UNIVERSITI TEKNOLOGI MARA

PMA500: PRINTING MANAGEMENT

Course Name (English)	PRINTING MANAGEMENT APPROVED
Course Code	PMA500

MQF Credit	2

Course Description	This course provides an introduction to basic principle of management that is organizational, function and techniques. Many managers are required a good knowledge on managing production and operation, material resources, human resources and print acts. Student will expose to develop a better understanding of print management in general in form of theories and practices of the printing industry. Student will also explore the micro and macro of print management 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 management changes, communication strategies which given some opportunities within the industry.

Transferable Skills	Management

Teaching Methodologies	Lectures, Discussion, Small Group Sessions

CLO	CLO1 Verify the basic principle and concept of print management. CLO2 Present verbally on the printing organization, role, scope, and activity in printing industry. CLO3 Demonstrate report on the management, social awareness, and procedures.

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	Norman M. Scarborough,Jeffrey R. Cornwall 2016, *Essentials of Entrepreneurship and Small Business Management, Global Edition*[ISBN: 1292094869] Norlida Kamaluddin 2014, *Principles of Management* [ISBN: 9789834711948] Robert Johnston,Graham Clark,Michael Shulver 2012, *Service Operations Management*, Financial Times/Prentice Hall [ISBN: 9780273740483] Porter Derek 2012, *Print Management. 3rd edition*, Pira International. UK Wilmshurst, J. 2010, *The Fundamental and Practice of Marketing*, Heinemann, USA
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	