

CC V Advanced Cooperative Management

UNIT 1.

Management and Administration: Concept and differences – Values underlying cooperative management. Features and special goals of cooperative management – Professionalizing of cooperative management - Officialisation of cooperatives. Balancing of cooperative character and economic viability – Balancing of democratic control and business efficiency.

UNIT 2.

System Approach: Meaning- Systems Approach to Cooperative Management, Management by Objectives (M.B.O) – Concept, meaning, importance, characteristics of M.B.O – Management by objectives in cooperative organizations.

UNIT 3.

Decision Making: Meaning – New approaches to decision making – Risk analysis – Decision tree – Contingency analysis – Strategic Management – Competitive environment and cooperatives – Competitive strategies alternatives – Alternative choices SWOT analysis.

UNIT 4.

Control Techniques: Importance – various control techniques – Budgetary control – Zero base budgeting – Programme budgeting – Operations Research technique.

UNIT 5.

Criteria for judging the Operational Efficiency of Cooperatives : Indicators of efficiency – Membership coverage, resource mobilization – Minimization of cost of capital – Maximization of return on investments – Capacity utilization – Inventory Management – Productivity Management – Profitability – Impact on the living conditions of members – Management audit – meaning – importance and features of management audit.

References

- 1) Kamat,G.S., *New Dimensions of Cooperative Management*, Himalaya Publishing house, New Delhi.
- 2) Krishnaswamy, O.R., *Cooperative Democracy in Action*, Somaiya Publishinh House, Mumbai.
- 3) Kulandaiswamy, V., *Text Book of Cooperative Management*, Arudra Academy, Coimbatore
- 4) Nakkiran S., *A Treatise on Cooperative Management*, Rainbow Publications, Coimbatore.
- 5) Sha,A.K., *Professional Management for the Cooperatives*, Vikas Publishing House, New Delhi.
- 6) Shah, Tushaar, *Catalyzing Cooperation*, Sage Publications, New Delhi
- 7) Shah, Tushaar, *Making Farmers' Cooperatives Work*, Sage Publications, New Delhi
- 8) Sinha, S.K. & R.Sahaya, *Management of Cooperative Enterprises*, NCCT, New Delhi.