

PAPER IV : ADVANCED CO-OPERATIVE MANAGEMENT

UNIT 1 : Need for modern management in co-operatives Strategic Management - Functions of management viz-a-viz principles of cooperation-unique features and special goals of cooperative management-Democratic control - legal frame work - Management - (team) board - executive relationships. Functions of Management as applied to co-operatives: planning, organisation, direction, co-ordination and control with reference to co-operative organisations.

UNIT 2: Management of co-operative banks: short term structure - Internal organisation - resource mobilisation-financial management - management of cash and working capital - credit planning and recovery supervision - management information systems and control - Long term structure Internal organisation - credit planning - formulation of development schemes - resource mobilisation - management of debentures - recovery.

UNIT 3: Management of production and processing co-operatives : Organisation pattern - procurement of raw materials - production organisation - capacity utilisation - pricing system - financing and sales management - materials management.

Management of marketing co-operatives - planning and organisation of Marketing co-operatives - Procurement transportation and storage - sales organisation - link up arrangements - financing - marketing management - product, pricing, promotion and physical distribution.

UNIT 4: Management of consumers co-operatives: planning and organisation of consumers stores - merchandising - layout of the stores - pricing sales promotion - management of sales force - inventory management.

Management of Dairy co-operatives: Organisational structure milk procurement, transportation, processing, marketing - production enhancement programmes, plant management capacity utilisation - management of seasonal fluctuation.

UNIT 5: Criteria for judging the operational efficiency of co-operatives - programmes for management development in co-operatives - common cadres - recruitment boards, consultancy and promotion. Role of computer in Cooperative Management - Application of decision tree - Zero based budget and operation research techniques to Co-operatives.

REFERENCES:

1. A.K.Shah, Functional Management for the co-operation Rainbow Publications, Kavundampalayam, Coimbatore-30, Rs.30/1988.
2. Dr.S. Nakkiran, A. Treatise on Co-operative management Rainbow Publications, Kavundapalayam, Coimbatore-30, 1988 Rs.45/-.
3. O.R. Krishnaswamy, Human Resources Management and Industrial Relations, Rainbow Publications, Kavundapalayam, Coimbatore-30 Rs.100/- 1987.
4. V.Kulandaiswamy, Principles and practice of co-operative management, Rainbow publications, Kavundampalayam, Coimbatore-30 Rs.25/- 1986.
5. ICA, Readings in co-operative management, ICA Regional Office and Education Centre, New Delhi - 110 004. Rs.30/- 1977.
6. K.M.N.Elayath, New Vistas on co-operative management, Rainbow publications, Kavundampalayam, Coimbatore-30, Rs.45/- 1984.

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