UNIVERSITI TEKNOLOGI MARA

PMA526: PRODUCTION MANAGEMENT

Course Name (English)	PRODUCTION MANAGEMENT APPROVED
Course Code	PMA526

MQF Credit	3

Course Description	This course provides an introduction to basic principle of management that include Printing & Publishing Act and marketing .Student will expose to develop a better understanding of marketing in general in form of theories and practices of the printing industry. Student will also explore the micro and macro of marketing environment toward the procedures and process in the printing industry. The course also describes to student the activity in the printing sector which involve customer relationship, integrated marketing communication strategies which given an opportunities within the industry.

Transferable Skills	Student will expose to management principles.

Teaching Methodologies	Lectures, Presentation

CLO		
	CLO1	Course Outcomes At the end of the course, students should be able to: 1. Recognize the principles of an effective operation planning and control procedures.(C4)
	CLO2	Course Outcomes At the end of the course, students should be able to: 2. Measure the cost of operation work flow . (P4)
	CLO3	Course Outcomes At the end of the course, students should be able to: 3. Describe the press scheduling, labor and materials consumption (A3)

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	• PIRA International 93, *Print Management. Road.Surrey.UK*, 3rd Adition Ed., PIRA International United Kingdom
		• Adams, J. 98, *Printing Technology*, 3rd Edition Ed., Delmar Publisher New York
		• Kaj Johansson 2, *Graphic Print Production*, - Ed., John Wiley & Sons New Jersey [ISBN: -]
		• Speirs Hugh M 2, *Introduction to Offset Lithography*, PIRA Internatioanal Surrey UK
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	