

BHARATHIAR UNIVERSITY - COIMBATORE-641046

M.Phil. / Ph.D. – COOPERATION

PART-I SYLABUS (with effect from 01.01.2009 onwards)

Paper-I : Research Methodology

Paper-II : Research Trends

Paper-III :

1. Industrial Cooperatives
2. Management of Housing Cooperatives
3. Cooperative Banking
4. Marketing Management
5. Cooperative Marketing.

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M.Phil –Cooperation (FT/PT) From 01.01.2009 Onwards

Paper-I : Research Methodology

UNIT-I

RESEARCH:

Meaning, Characteristics of Research – importance of research in social sciences – approaches to social research: Inductive – Deductive; Theoretical – Empirical – Disciplinary – Inter-Disciplinary.

UNIT –II

TYOLOGY OF RESEARCH: (Based on Methods)

Historical, descriptive, Experimental, case study and survey methods (based on purpose) Fundamental/pure research, Applied research, Action research, Evaluation research.

UNIT –III PLANNING A RESEARCH PROJECT:

Identification of researchable issues – Formulating Research Problem – Research design – Components of research design – Review of literature – Use of library – Reference reading and documentation – locating sources of data – Primary and Secondary sources.

UNIT –IV TOOLS AND TECHNIQUES OF RESEARCH: (WRT) Sampling - Methods of Sampling – Tools of Data Collection – Observation – Interview – Schedules of Questionnaire – Developing Scales and Indices.

UNIT-V ANALYSIS OF DATA:

Editing, Coding, Transcription and Tabulation of data – Statistical Analysis – Measures of Central tendency, measures of dispersion trend analysis – Methods of testing Hypotheses – ANOVA and chi-Square test – Forecasting techniques – Interpretation and Writing of Research Report.

REFERENCE BOOKS:

1. P.V Young: Scientific Social Survey and Research
2. Whitney: The Elements of Research
3. C.Boser : Survey, Methods in Social Investigation
4. Good and Hatt: Methods in Social Research
5. M.H Gopal: Research Report Writing
6. O.R. Krishnasamy: Methods of Research in Social Sciences
7. Resterson: Statistical Methods
8. C.B Gupta: An Introduction to Statistical Methods
9. M.V.P Murthy: Sampling Theory and Methods
10. Sri Ramakrishna Mission Vidyalyaya : A Hand Book of Methodology of Research.

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Paper-II : Research Trends

UNIT-I : PLANNED DEVELOPMENT OF CO-OPERATION IN INDIA

Macro Co-operative Policies, Strategies and Programmes of Co-operative development – Structural features of various types of cooperatives –Inputs for cooperative development: Finance, Manpower and Leadership – Infrastructure for cooperative development Promotional agencies, Extension, Research, Education and Training.

UNIT –II : RESEARCH PERSPECTIVES IN COOPERATION :

Scope and Importance – Areas of Research – Major issues for research in cooperation – recent trends in research in the field of cooperation.

UNIT –III : METHODS OF RESEARCH :

Survey Research – Its relevance in the field of cooperation – all India Rural Credit Survey – Procedure for conducting Survey in Rural Communities – Case Study : Its Importance in cooperation – Advantages and Limitations – PRA Methods and its relevance to cooperatives.

UNIT –IV : STRUCTURE OF RESEARCH IN COOPERATION :

Drawing research design – Model research design Schedule Questionnaires – Principles to be observed in designing Schedules / Questionnaires in Rural Household Surveys – Frame work for studying Selected Research Problems – Model Schedule for cooperative societies and Members.

UNIT-V : ANALYTICAL TOOLS :

Testing Hypotheses – Statistical Analysis – Software Packages – SPSS – Diagramatic representation – Graphs – Charts – Format of Research Report – Style of writing.

REFERENCE BOOKS:

1. Dr.C.T.Kurien : Research in Economics
2. WMNICM : Research in Cooperation
3. P.V.Young : Scientific Social Surveys and Resarch
4. FAO : Guide to Methods and Procedure of Rural Credit Survey
5. JOURNALS: 1. Indian Cooperative Review.
2. Cooperative Perspective.

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Paper III : Special Paper : **1. Industrial Co-Operatives**

UNIT-I

Economic significance of Small Scale Industries – Need for organizing Small Scale Industries on Co-operatives lines.

UNIT-II

Historical development of Industrial Co-operative in India – plan period – Co-operative Planning Committee- village and Small Industries Committee 1955. First working group on industrial co-operatives – second working group on industrial co-operatives – Khadi and village Industries Committee.

UNIT-III

Types of Industrial Co-operatives in India – Societies for workers and Artisans – features – Societies for Agricultural Processing - features- Societies for Technocrats features.

UNIT-IV

Management of Agricultural processing co-operatives – with special reference to planning – Organizing – Control-Finance –Raw materials – Capacity Utilization – Marketing.

UNIT-V

Management of other Industrial Co-operatives – Organizational pattern – Operational features – Managerial problems.

REFERANCES:

1. Industrial cooperatives in India – S.C.Mehta
2. Small is beautiful – Joseph Chumecher.
3. Year book of agricultural co-operation – Plunkett Foundation for Co-operative studies
4. Margaret Digby – World Co-operative Movement.
5. Sapre & K.Chellappa - Co-operative Tea Factories in India.
6. WP.Watkins - Co-operation in European Economic Community.

REPORTS:

1. First working group on Industrial Co-operatives.
2. Second working group on Industrial Co-operatives
3. Report of the co-operative Planning Committee.

JOURNALS:

- 1.Review of International Co-operation.
- 2.Annuals of Public and Co-operative Economy.
- 3.Indian Co-operative Review.
- 4.Co-operative Perspective.
- 5.Khadi Gramodyog.

2. Management of Housing Co-operatives

1. Housing Problems – Nature and dimensions – Estimation of housing needs – Housing shortages Measures taken to relieve housing shortages – during 5years plans.
2. Cooperative Housing – origin and growth - Co-operative Housing in other countries – types of housing cooperatives – constitution and working – advantages of housing cooperatives.
3. Management of housing cooperatives – resource mobilization and utilization – transaction cost - set created and benefits rendered – risk – financial result – social benefits – neighbourhood development.
4. State aid to housing cooperatives – programmes and schemes implemented for promotion of urban and rural housing – and their effects.
5. Institutional support for housing cooperatives – state cooperative housing federation – national federation of housing cooperatives - HDFC, LIC, etc

References:

1. Practices of housing cooperatives : by D.D. Naik
2. Readings in cooperatives housing : by international co-operative Alliance.

Journal:

1. Tamilnadu journal of cooperation.
2. Co-operator.
3. NCHF Bulletin.

3. Cooperative Banking

UNIT – I

Banking Business in India – Need for Diversification – Agricultural , Small Industries, Industries Finance – exports – class Banking Vs Mass Banking concept.

RBI – functions, credit control techniques, monetary policy– SBI – origin, functions and progress – commercial banks – nationalization of commercial banks – recent trends in banking – Financial sector reforms – prudential norms.

RRB's – Origin and Development, Objectives, Functions, Credit Policy, Problems and limitations.

COOPERATIVES BANKS: Structure–Functions,Progress, Achievements & Problems.

UNIT – II

Development Banking – Concept, Objectives, Functions, Types – IDBI – IFCI – ICICI – Industrial Reconstruction Corporation of India.

UNIT – III

Financing of Priority Sector – Progress made by Commercial Banks – Small Business Finance – Strength and Weakness of Banks in Financing Priority Sector – Deposit Insurance and Credit Guarantee Corporation – Financing Rural Sector – Role of NABARD.

UNIT - IV

Cooperative Banking Structure – ST., LT., Credit structure – FACB – DCCB – PARIB – SCARDB.

Management of Cooperative Banks – Viability, Funds Management – NPA, RBI guidelines – Recommendations of Vaidyanathan Committee Narasimham Committee and Capoor Committee.

UNIT – V

Management of Credit and Investment – project Evaluation, Technical, Commercial and Financial Feasibility – Ratio Analysis – Break even a Analysis, Cash Flow and Fund Flow Analysis, Return on Investment.

REFERENCES:

- 1.M.Radhaswami & Vasudevan, Textbook of Banking, S.Chand& co. New Delhi.
- 2.P.Sulla Rao, Principles and Practice of Banking Management, Himalayan Publishing House, Bombay.
- 3.P.Saravanavel, Modern Banking in India & abroad, Margam Puplications,Chennai-18.
- 4.Vasant Desai, Development Banking Issues and Options, Himalayan Puplicating House, Bombay.
- 5.S.Nakkiran and John Winfred, Cooperative Banking.
- 6.R. Thirunarayanan, Cooperative Banking.
- 7.James Van Home, Fundamentals of Management.

4. Marketing Management

UNIT – I:

Marketing Management, Concept, Systems, Approach to marketing, Marketing Management Functions; Marketing planning, Programme and strategy, Marketing organizations, Marketing control.

UNIT – II:

Consumer Behavior – Demand patterns, Marketing Control, Segmentation, Product planning – Product mix, product Development, Branding and Packaging policies, method of pricing.

UNIT – III:

Sales Management : Sales planning and organization, sales promotion Advertisement, Marketing Research, Marketing management in Marketing and processing cooperatives, involvement of cooperative Rural Marketing – measuring of Marketing efficiency of Marketing cooperatives .

UNIT – IV:

Marketing information system and Marketing research – concept and components of Marketing information system – internal record system – Market intelligent system.

UNIT – V:

Controlling Marketing performance and the financial aspects – the Marketing audit – importance of standards, difficulty of productivity analysis, over all standards, price volume relations. Distribution cost analysis, analytical ratios – budgets – evaluating the sales force, evaluating advertising effectiveness.

BOOKS:

1. Marketing Management – Philip Kotler.
2. Marketing Management – S.A.Sherlekar.
3. Marketing Management – R.S.Dawar
4. Marketing – J.C.Gandhi.
5. Functional Management for the Co-operatives – A.K.Sah.

5. Co-operative Marketing

UNIT - I

Nature and significance of Marketing in economy in general and in Cooperative Sector in Particular – Concepts of Market – Market form economic point of view and management point of view - Concepts of Marketing – Objectives, Importance, Functions involved in marketing process, Channels of distribution of products, Cooperatives as vital Channels, Market Segmentation – Modern Marketing system and environmental factors – need to apply effective marketing principles in cooperative sector.

UNIT – II

Approaches to the study of marketing and marketing efficiency – criteria for Marketing efficiency – promotion of marketing efficiency in marketing and industrial cooperatives.

UNIT – III

Marketing Management – Systems approach to Marketing – Functions of marketing management in relevant cooperatives – Concept of Marketing mix.

UNIT – IV

Product planning – Relevance in industrial cooperative like weaver's cooperative societies – Pricing policy and method in relevant cooperatives – Sales promotion – planning and organization of sales management – Importance of branding, packaging, advertising, salesmanship, insurance, trade credit and Marketing research – Relevance in cooperatives, sales budget.

UNIT – V

Marketing of manufactured goods and agricultural commodities – characteristics – disabilities in farm product Marketing – nature of involvement of Marketing in cooperatives (at various levels) in agricultural Marketing – progress and problems of Marketing cooperatives – hoe to improve input and output Marketing management in Marketing cooperatives? Disabilities in village, cottage and small scale industrial product Marketing - Marketing strategies appropriate for agricultural and industrial cooperatives.

REFERENCES:

Books:

1. Philip kotler: Marketing management analysis
2. Heaper: modern Marketing dynamics and management
3. Jones,N. Carman& others: Marketing principles and methods.
4. Simons: Successful Sales Management
5. David and Maynard: Sales Management

6. Cundiff, WE&Still RR: Basic Marketing
7. Britt & beyd(ED): Marketing Management and administration.
8. Tousley, Clerk & Clark :Principles of Marketing
9. Convence, Hugy & Mithel: Elements of Marketing
10. William J Stantion: Fundamentals of Marketing
11. Dr.B.S.Mathur: Cooperative Marketing
12. Neelamegam S: Marketing management in India
13. Sarin and Gopalakridhnan: Marketing in India
14. Sherlekar,SA: Marketing management
15. Sexena and Nigam: A study of Marketing in India
16. Govil: Marketing in India.
17. JC Sinha: Principles of Marketing and salesmanship.

Reports:

- 1.Commodity survey reports of directorate of Marketing and inspection, ministry of agriculture, govt. of India.
- 2.RBI's committee report on cooperative Marketing.
- 3.NCDC'Ss committee report on cooperative Marketing and processing.
- 4.Draft five year plan reports, planning commission.

Journals:

- 1.NAFED marketing review
- 2.Indian Journal of marketing.
