supply Chain Management - Strategy, Planning & Operation by Sunil Chopra, Peter Meindl, D. V. Kalra, Pearson Education. Production & Operations Management by S N Chary, McGraw Hill, 7 th Edition
3	Supplementary Reading Material	Contemporary Logistics by Paul Murphy, Donald Wood, PHI, 9 th Edition The Goal by Eliyahu Goldratt
4	Websites	www.apics.org www.supplychainmanagement.in
5	Journals	International Journal of Operations and Quantitative Management Udyog Pragati International Journals of Logistics and Supply Chain Management International Journal of Logistics and Planning Supply Chain Management

Semester	II	Credits	3
Course Code	203	Course Type	Full Credit Course
Course Title	Entrepreneurship Development		

Course Objectives:

1	To Inspire learner for self-employment.
2	To acquaint learner about how to start new venture.
3	To create awareness among learner about Entrepreneurship concept and framework.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Entrepreneurship: Definition and structure –Concept of entrepreneurship-characteristics, qualities and Entrepreneurial skills-classification and types of entrepreneurship- Entrepreneurial traits and motivation- Nature and importance of entrepreneurship- Entrepreneur VS Professional managers- Development of women Entrepreneurs- Barriers in entrepreneurship.	7 + 1
2	Entrepreneurial Development: Evolution of Indian Economic Development- Nationalization-Privatization-Globalization Process- Economic reforms and Entrepreneurship opportunities- The Process of Entrepreneurial Development-Meaning of Entrepreneurship Development Program-Objectives and issues of EDP's- Strategy for entrepreneurial development-Importance, Objectives and methods of EDP training- Institutes in AID of Entrepreneurs-SISC, MDI,NIESBUD, EDII,CED, SBI and other Commercial banks.	7 + 1
3	Project Management: Project formulation- Phases of Project formulation-Stages in Project formulation-Project Implementation-Project evaluation-Project Report Preparation- Content of the Project report (Each student is expected to prepare a Project report after visiting DIC in local city for referring various schemes in which he/she is interested.- Project appraisal- Definition-scope of appraisal- Steps followed in Project appraisal-Economic-Technical-Organizational-Managerial-Operational-financial appraisal.	7 + 1
4	Setting Up a Small scale Unit: Small scale Industry definition-steps for starting a small Industry- Project selection Phase-Implementation Phase- Follow up Phase-Selection of type of organization-Types of ownership organization-Location of Enterprise- Need and importance of location-Steps in Enterprise location-Location-Layout-Optimum size-checklist for location factor- Incentives and subsidies for small scale Industry.	7 + 1

5	<p>Success stories of leading Indian and foreign entrepreneurs.</p> <ol style="list-style-type: none"> Dirubhai Ambani- Reliance Industry. R. Narayana Murthy- Infosys. Bill Gates- Microsoft Steve Jobs- Apple JRD TATA- TATA GROUP <p>Group of twelve students will be presenting the success story of one entrepreneur in one session hence five sessions for above entrepreneurs. Last three sessions for critical analysis and lessons of their contribution to entrepreneurship. Faculty is expected to lead the session.</p>	7 + 1
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Learning Resources:		
1	Text Books	<p>Dynamics of Entrepreneurship Development – Vasant Desai. Entrepreneurship: New Venture Creation – David H. Holt Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta Entrepreneurship: Strategies and Resources – Marc J. Dollinger Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd</p>
2	Reference Books	<p>Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Entrepreneurship: Education, Research and Practice – A. Sahay, A. Nirjar Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard Entrepreneurship Development and Project Management – Dr. Dilip M. Sarwate New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara</p>
3	Websites	<p>en.wikipedia.org/wiki/Dhirubhai_Ambani en.wikipedia.org/wiki/Steve_Jobs_(book) en.wikipedia.org/wiki/J._R._D._Tata en.wikipedia.org/wiki/N._R._Narayana_Murthy en.wikipedia.org/wiki/Bill_Gates</p>

Semester	II	Credits	3
Course Code	204	Course Type	Full Credit Course
Course Title	Selling & Negotiation Skills		

Course Objectives:

1	To imbibe in the students , critical sales competencies that drive buying decisions.
2	To give insights into how to boost individual and organizational productivity through effective sales lead management.
3	To introduce basic theoretical principles and practical steps in the negotiating process.

Syllabus:

Unit Number	Contents	Number of Sessions
1	Nature & Role of Selling : Types of Selling : Differences in selling situations, New business versus service selling, Newton's classification of sales types, McMurry & Arnold's classification of selling types, Consumer indirect selling, Industrial selling, Missionary, Sales Team/group selling Merchandising, Telesales, Franchise selling, International selling.	7 + 1
2	Attributes of a Good Salesperson : Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge- product , Competition, organization, market, customer, territory; Communication skills, Persuasive skills. <i>(To be supplemented by live exercises on personal selling)</i>	7 + 1
3	Personal Selling Skills : The opening - Need & problem identification - The presentation & demonstration - Dealing with objections – Negotiations - Closing the sale - Follow up <i>(To be supplemented by live exercises on personal selling)</i>	7 + 1
4	Negotiation Skills : Goal , Collaborative / Win –Win not compromise , Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea, <i>(To be supplemented by live exercises on personal selling)</i>	7 + 1
5	Different Phases of Negotiation: Pre-negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.	7 + 1

Learning Resources:

1	Text Books	Selling & Sales Management by Geoffrey Lancaster & David Jobber, Macmillan India Ltd.
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		Negotiation: Communication for diverse settings by Michael L Spangle and Myra Isenhardt, Sage South Asia Edition. The Sales Bible: The Ultimate Sales Resource by Jeffrey Gitomer, Wiley India.
2	Reference Books	Sales Management by Bill Donaldson, Palgrave Publications You can negotiate anything by Herb Cohen Managing Sales Leads by Crocker and Obermayer, American Marketing Association
3	Supplementary Reading Material	How to win friends and influence People – Dale Carnegie The Art of Closing the Sale by Brian Tracy, Pearson Education.
4	Websites	www.professionalsalestips.com www.eyonsales.com www.semi.org www.salecareersonline.com
5	Journals	Journal of Personal Selling & Sales Management Sales and Marketing by Nielsen Business Media

Semester	II	Credits	3
Course Code	205	Course Type	Full Credit Course
Course Title	Project		

PROJECT

- 1) Every candidate has to prepare project report on any aspect of Printing Management by visiting printing organization .
- 2) The report should be submitted to the Director by 28th February.
- 3) The project report could be about 5000 words.
- 4) The project report will be internally evaluated for 50 marks. The viva-voce would be conducted for 50 marks by external examiners.

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