BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024  
**M.Com. Cooperative Management** – Course Structure under CBCS  
(For the candidate admitted from the academic year 2016-2017 onwards)  
*(updated on 12-6-2017)*

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Course Title</th>
<th>Ins. Hrs / Week</th>
<th>Credit Hrs</th>
<th>Exam Hrs</th>
<th>Marks</th>
<th>Total</th>
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<tbody>
<tr>
<td>I</td>
<td>Core Course – I (CC)</td>
<td>Cooperation: Theory and Development</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>25</td>
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<td></td>
<td>Core Course – II (CC)</td>
<td>Management of Cooperative Enterprises</td>
<td>6</td>
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<td>Core Course – III (CC)</td>
<td>Managerial Economics</td>
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<td>Core Course – IV (CC)</td>
<td>Organisational Behaviour</td>
<td>6</td>
<td>4</td>
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<tr>
<td></td>
<td>Elective Course – I (EC)</td>
<td>Rural Development or Rural Social Institutions</td>
<td>6</td>
<td>4</td>
<td>3</td>
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<td>20</td>
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| II       | Core Course – V (CC)                      | Cooperative Accounts and Audit                  | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – VI (CC)                     | Financial Management                             | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – VII (CC)                    | Human Resource Management                       | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – VIII (CC)                   | Research Methods and Statistics                 | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Elective Course – II (EC)                 | Investment Management or Quantitative Techniques| 6               | 4          | 3        | 25    | 75    | 100   |
|          | **TOTAL**                                 |                                                 | 30              | 24         |          |       | 500   |

<p>| III      | Core Course – IX (CC)                     | Legal Frame work for Cooperatives               | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – X (CC)                      | Dynamics of Cooperation                         | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – XI (CC)                     | Marketing Management                             | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Core Course – XII (CC)                    | Practical Training and Internship               | 6               | 5          | 3        | 25    | 75    | 100   |
|          | Elective Course – III (EC)                | Services Marketing or Export Marketing          | 6               | 4          | 3        | 25    | 75    | 100   |
|          | <strong>TOTAL</strong>                                 |                                                 | 30              | 24         |          |       | 500   |</p>
<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Credits</th>
<th>Theory</th>
<th>Practical</th>
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<tr>
<td>IV</td>
<td>Cost and Management Accounting</td>
<td>5</td>
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<td>Management Information System</td>
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<td>Strategic Management or Project Management</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<td>Total Quality Management or Retail Management</td>
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<td>3</td>
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<td>Project (Dissertation and Viva-Voce)</td>
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**Note:**

1. Project : 100 Marks
2. Dissertation : 80 Marks - Passing minimum 40 marks
3. Viva Voice : 20 Marks - Passing minimum 10 marks

**Note:**

1. Theory Internal 25 marks External 75 marks
2. Separate Passing Minimum is prescribed for Internal and External
   a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
   b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
   c) The Passing minimum not less than 50 % in the aggregate
CORE COURSE - I
COOPERATION: THEORY AND DEVELOPMENT

OBJECTIVES:
• To facilitate the students to understand the values and Principles of Cooperation
• To facilitate the students to gain knowledge on the various cooperative development models
• To enable the students to understand the Government Policies towards cooperatives and development of cooperatives during pre and post independence era.

UNIT I

UNIT II

UNIT III
Cooperative Development in Abroad: Working profile of Consumers Cooperatives in Sweden and U.K - Cooperative Banking in Germany & Italy - Milk Producers Cooperatives in Denmark - Cooperative Farming Societies in Israel - Reasons for their success in their performance and contribution to their national economy.

UNIT VI

UNIT V
REFERENCES:

CORE COURSE - II
MANAGEMENT OF COOPERATIVE ENTERPRISES

OBJECTIVES:

• To familiarize the students with the concepts of Management of Cooperative Enterprises.
• To enable the students to understand the governance structure of cooperative enterprises.
• To enable the students to understand the basic issues faced by the cooperatives.

UNIT I

Cooperatives as an Economic Enterprise: Characteristics- Cooperatives as social Enterprises – Cooperatives as Tiny and Village enterprises - Group and Community, Socio-Cultural factors influencing Cooperative behaviour-Cooperation as a Social Movement.

UNIT II

Cooperative Management: Concept – Goals – Governance Structure – Board and Executive Relationship - Participative Democratic Control – Comparison of Managements of Profit Businesses and Cooperative (non profit) Businesses.

UNIT III

Administrative System for Cooperatives: At Central, State levels – Registrars of Cooperative societies – Functional Registrars- Their powers and duties – Administrative set up under the control of RCS.

UNIT IV


UNIT V

Cooperative Governance and Empowerment-97th Constitutional Amendment-2011-New Generation Cooperatives – SWOT Analysis
References

CORE COURSE -III
MANAGERIAL ECONOMICS

OBJECTIVE:
To make the students to realize the usefulness of economic tools, principles & laws in making business decisions.

(Theory only)

UNIT I

UNIT II

UNIT III
Price and Output decisions under different marketing structures - Perfect competition, Monopoly, Oligopoly & Monopolistic Competition – Price discrimination – Pricing OBJECTIVES, policies, Strategies and methods – Price differentials – Price forecasting.

UNIT IV
Profit – Nature & Concept – Profit Planning, policies and Forecasting – measurement of profit Interest – Rent.

UNIT V

REFERENCES:
CORE COURSE IV
ORGANISATIONAL BEHAVIOUR

OBJECTIVE :

To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organisation (Theory only)

UNIT I

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

UNIT II


UNIT III


UNIT IV

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict

UNIT V

REFERENCES

1. L.M. Prasad, Organisational Behaviour – Sultan Chand & Sons, Delhi.
ELECTIVE- I
(A): RURAL DEVELOPMENT

OBJECTIVE :

• To understand the Concept of Rural Development Administration and various Rural Development Programmes.

UNIT I

Rural Development: Concepts – Definition – OBJECTIVEs and Scope- Components – Features of Rural Economy – Approaches to Rural Development in India–Programmes of Rural Development during Five year plans.

UNIT II

Theories of Development: Gandhian Approach to Development – Obstacles to Growth and Development - Millennium Development Goals - Prof. Amarthiasen’s Approaches to Development

UNIT III


UNIT IV

Infrastructure Centered: Health, Education, Sanitation, Drinking water, Rural Connectivity, Samathuvapuram– Common Property Resources (CPR) - Joint Forest Management(JFM) Ground Level Water Management- PURA Model.

UNIT V


REFERENCES :

ELECTIVE –I
(B): RURAL SOCIAL INSTITUTIONS

OBJECTIVES:

• To enable the students to conceptualize the structure and functioning of Indian Society.
• To sensitize the students to the diverse dimensions and interconnectedness of Indian Society.
• To enable the students to develop insight into the various facets of nation building in India society.

UNIT-I

Indian society: Conceptualization- Groups and communities-Unityy in diversity, cultural diversity: regional, linguistic, religious and tribal, religious pluralism-religious reform movements.

UNIT-II


UNIT-III

Rural Economy and Religion: Agriculture and Allied Activities - khadi, cottage and village industries- land reforms- Beliefs and practices-village temple festival-change in religious life- Islam, Christianity, Buddhism factors in continuity and change.

UNIT-IV

Marriage and Family-marriage among Hindus, Muslims, Christian changing trends-family - significance, structure characteristics of joint family-changing trends

UNIT-V

Political Organization and leadership: Structure of village administration: tradition and modern-PRIs-changing trends in leadership-aspect at loggerheads.

REFERENCES:

CORE COURSE V
COOPERATIVE ACCOUNTS AND AUDIT

OBJECTIVE:
- To gain knowledge about Accounting and auditing system in Co-operative Societies.

UNIT I

UNIT II

UNIT III

UNIT IV
Audit Programme for Selected Co-operatives: Co-operative Credit Institutions (PACS, DCCB and Non-Credit Co-operatives (Marketing Cooperatives, Consumers Co-operatives, Dairy Co-operatives and Industrial Co-operatives) - Audit Classifications- Preparation of Final Audit Memorandum and its Enclosures- Schedule of Audit defects.

UNIT V
Embezzlement and Fraud: Various Methods- Methods of their detection- safeguard in internal checking and internal audit- Recent Trends in Audit-International Standard of Audit (ISA)

REFERENCES:
2. Cooperative Audit, Krishnaswami O.R,
CORE COURSE VI
FINANCIAL MANAGEMENT

OBJECTIVE:

- To enable the students understand concepts and application of financial management tools.

(Theory & Problem)

UNIT I

Financial Management: Meaning, nature and scope of finance; Financial goal – Profit Vs Wealth Maximisation; Finance functions – investment, financing and dividend decisions.

UNIT II

Fundamental valuation concepts: - Time value of money – Compound value, Present value; Risk and Return – concept, Risk in portfolio context, Relationship between Risk and Return.


UNIT III

Cost of capital: Meaning and Significance of cost of capital; calculation of cost of debt, pREFERENCE capital, equity capital and retained earnings; combined cost of capital (weighted).

Financial Leverage: Meaning, Measurement of leverages; Effect of Operating and Financial Leverage on Profit; Analysing alternate financial plans; combined financial and operating leverages.

UNIT IV


UNIT V

Management of working capital: Meaning, Significance and Types of working capital; calculating operating cycle period and estimation of working capital requirements; sources of working capital; Management of cash, receivables and inventory.

(Note: Theory: 45 Marks; Problems: 30 Marks)
REFERENCES

8. Srinivasan, Financial Management, Vijay Nicole, Chennai
CORE COURSE VII
HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

• To impart knowledge on the concepts and principles of HRM followed in different types of organization. (Theory only)

UNIT I


UNIT II


UNIT III

Training –Meaning, Need - Selection of Trainees- Methods of Training – Evaluation of Training - Management Development Programmes-Methods - Promotion – Types, Merits- Demotions; Carrier Planning - Transfers,

UNIT IV


UNIT V

REFERENCES:

CORE COURSE VIII
RESEARCH METHODS AND STATISTICS

OBJECTIVES:

Upon completion of the course, the students will be able to:

• identify and formulate a problem for research.
• prepare suitable research design to study a research problem to be formulated
• choose appropriate methods of sampling, tools and techniques of data collection
• process the data collected in the field and to analyse by using appropriate statistical methods
• prepare research report in a professional manner.

UNIT I

UNIT II
Research design: Explorative, Experimental, descriptive, Case study and survey methods - Content Analysis - Intervention and Interdisciplinary Studies - Mixed methods.

UNIT III
Data collection: Sampling and non-sampling techniques - Data collection methods – interview, schedule, Questionnaire, and observation. Online research methods, psychological tests, projective techniques. Validity and reliability of scales - Research Report - Components and format of research report - Reference materials, quotations, bibliography, footnotes, glossary and appendix, dissemination of findings.

UNIT IV
Descriptive Analysis: Measures of central tendency, dispersion, skewness and kurtosis – Correlation of Analysis, Association of attributes, Multiple regression and correlation analysis, concepts of Factor analysis - Statistical software and its uses.

UNIT V
Inferential Analysis: Basic concepts and Hypothesis testing and Estimation; Steps in hypothesis testing. Tests for Large and small samples – Z test, t-test and F-test, Chi-square test, Mann-Whitney test, and ANOVA
REFERENCES:

2. Shajahan Dr. S. (2006) Research Methods for Management (Text and Cases), New Delhi: Jaico Publishing House,
OBJECTIVE:

To enable the students understand the investment avenues and evaluation.

UNIT I
Nature and scope of Investment Management Investment objectives –
Investment Process – Investment Media Security and Non-security forms
of Investment gilt edged securities – Sources of Investment information.

UNIT II
New Issues Market – Methods of Issuing – Parties involved in the new
issue market – Secondary market – Stock Exchanges – NSE and BSE –
Trading mechanism – online trading – SEBI and Investors production.

UNIT III
Security Analysis – Approaches to Security Analysis – Fundamental
Analysis – Technical Analysis – Dow Theory – Random Walk Theory -
Efficient Market Hypothesis.

UNIT IV
Portfolio Analysis – Traditional and Modern approach – Rationale of
Diversification of Investments – Markovitz theory – Sharpe Index Model -
Capital Asset Pricing Model.

UNIT V
Investment companies in India – Types Mutual Fund Operations in India
– UTI – SEBI and RBI Guidelines for Mutual Funds.

Note: Theory only
BOOKS FOR REFERENCE:

2. Dr S Gurusamy–Security Analysis & Portfolio Management–Vijay Nicole Imprints Pvt Ltd, Chennai.
OBJECTIVE:

- To acquaint the students with the Statistical tools and techniques for managerial decisions.

(Theory & Problems)

UNIT I

UNIT II

UNIT III
Significance Tests in Small Samples (t test) – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test – Analysis of Variance (One way and two way classification).

UNIT IV

UNIT V

Note: 50 marks problem; 25 marks Theory

REFERENCES

OBJECTIVE:
- To enable the students to understand the Cooperative Legal Framework and other related Laws with particular reference to Tamilnadu

UNIT-I

Cooperative Legislation: Need for Legal Framework for Cooperatives-
History of Cooperative Legislation in India- Cooperative Credit Societies
Act of 1904- Cooperative Societies Act of 1912 - Model Cooperative
Societies Bill 1957 – Model Cooperative Societies ACT 1991- Features of
Self Reliant Cooperatives Societies Act 1995 – Multiunit Cooperative

UNIT-II

The Tamil Nadu Cooperative Societies Act 1983 and Rules 1988:
Provisions Relating to Registration, Amendment of Bye Laws, Division-
Amalgamation, Qualifications and Disqualification of Members-
Management of Cooperatives - Duties and Privileges of Registered
Societies - Properties and Funds of a Registered Societies - Net Profit
Distribution.

UNIT-III

The Regulatory Provisions Relating to Cooperatives – Audit, Inquiry,
Inspection, Surcharge-Supersession of the Board-Winding up of
Cooperatives- Settlement of Disputes – State Aid to Registered
Cooperatives.

UNIT-IV

The Provisions Relating to Employees of Cooperatives: Common
Cadre-Recruitment Bureau-Selection, Placement- Rewarding – Offences
and Penalties to Employees – Provisions relating to Appeal -Revision-
Review- Cooperative Tribunals.

UNIT-V

Other Laws – Indian Contract Act of 1872 - Essential of Valid Contract -
Breach of Contract and its Remedies. Sale of Goods Act 1930- Sale-
Agreement to Sell, Transfer of Properties Act 1882- Features, Indian
limitation Act 1963 - Meaning– Computation of Period of Limitations,
Consumer Protection Act 1986- Definition- Features, Right to
Information Act 2005- Features.
REFERENCES:

1. Vidwans M.D., Cooperative Law In India, Sahithya Bhavan Publishers, New Delhi, 1956
5. Weerman P.E., A Model Cooperatives Societies Law With The Authors Commentary, New Delhi, ICA, 1994
CORE COURSE X
DYNAMICS OF CO-OPERATION

OBJECTIVES:

• To enable the students to understand the Indian economic resources and the role of cooperatives in Primary, secondary and tertiary sectors
• To enable the students to understand the issues confronted by cooperatives in promotion of Indian Economy.

UNIT I

Indian Economic Resources: Its resource bases- resources optimization for balanced economic growth; integration of primary, secondary and tertiary sectors-the role of cooperatives, and other business enterprises.

UNIT II

Cooperatives in the Primary sector: Constitution, Structure and working Performance of Cooperative Agricultural credit structure, cooperative Farming and allied Cooperatives - Problems and prospects (with reference to Tamil Nadu).

UNIT III

Cooperatives in the Secondary Sector: Constitution, structure and working Performance of milk, sugar, tea and handloom weaving cooperatives - their problems and prospects (with reference to Tamil Nadu).

UNIT IV

Cooperatives in the Tertiary Sector: Constitution, structure and working Performance of banking, marketing and Consumer Cooperatives - their problems and prospects. (with reference to Tamil Nadu)

UNIT V

Issues on Cooperative Development: Cooperative principles Vs practices, State partnership, leadership in Cooperatives, peoples participation, producer & company as alternative model (with reference to Tamil Nadu).
REFERENCES:

CORE COURSE XI
MARKETING MANAGEMENT

OBJECTIVE:
To enable the student to understand the concepts of modern marketing and various strategies employed in marketing management.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

REFERENCES
CORE COURSE XII
PRACTICAL TRAINING AND INTERNSHIP

OBJECTIVES:

- To impart practical knowledge on the management and working of various types of agricultural and non-agricultural co-operative institutions
- To develop Managerial leadership and initiative to adopt management practices relevant to Cooperatives.

THE FIRST PHASE (PRACTICAL TRAINING)

The First Phase of Training will be visits to and observation study of various types of District, Apex and National level cooperative institutions as furnished below. The Training should be given under the Guidance and Supervision of the staff in charge who should accompany the students. The students should maintain a systematic record for Practical Training. The following Institutions may be considered to provide practical managerial knowledge to students.

DISTRICT LEVEL:

- District Central Co-operative Bank
- District Consumer Cooperative Whole Sale Stores
- District Cooperative Milk Producers Union
- District Cooperative Union
- Circle DRCS Office or JRCS Office
- Urban Cooperative Bank
- Agro-processing units: Cooperative Sugar Factory

APEX LEVEL

- Tamil Nadu State Apex Co-operative Bank,
- Tamil Nadu State Co-operative Agricultural and Rural Development Bank
- Tamil Nadu State Coop. Housing Federation.
- Tamil Nadu State Co-operative Union.
- Tamil Nadu State Co-operative Marketing Federation. (TANFED)
- Tamil Nadu Handloom Weavers Co-operative Society. (Cooptex)
- Tamil Nadu State Urban Cooperative Bank Federation.
- Tamil Nadu State Cooperative Sugar Federation.
- NCDC, NAFED, IFFCO, KRIBHCO – Regional office,
- Tamil Nadu Industrial Cooperative Bank.( TATICO Bank),
- Any other State level federations
NATIONAL LEVEL
Visiting inter State Cooperative Organisations, Offices / Branches of various National Level Co-operative Institutions functioning at the State Headquarters.

EVALUATION (FIRST PHASE – 25 MARKS)
Evaluation of Practical Training for 25 marks will be done by the Coordinator/ Staff incharge of the course, on the basis of training records maintained by the students.

SECOND PHASE (INTERNSHIP)
The students are to be assigned with the internship training for a period of two weeks- For this purpose students may be divided into batches. The staff in-charge may check their work by making surprise visits. Any two of the following types of Co-operative institutions may be selected for internship.

1. District Cooperative Union / Central Co-operative Bank / Urban Cooperative Bank / PACS.
2. District Consumers Whole Sale Stores / Supermarket
3. Hand loom / Spinning Mill / Sugar Mills / Tea Factories, INDCOSERVE, SAGOSERVE and other Agro-Processing Co-operatives and Sericulture Cooperatives
4. LAMPS, FSS and Marketing Cooperative Societies
5. Apex Level Co-operative Institutions of Various Types: TNSCB, SARDB, TANFED, AAVIN, COOPTEX, TAICO Bank, Housing Federation.
6. District Cooperative Milk Producers Union Ltd.

EVALUATION (PHASE-II - 75 MARKS)
Evaluation of the Phase- II Practical Training (Internship) will be done by the External Examiner and Coordinator/ Staff in-charge of the programme jointly for 75 marks on the basis of internship report submitted by the students and viva voce.

The report is to be evaluated for 50 marks and viva voce for 25 marks
ELECTIVE –III
(A) SERVICES MARKETING

OBJECTIVE:

- To enable students to gain knowledge on marketing of various services.

UNIT I

Services Marketing: Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT II

Concept of services marketing: Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process. Delivering quality Service – TQM in services marketing - Quality standards - process and technological requirements to implement quality standards in services marketing.

UNIT III


UNIT IV


UNIT V

Tourism and Hotel Marketing – Education Marketing – Communication Services Marketing – Health services.

REFERENCES:

3. C.B.Memoria & R.K.Suri, Marketing Management, Kitab Mahal,
OBJECTIVE:

To enable the students to understand the functioning and processes involved in export marketing including the export policies and the development agencies functioning in India

UNIT I

Introduction to Export Marketing: Meaning – OBJECTIVEs – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

UNIT II

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT III


UNIT IV


UNIT V


REFERENCES:

2. Rathor, B.S., and Rathor, J.S., Export Marketing, HPH.
CORE COURSE XIII
COST AND MANAGEMENT ACCOUNTING

OBJECTIVE:
- To make the students understand the techniques and tools of Cost & Management Accounting for decision making.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Budgetary Control: Classification of Budgets – Marginal Costing – Break Even Analysis – Cost Volume Profit Analysis – Standard Costing and Variance Analysis.

(THEORY: 25 MARKS  PROBLEM:50 MARKS)

Text and Reference Books: (Latest revised edition only)
CORE COURSE XIV
MANAGEMENT INFORMATION SYSTEM

OBJECTIVE:

To enable the students to trace the growing importance of information system, vital role in decision making and applications of computers in the system, development process & approaches.

UNIT I


UNIT II

Modern information system – System development Life Cycle – Structured methodologies – Designing computer based method - procedures control and designing structured programs.

UNIT III

Functional areas - Finance, Marketing, Production, Personnel – Levels, Concepts of DSS, EIS, ES – Comparison - concepts and knowledge representation – managing international information system.

UNIT IV


UNIT V


REFERENCES:

ELECTIVE –IV
(A): STRATEGIC MANAGEMENT

OBJECTIVE:

To enable the students to understand the processor involved in the formulation of business strategies including implementation and control of strategies towards effectiveness

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V

REFERENCES:

5. Strategic Management – An Integrated Approach – W.L. Charles and John Gareth,
OBJECTIVE:

To enable the students to identify and formulate projects and acquire knowledge about tools and techniques in project planning, implementation and control.

UNIT I


UNIT II


UNIT III


UNIT IV

Project Planning and Scheduling: Objectives – Process or Planning Components or good planning – Project designing and project scheduling and time estimation – Scheduling to match availability of man power and release of funds – Cost and time trade cost.

UNIT V

References

1. For UNIT II and IV Total project Management The Indian context by PK. Joy – Mac millan India Ltd.,
2. For UNIT I and V Project Management – by R. Panneerselvam and P. Senthil kumar PHI learning India PVT Ltd.,
7. Project Management – Management extra series – ANE books
8. P. Gopalakrishnan & VE. Ramamoorthy, Text book of project management, Macmillan India Ltd.,
OBJECTIVE:

To enable the students to gain knowledge on various tools and techniques of quality control and management.

UNIT I
Introduction to Quality Control : Quality and Cost Considerations - Statistics and its Applications in Quality Control

UNIT II
Sampling Inspection in Engineering Manufacture - Statistical Quality Control by the Use of Control Charts- Methods of Inspection and Quality Appraisal - Reliability Engineering – Value Engineering and Value Analysis

UNIT III
Theory of Sampling Inspection : Standard Tolerancing - ABC Analysis - Defect Diagnosis and Prevention

UNIT IV
Quality Improvement: Recent Technique for Quality Improvement - Zero Defect – Quality Motivation Techniques - Quality Management System and Total Quality Control

UNIT V

REFERENCES:

5. Srinivasa Gupta and Valarmathy, Vijay Nicole Imprints Pvt Ltd., Chennai
Elective –V

(B): RETAIL MANAGEMENT

OBJECTIVE:
To gain an in-depth knowledge about Retail Management and strategies employed.

(Theory only)

UNIT I
Retailing: Definition –Concept - Characteristics –Traditional and non-Traditional retailing – Applications of information technology in retail management - E-Retailing.

UNIT II
Global trend in retailing: Indian retail industry –Drivers to the growth of retail –Macro and micro environmental influences –Creativity in retailing -Emerging trends and challenges - FDI in retailing - Rural retailing.

UNIT III

UNIT IV
Merchandise management: Service retailing Vs. Product retailing –Retail branding - Pricing for retail –Promotion –Supply chain and logistics - handling returns –Retail marketing strategies -Retail Communications - Mall Management

UNIT V
Shopping process: Influences of shoppers’ attitude, perception, personality and life style in retail shopping behaviour –Handling complaints –Delivering value to retail shoppers - CRM in retailing –Retail research

REFERENCES:
5. Integrated Retail Management” - James R. Ogden and Denise J. Ogden – Biztantra Publisher, New Delhi.
PROJECT

PROJECT (DISSERTATION AND VIVA-VOCE)

OBJECTIVES:

To facilitate the students to understand the cooperative enterprises systematically and present the research report as per the acceptable format.

The project topics are to be finalised to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining Co-operatives. Each candidate should submit two copies of dissertation as per guidelines to the Controller of Examination and one copy to the department concerned. The project will be evaluated for 100 marks (ie. 80 marks for Dissertation work and 20 marks for Viva-Voce) by Internal (Supervisor) and External Examiners. The average of the Marks of the Internal Examiners (Supervisors) and External Examiners shall be considered as the final marks to be awarded for project. The passing minimum for Dissertation is 40 marks and viva voce examination is 10 marks.