

**BHARATHIAR UNIVERSITY - COIMBATORE-641046**

**M.Phil. / Ph.D. – COOPERATION**

**PART-I SYLABUS (with effect from Jan. 2009 batch onwards)**

- Paper-III** :
1. Industrial Cooperatives
  2. Management of Housing Cooperatives
  3. Cooperative Banking
  4. Marketing Management
  5. Cooperative Marketing.

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**BHARATHIAR UNIVERSITY: COIMBATORE**

**M.Phil –Cooperation (FT/PT)  
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 and 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.

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