

**SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE  
OF ARTS AND SCIENCE (AUTONOMOUS) COIMBATORE –  
641020**

**Post Graduate and Research Department of Co-  
operation M.Com. Co-operative Management**

For candidates admitted from the Academic Year 2016-2017 Onwards  
Under New Choice Based Credit System (CBCS)

**SCHEME OF EXAMINATIONS**

**SEMESTER-I**

**Programme Code: 16PCM**

S. No	Course Code	Subjects	Hours /Week	Credits	Exam Hrs.	Max. Marks		
						INT.	EXT.	TOTAL
1	16PCM1C01	<b>Core:</b> Co-operation Theory and Development	6	4	3	25	75	100
2	16PCM1C02	<b>Core:</b> Practice of Cooperation in India and Foreign Countries	6	4	3	25	75	100
3	16PCM1C03	<b>Core:</b> Rural Development	6	4	3	25	75	100
4	16PCM1C04	<b>Core:</b> Managerial Economics	6	4	3	25	75	100
5	16PCM1EL1	<b>Elective:</b> Financial and Management Accounting	6	4	3	25	75	100
		<b>TOTAL</b>	<b>30</b>	<b>20</b>	-	<b>125</b>	<b>375</b>	<b>500</b>

**SEMESTER-II**

S. No	Course Code	Subjects	Hours /Week	Credits	Exam Hrs.	Max. Marks		
						INT.	EXT.	TOTAL
1	13 PCM2C05	<b>Core:</b> Management of Co-operative Enterprises	6	4	3	25	75	100
2	13PCM2C06	<b>Core:</b> Research Methodology	6	5	3	25	75	100
3	13PCM2C07	<b>Core:</b> Corporate Accounting	6	4	3	25	75	100
4	13PCM2C08	<b>Core:</b> Management Information System	6	5	3	25	75	100
5	13PCM2EP1	<b>Elective:</b> Computer Applications in Business Lab	6	4	3	40	60	100
		<b>TOTAL</b>	<b>30</b>	<b>22</b>	-	<b>140</b>	<b>360</b>	<b>500</b>

**SEMESTER- III**

S. No	CourseCode	Subjects	Hours /Week	Credits	Exam Hrs.	Max.Marks		
						INT.	EXT.	TOTAL
1	16PCM3C09	<b>Core:</b> LegalFrameworkfor Cooperatives	6	4	3	25	75	100
2	16PCM3C10	<b>Core:</b> OrganisationalBehaviour	6	5	3	25	75	100
3	16PCM3C11	<b>Core:</b> OperationsManagement	6	4	3	25	75	100
4	16PCM3CP1	<b>Core</b> Practical Training: Phase-I	3	3	-	-	100	100*
5	16PCM3CP2	<b>Core</b> Practical Training: Phase-II	3	2	-	-	100	100*
6	16PCM3EL3	<b>Elective (IDC) :</b> Management ofNon-Governmental Organisations	6	4	3	25	75	100
		<b>TOTAL</b>	<b>30</b>	<b>22</b>	<b>-</b>	<b>100</b>	<b>500</b>	<b>600</b>

\*NoInternalandExternalbreakup. 60marksforReportand40Marks forViva-Voceforeachphase

IDC- Offered by Department of Social Work and Semester III – IDC – “Even Management and Social Marketing” is offered to the Department of SocialWork.

**SEMESTER-IV**

S. No	CourseCode	Subjects	Hours /Week	Credits	Exam Hrs.	Max.Marks		
						INT.	EXT.	TOTAL
1	16PCM4C12	<b>Core:</b> Co-operativeAdministration and StrategicManagement	6	4	3	25	75	100
2	16PCM4C13	<b>Core:</b> Rural Resource Base andProjectManagement	6	4	3	25	75	100
3	16PCM4EL4	<b>Elective-:</b> MarketingManagement	6	4	3	25	75	100
4	16PCM4EL5	<b>Elective-:</b> HumanResource Management	6	4	3	25	75	100
5	16PCM4PRO	<b>Core:</b> Project (DissertationandViva-Voce)	6	10	-	80	120	200
		<b>TOTAL</b>	<b>30</b>	<b>26</b>	<b>-</b>	<b>180</b>	<b>420</b>	<b>600</b>

**TotalMarks:2200**

**TotalCredits:90**

**Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous) Coimbatore – 641020**

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**SCHEME OF EXAMINATIONS**

**TOTAL CREDITS AND MARKS**

<b>S.No</b>	<b>Name of the Subject</b>	<b>No. of Subjects</b>	<b>Credits</b>	<b>Marks</b>
1	Core: Theory and Practical Training	14	60	1500
2	Core: Project (Dissertation and Viva Voce)	1	10	200
3	Elective: Theory	4	16	400
4	Elective: IDC	1	4	100
	<b>Total</b>	<b>20</b>	<b>90</b>	<b>2200</b>

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Under New Choice Based Credit System (CBCS)

<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>Subject Code</b>	<b>:16PCM1C01</b>
<b>Course Title</b>	<b>:</b>	<b>Core</b>	<b>Semester</b>	<b>: I</b>
<b>Credits</b>	<b>:</b>	<b>4</b>	<b>Hours /Week</b>	<b>:6</b>
<b>Year</b>	<b>:</b>	<b>First Year</b>		

**COOPERATION THEORY AND DEVELOPMENT**

**Learning Objective:**

- To know about the history and fundamental concepts of Cooperation and development of cooperatives

**Unit– I**

**The Concept of Cooperation:** Cooperative thought process; Pre-Rochdale thinkers; Robert Owen, Charles Fourier, Dr. William King, Post-Rochdale Thinkers; Raiffeisen, Dr. Warbasse, Charles Gide-Schools of Cooperative Thought.

**Unit-II**

**Principles of Cooperation:** Evolution–Rochdale and Raiffeisen Principles-Reformulation of Cooperative Principles–1937, 1966 and 1995 Principles of Cooperation– Values-Limitation.

**Unit –III**

**Cooperative Development in India in different Stages:** Pre and Post- independence period–Types and Structure of Cooperatives-ST&MT Credit- Important Committees on Cooperation: AIRCSC, AIRCRC, ACRC, CRAFICARD and Vaithiyathan Committee (Task Force on short term and Long term Cooperative Credit Structures).

**Unit–IV**

**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–V**

**Cooperative Development in India:** Globalised Era–SWOC analysis on Cooperatives – Paradigm shift of New Generation Cooperatives–Cooperative Governance and Empowerment–97<sup>th</sup> Constitutional Amendment to Cooperatives January 2011.

**Reference Books:**

1. Krishnaswami, O.R. and Kulandaiswamy, V (2000), Cooperation; Concept and Theory (Ist Edition) Arudra Academy.
2. Mathur B.S (1999), Cooperation in India, Sathiya Bhavan,
3. Bedi. R.D: (1986), Theory History and Practice of Cooperation, Loyal Book Depot. Meerut.
4. Dr. S. Nakkiran & Others (1986), History of Cooperative Thoughts, Rainbow Publication, CBE.
5. [www.97thconstitutionalAmendmentJan.2011](http://www.97thconstitutionalAmendmentJan.2011).

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**Programme : M.Com Co-operative Management**  
**Subject Code: 16PCM1C02 Course Title : Core**  
**Semester I**  
**Credits : 4 Hours/ Week : 6**  
**Year : First Year**

**PRACTICE OF COOPERATION IN INDIA AND FOREIGN COUNTRIES**

**Learning Objectives:**

- To enable the student to understand **practice of cooperatives in India and Foreign Countries**

**Unit-I**

**Credit Cooperatives:** Origin, functions, management, structure and issues of credit cooperatives in India and Germany

**Unit-II**

**Dairy Cooperatives:** Origin – Functions – Anand Pattern – Importance – Structure – Constitution and Problems in India – Structure and **Working of Dairy Cooperative in Denmark** – Danish Dairy Board.

**Unit-III**

**Consumer Cooperatives:** Origin – functions – Constitution – Structure and Working of Consumer Cooperatives in India – **Consumers Cooperatives in England** – Salient Features – Cooperatives student stores in Japan and India.

**Unit-IV**

**Marketing and Processing Cooperatives:** Origin – functions – structure – Constitution and Functions of Cooperative Sugar Mills and Cooperative Spinning Mills – Constitution – **Marketing of Cotton Cooperatives in Australia** – Agricultural Producers Marketing Cooperatives in Canada and Philippines.

**Unit-V**

**Housing and labour Cooperatives:** Origin – importance – functions – Types of Housing Cooperatives – recent trends in housing cooperative in India and Canada – Cooperative Farming: Types and Functions in India and Israel – **Multi Purpose Cooperatives in India and Japan.**

**Reference Books:**

1. Memoria, C.B. (1973), Cooperation in India and Abroad, Kitab Mabal, Allahabad
2. John. A. Winfred & V. Kulandaisamy (1986), History of Cooperative Thought, Coimbatore Rainbow Publication.
3. Bedi, R.D. (2009), Theory, History and Principles of Cooperation.
4. Paul Lambert (1982), The Social Philosophy of Cooperation
5. Cooperation, Principles, problems and practice – T.N. Hajela, 7<sup>th</sup> Edition, Anebook, Pvt. Ltd.

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<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>Subject Code</b>	<b>: 16PCM1C03</b>
<b>Course Title</b>	<b>:</b>	<b>Core</b>	<b>Semester</b>	<b>: I</b>
<b>Credits</b>	<b>:</b>	<b>4</b>		
<b>Year</b>	<b>:</b>	<b>First Year</b>	<b>Hours /Week</b>	<b>: 6</b>

**RURAL DEVELOPMENT**

**Learning 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 plan.

**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**

**Resources Centered Issues:** Land Reforms – Cropping patterns – Recent Trends in Agricultural and Economic Development, Population: concepts - Causes of Poverty - **Development Scheme- IRDP – DWCRA- Water Shed Programme- NREGS**

**Unit-IV**

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

**Unit-V**

**Rural Development Administration:** Evolution of panchayat Raj system - New Panchayat Raj System – Objectives – Functions – Three Tier Panchayat Raj System in India - NGO's in Rural Development – Women Empowerment – Peoples Participation in Rural Development E-Governance

**Reference Books:**

1. Vekata Reddy, K. (2000) Rural Development in India- Himalaya Publication House, New Delhi.
2. Maheswari, S. (1985), Rural Development in India- A public Policy Approach, Sage Publication, New Delhi.
3. Lalitha. N. (2009) 'Rural Development in India, Sterling, New Delhi.
4. Katar Singh (2010), Rural development: Principles, Policies and Management, Sage Publication, New Delhi.
5. Vasant Desai (2011), Rural development In India, Himalaya Publishing House, New Delhi.

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**Programme : M.Com Co-operative Management**  
**Subject Code: 16PCM1C04 Course Title : Core:**  
**Semester : I Credits**  
**: 4 : I Credits**  
**Hours / Week: 6**  
**MANAGERIAL ECONOMICS**

**Year : First**

**Year Learning Objective:**

- To Understand the **Economic Fundamentals** as they are great help in Decision Making in Management under given Environment.

**Unit-I**

**Managerial Economics:** Nature and Scope of Managerial Economics- Managerial Economics and other Subjects – Basic Economic Tools in Managerial Economics – Role and Responsibilities of a Managerial Economist.

**Unit-II**

**Demand analysis and Forecasting:** Demand Determinants: Price and Demand- Income and Demand – Prices of Related Goods and Demand – Advertising and Demand. **Demand Distinctions** – Demand Forecasting: Factors involved in Demand Forecasting – Purpose – Determinants of Demand – Forecasting methods – Recent Trends – Methods of Demand Forecasting.

**Unit-III**

**Cost analysis:** Cost Concepts and Classification – Cost Output Relationship: Short Run and Long Run Cost- Cost Functions- Cost Control – Cost Reduction. **Production Function:** One variable Input- Two Variable Inputs – all variable Inputs – Managerial uses of Production Functions.

**Unit-IV**

**Pricing of Products:** Pricing under Perfect Competition – Monopoly and Monopsony – Concept of Price Discrimination – Monopolistic Competition – Concepts of Oligopoly and Oligopsony **Pricing Policies:** General Consideration – **Role of Cost in Pricing** – Demand Factor in Pricing – Consumer Psychology and Pricing – Pricing Methods – Pricing Problems – Price Forecasting

**Unit-V**

**Capital Management:** Capital Budgeting- Need – Nature – Problems – Determining the Size of Capital Budgets- Cost of Capital – Risk, Probability and Investment Decisions in Capital Budgets. **Profit Management:** Concept and Nature of Profit: Profit Theories – Functions of Profit – Accounting Profit and Economic Profit – Measuring Accounting Profit-. Profit policies; Profit Maximization – Profit Planning and Forecasting: Break Even Analysis – Profit Forecasting

**Reference Books:**

1. Sankaran S. (2007), Managerial Economics, Margam Publications, Chennai
2. S.N. Maheswari (2010), Managerial Economics,
3. R.L. Varshney K.L. Maheshwari (2010), Managerial Economics, Sultan & Sons, New Delhi
4. H.L. Ahuja, (2010), Managerial Economics, Sultan Chand, New Delhi
5. D. Gopalakrishnan (2007), Managerial Economics, Himalaya Publishing House, New Delhi

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**Programme : M.Com Co-operative Management**  
**Subject Code: 16PCM1EL1 Course Title : Elective**  
**Semester I**  
**Credits : 4**  
**Hours/Week: 6 Year : First**  
**Year**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**Learning Objective:**

- To impart skills in understanding **Financial Accounting and to Assess the Financial Position of the Business.**

**Unit-I**

**Introduction to Accountancy:** Concepts-Definition-Book Keeping-Accounting concepts and conventions-objectives-limitations-Advantages-methods of accounting-journal and ledger-Subsidiary books- Cash Book - Different types of cash Books.

**Unit-II**

**Preparation of Trial Balance: Final Accounts** - uses - Closing entries - Capital and Revenue items - Trading Accounting - Profit and Loss Account-Balance Sheet- Adjusting Entries.

**Unit-III**

**Cost Accounting:** Concepts- Definition- Classification of Cost, Methods and Techniques of Costing, Elements of Cost, Cost sheet, Marginal Cost and Cost Volume Profit Analysis.

**Unit-IV**

**Management Accounting:** Concepts-Functions-Limitations- Difference between Management Accounting and Financial Accounting and Cost Accounting- Analysis of Financial Statements with Accounting Ratios- Cash flow and Fund flow Statement Analysis.

**Unit-V**

**Budget and Budgetary Control:** Concepts- Importance- Types of Budget- Advantages of Budgeting- **Capital Budgeting:** Methods of Evaluating Capital Expenditure, Pay Back Period Method, Rate of Return Method, Discount Cash Flow, Internal Rate of Return Method.

**Note: Distribution of Marks for Theory and Problems shall be 40% and 60%**

**respectively. Reference Books:**

1. S.N.Maheswari(2014)Advanced Accountancy, Vikas Publishing House Pvt.Ltd.,
2. J.C.Varshney(2<sup>nd</sup> Edition 2009), Fundamental of Advanced accounting- Jain S.P.& Narang K.L.(2004), S.Chand & co Ltd.
3. T.S.Grawal,(2007) Double Entry Book Keeping System, Margham Publications, Chennai.
4. Dr.S.P.Gupta, Management Accounting, Jain and Narang, Chennai.
5. Khan and Jain(2001), Financial Management, Margham Publications, Chennai.



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**Programme : M.Com.Co-operative Management**  
**Subject Code: 13PCM2C05 Course Title : Core**  
**Semester II**  
**Credits : 4**  
**Hours /Week 6**  
**Year : First Year**

**MANAGEMENT OF COOPERATIVE ENTERPRISES**

**Learning Objective:**

- To understand the basic concepts of **Management of Cooperative Enterprises** in Content.

**Unit-I**

**Rural Enterprises**-Concepts-Importance-Characteristics-Types of Rural Enterprises-Role of Co-operatives, Public and Private Sectors in Promoting Rural Enterprise.

**Unit-II**

**Agro-based and Agro-Promoting units**-Concepts-Importance-Different forms of Agro-Processing-Features of Agro-Processing Unit-Problems and Prospects of agro processing units: Productivity Management: Definition-Importance-Factors Affecting Productivity.

**Unit-III**

**Leading Cooperatives in India:**

**AMUL, KRIBHCO, IFFCO**, Sugar Federation, Multi State Urban Cooperative Banks, NAFED, NCCF, VITTAL, COSMOS.

**Unit-IV**

**Infrastructure for Rural Enterprises:** Sources of Finance-Marketing Channels-Rural Industrialization Pattern-Small Scale, Cottage and Tiny Rural Industries-Micro Enterprises-Industrial Sickness.

**Unit-V**

**Promoting Rural and Co-operative Enterprises:** Role of KVIC-Small Scale Industries Corporation-**NCUI-NCDC-DIC**, Industrial Estate: Concepts-Industrial Cooperatives-Problems and Suggestion.

**Reference Books:**

1. V.S.Meharaj(1993), Employment through Rural Development-Towards Sustainability.
2. B.Mohanty(1996), Agriculture & Rural Development, Common Wealth Publication.
3. A.C.Mittal(1991) Rural Development Dept, Margham Publication,
4. Dr.K.G.Gopal(1987), Rural Development Banks, Sultan Chand & Sons Educational Publications.
5. V.Kulandaiswamy(2002), Textbook of Cooperative Management.

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**Programme** : M.Com Co-operative Management  
**Subject Code:** 13PCM2C06 **Course Title** : **Core**  
**Semester** : **II**  
**Credits** : **5** **Hours /Week** **6**  
**Year** : **First Year**

**RESEARCH METHODOLOGY**

**Learning Objective:**

- To Impart Skills for the basic understanding the **Research Methodology in Social Science.**

**Unit-I**

**Research:** Concept- Characteristics of Social Research, Identification of Research Problems-Use of library, Reference-Reading, URL and Documentation-Types of Research: Fundamental Research- Applied Research- Action Research and Evaluation Research- **Methods of Research:** Historical Research- Descriptive- Research- Survey Research- Case Study- Experimental Research.

**Unit-II**

**Tools and Techniques of Research:** Observation-Interview-Schedule and Questionnaire, Scaling Techniques, Planning a Research Project: Review of Literature-Selection and Formulation of a Problem-Hypothesis- Research Design.

**Unit-III**

**Sampling:** Types of Sampling-Collection of Data- Tabulation-Analysis and Interpretation of Data- Report Writing-Techniques of Preparing Case Materials in Cooperative Management.

**Unit-IV**

**Statistical Analysis:** Definition, Characteristics, Importance, Limitations and uses of Statistics. Statistical Methods-Frequency Distribution-Diagrammatic Representation of Statistical Data. Averages: Mean, Median, Mode-Measuring Dispersion: Mean Deviation, Standard Deviation, Quartile Deviation, Co-efficient of Variation, Use of SPSS.

**Unit-V**

**Correlation:** Meaning, Types, Differences between Correlation and Regression-Karl Pearson's Co-efficient of Correlation and Rank Order Method. Regression: Concept- Regression Lines. Time Series: Meaning-use, Moving Average Method-Index Numbers: Meaning, Uses, Growth Rate & Growth Index.

**Reference Books:**

1. C.R.Kothari (2011), Research Methodology, New Age International Publication
2. P.Saravanavel (2008), Research Methodology, Kitab Matal Publication.
3. Krishnaswami O.R and Reganathan, (2010), Research Methods of Social Science, Himalaya Publication.
4. Gupta C.B. (2011), An Introduction to Statistical Methods, Himalaya Publication.
5. Pillai and Bhagavathi (2012), Statistical Method, Himalaya Publication.

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**Programme** : **M.Com Co-operative Management**  
**Subject Code:** 13PCM2C07 **Course Title** : **Core**  
**Semester** : **II**  
**Credits** : **4** **Hours /Week** **6**  
**Year** : **First Year**

**CORPORATE ACCOUNTING**

**Learning Objectives:**

- To understand the Fundamentals of **Corporate Accounting**.
- To Impart Skills in understanding Issues of Shares and to Make Appropriate Decision.

**Unit-I**

**Accounting for Share Capital:** Concepts- kinds - SEBI Guidelines on Issue of Shares- Terms of Issue of Shares: Issue of share at par, issue of share at premium and discount-forfeiture: Meaning, Procedure – Reissue of shares-Right issue-Underwriting(Simple Problem).

**Unit-II**

**Redemption of preference shares and Debentures:** Conditions –Legal Provisions – Issue –Issue of Bonus shares –Issue of Debentures-Methods, Redemption-Sinking fund method(Simple problem).

**Unit-III**

**Final Accounts Companies:** Legal Provisions ,Preparation and Presentation of Final Accounts (Simple Problems)

**Unit-IV**

**Amalgamation of Companies:** Concept- Legal Provisions, Types Purchase consideration Absorption- External reconstruction(Excluding intercompany holdings) (Simple Problem)

**Unit-V**

**Internal Reconstruction:** Concept-Distinction between Internal and External Reconstruction, Legal Provisions – Reduction and Reorganization of share capital –Liquidation of companies- Meaning Models of Liquidation(Simple Problem)

**Note: Distribution of marks for theory and problems shall be 40% and 60% respectively. Reference**

**Books:**

1. Corporate Accounting(2004). T.S.Reddy and A.Moorthy, Magnam Publications.
2. Advanced Accountancy(2006) Jain & Narang, Kalyani Publishers.
3. Advanced Accountancy, M.C.Shukla, T.S.Grewal, 2002, S.Chand & Company, Fifth Edition,
4. Advanced Accounting, R.L.Gupta & Radhaswamy(2011), Sultan & Sons.
5. Advanced Accountancy (2011). Dr.M.A.Arulanandam, Dr.K.S.Raman, Himmalaya Publications, New Delhi

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**Programme** : **M.Com Co-operative Management**  
**Subject Code:** 13PCM2C08 **Course Title** : **Core**  
**Semester** : **II**  
**Credits** : **5** **Hours /Week** : **6**  
**Year** : **First Year**

**MANAGEMENT INFORMATION SYSTEM**

**Learning Objective:**

- To understand the **Managerial Information System for Managerial Decision Making.**

**Unit-I**

**Management Information System (MIS):** Meaning – Characteristics of Management Information System – Role of Information Systems in Business – E-Business – Types of Information Systems – Components of an Information System – Need for Information System – Information System for Decision Making.

**Unit-II**

**Information System:** Strategic Information System – MIS Support for planning – organizing – Controlling – MIS for specific functions – personnel – Marketing – Inventory Production Data Base Management System Models – **Data Base Management system resources.**

**Unit-III**

**Interpersonal Business System:** CRM Meaning – importance – functions – Phases – Challenges of CRM – ERP – importance – functions – Challenges – Supply Chain Management – importance – objectives – functions – **Role of SCM – Trends in SCM.**

**Unit-IV**

**DSS:** Meaning – importance – Components – functions – Trends – Uses of DSS – Executive Information Systems – Artificial Intelligence – Business in Artificial Intelligence – Expert System.

**Unit-V**

**Management Information System in Manufacturing Sectors:** Production, Materials, Finance, Marketing and HRM and Cooperative Management Information system.

**Reference Books:**

1. Gordon, B. Davis (2013), Management Information System, Margrethe H. Olson
2. Sathish Paride (2010), Management Information System, Himalaya Publication House,
3. Mohan. P (2007), Management Information system (2007), Ninth Edition, Himalaya Pub. House.
4. G.B. Davis and M.H. Olson (2012), Management Information System (2012) Tata Mcgraw Hill,
5. Mohamed Azam, (2012), Management Information System, Tata Mcgraw Hill.

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**Programme : M.Com Co-operative Management Subject Code: 13PCM2EP1**  
**Course Title : Elective Semester : II Credits**  
**: 4 Hours / Week: 6**  
**Year : First Year**

**COMPUTER APPLICATIONS IN BUSINESS LAB**

**Learning Objective:**

- To know about the computer application in business for effective and efficient management.

**LIST OF PRACTICAL**

**MS-WORD**

1. Type your curriculum vitae using templates/wizards in MS word.
2. Prepare a bill of Exchange
3. Collect and prepare an invoice
4. Prepare questionnaire for a survey
5. Draw an organizational chart in MS word.

**MS-EXCEL**

1. Create a payroll in an organization
2. Prepare an Excel Sheet under the main heading of Assets and Liabilities
3. Preparation of Stock details
4. Draw a break-even chart with imaginary figures.
5. Prepare a sales budget

**MS-ACCESS**

1. Create a table with following fields and insert the values (company name, proprietor, address, supplier's name, number of employees)
2. Create a table with following fields (product name, product number, unit of measure, quantity, total amount)
3. Create a database of major cooperative societies in India and their business using access

**MS- POWERPOINT**

1. Create an advertisement using powerpoint
2. Prepare an agenda for an inauguration function of a one day seminar
3. Draw a diagram of different packing labels and symbols in MS word and display it in the powerpoint.
4. Create a slide show of various activities of your department during the academic year.
5. Present using powerpoint the procedures involved in exporting a product

**TALLY**

1. Prepare a bank reconciliation statement
2. Prepare a cash book
3. Prepare a final account
4. Stock statement
5. Prepare a purchase book
6. Prepare a sales book

## INTERNET

1. E-mailcreation
2. Orderingaproduct throughonline
3. Onlineticketbooking
4. Searchinganddownloadingfiles

### ReferenceBooks:

1. R.Saravanakumar, R.Parameswaran, T.Jayalakshmi, “ A text book of information Technology”, S.Chand&company Ltd.,2003.
2. R.K.Taxali,“PCsoftwareforwindow98madesimple’TataMcGrawHill,2001
3. AlexisLeon,Mathewsleon, “Introductiontocomputer’LeonTechWorld.
4. MicrosoftOffice-TheCompleteReference,TataMcGrawHill

**SRIRAMAKRISHNAMMISSIONVIDYALAYACOLLEGE OF ARTS AND SCIENCE**

**(AUTONOMOUS) COIMBATORE –641020**

**Post Graduate and Research Department of Co-operation**

For candidates admitted from the Academic Year 2016-2017 Onwards

Under New Choice Based Credit System (CBCS)

**Programme : M.Com Co-operative Management Subject Code: 16PCM3C09**  
**Course Title : Core Semester : II Credits**  
**: 4 Hours /Week: 6**  
**Year : Second Year**

**LEGAL FRAMEWORK FOR COOPERATIVES**

**Learning Objective:**

- To enable the student to understand the Cooperative Legal Framework and other related Laws.

**Unit-I**

**Cooperative Legislation:** Need for Legal Framework for Cooperatives - History of Cooperative Legislation in India - Cooperatives Credit Societies Act of 1904 - Cooperative Societies Act of 1912 - Model Cooperative Societies Bill 1957 - Model Cooperative Societies 1991 - Self Reliant Cooperatives Societies Act 1995 - features - Multi-unit Cooperative Societies Act 2002 - Features.

**Unit-II**

**The Tamil Nadu Cooperative Societies Act 1983 and Rules 1988:** Provision 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.

**Reference Books:**

1. Government of Tamil Nadu, Tamil Nadu Cooperative Societies Act of 1983 and Rule of 1988,
2. Government of India, Multi Unit Cooperative Societies Act 2002.
3. Government of India, Right to Information Act - 2005.
4. Kapoor N.D. and Rajni Abbi, General Laws and Procedures, Sultan Chand & Sons 2010.
5. Government of India, Indian Limitation Act, 1963.
6. Government of India, Consumer Protection Act, 1986.
7. Goel. B.B. Cooperative Legislation Trends and Dimension, Deep and Deep Publication. 2006.

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<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>Subject</b>	
<b>Code: 16PCM3C10</b>	<b>Course Title</b>		<b>:</b>	<b>Core</b>
	<b>Semester</b>		<b>III</b>	
<b>Credits</b>	<b>:</b>	<b>5</b>	<b>Hours /Week</b>	<b>6</b>
<b>Year</b>	<b>:</b>	<b>Second Year</b>		

**ORGANISATIONAL BEHAVIOUR**

**Learning objective:**

- Understand the Conceptual Framework of **Organisational Behaviour and various Organizational Designs.**

**Unit-I**

**Organisational Behavior:** Concept, Nature and Scope of OB - Contributing Disciplines to OB - Organizational Behaviour Process - Models of OB - Approaches to OB - Features of Modern Organizational Behaviour.

**Unit-II**

**Individual Behaviour:** Personality: Concept, Personality theories, Determinants of Personality, Personality traits affecting behaviour – Perception : Concept , perceptual Process - Learning: Concept , Factors affecting learning, Learning theories - Attitude: Concept, theories and Factors of Attitude formation.

**Unit-III**

**Motivation:** Importance of Motivation, Process of Motivation, Theories of Motivation – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Alderfer's ERG Theory, Victor Vroom's Expectancy Theory, McGregor's Theory X, Y and Z – Financial and Non Financial incentives.

**Unit-IV**

**Group Dynamics and Leadership:** Group Dynamics : Concept , Formal and Informal Groups – Group formation – Group Decision making , Group cohesiveness - Power and Politics - Leadership: Concept , Leadership theories, Leadership styles.

**Unit-V**

**Organizational Conflict:** Concept , Types of Conflict, Resolution of Conflict, Dysfunctional Organizational Conflict – Organizational Change and Development : Concept , Need for change, Resistance to Change, OD process.

**Reference Books:**

1. L.M.Prasad(2010), Organisational Behaviour, Sultan Chan & sons New Delhi,
2. Dr.S.S.Khanka(2011), Organisational Behaviour (Text and Cases) S.Chand.
3. Keith Davis(2012) Human behavior at work. Tata McGraw Hill Publishing company, New Delhi.
4. Lutherans Fred(2005), Organisational Behaviour, Graw Hill, Inc, New Delhi.
5. Aswathappa(2012), Organisational Behaviour, Himalaya Publishing House Delhi.
6. Jit S Chandan(2012) Organizational Behaviour, Vikas Publishing House Pvt Ltd., New Delhi, 2012



<b>Programme</b>	:	<b>M.Com Co-operative Management</b>			
		<b>Subject Code: 16PCM3C11</b>	<b>Course Title</b>	:	<b>Core</b>
		<b>Semester</b>		<b>III</b>	
<b>Credits</b>	:	<b>4</b>	<b>Hours /Week</b>		<b>6</b>
<b>Year</b>	:	<b>Second Year</b>			

### OPERATIONS MANAGEMENT

#### Learning Objective:

- To acquire knowledge about operations methodologies relating to Manufacturing Organisation.

#### Unit-I

**Management of Production System:** Production Systems and Types of Production and Productivity Concept and Measurement of Product Engineering – Production Life Cycle – Value Engineering – Simplification – Standardization and Diversification.

#### Unit-II

**Work Study:** Method Study, Principles of Motion Study, Ergonomics, Time Study, Work Sampling, PMTs – Plant Location and Layout – Plant Location – Factors; Basic Models – Plant Layout – Types of Travel Charts – Material Handling.

#### Unit-III

**Materials Management:** Importance and Functions of Materials Management in Industries – Purchasing Methods – Stores Management – Bill of Materials – Inventory Management – Order Level, Order Quantity, Q and P System and Mini Max System and Selective Inventory Control – JIT Techniques.

#### Unit-IV

**Production Planning and Control:** Scheduling, Routing, Loading and Expediting and Follow up – Use of Gantt Charts – Quality Control – TQM – Six Sigma – Statistical Quality Control and Acceptance

Sampling – PERT Chart and CPM Method.

#### Unit-V

**Industrial Laws:** Factories Act, Workmen's Compensation Act, Labour Welfare Acts, Pollution Control Act.

#### Reference Books:

- Gopalakrishnan, P. and Sunderesan M. (1998) Material Management – An Integrated Approach, Prentice Hall of India, New Delhi.
- Khanna, O.P. (2011) Industrial Engineering and Management: Text and Cases, Dhanraj, New Delhi.
- Chunawalla & Patel, (2004) Himalaya Publishing House, New Delhi.
- Ajark K. Garg (2012), Production and Operation Management, Tata McGraw Hill Education
- Charry (2002), Production and Operation Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.

**SRIRAMAKRISHNAMISSIONVIDYALAYACOLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)  
COIMBATORE – 641 020**

**Post Graduate and Research Department of Co-operation**  
For candidates admitted from the Academic Year 2016-2017 Onwards  
Under New Choice Based Credit System (CBCS)

**Programme : M.Com Co-operative Management Subject Code: 16PCM3CP1 & 3CP2**  
**Course Title : Core Practical Semester III**  
**Credits : 5 Hours/Week: 6**  
**Year : Second Year**

**PRACTICAL TRAINING (PHASE I & II)**

**Object of Practical Training**

1. To impart practical knowledge of the management and working of various types of agricultural and non-agricultural co-operative institutions and Rural Enterprises.
2. To develop Managerial leadership, initiative and motivation to adopt management practices relevant to Cooperatives and Rural Enterprises.

**THE FIRST PHASE**

The First Phase of Training will be visits to and observation study of various types of cooperatives in District, Apex and National level 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. Practical managerial knowledge to be learned from the following institutions.

**DISTRICT LEVEL INSTITUTIONS**

- District Central Co-operative Bank, Ltd.
- District Consumer Cooperative Wholesale Stores Ltd.
- District Cooperative Milk Producers Union Ltd.
- District Cooperative Union
- Circle DRO Office or JRO Office
- Urban Cooperative Bank
- Agro-processing Units: Cooperative Sugar Factory Ltd.

**APEX LEVEL**

1. Tamil Nadu State Apex Co-operative Bank, Ltd
2. Tamil Nadu State Co-operative Agricultural and Rural Development Bank, Ltd.
3. Tamil Nadu State Coop. Housing Federation, Ltd.
4. Tamil Nadu State Co-operative Union.
5. Tamil Nadu State Co-operative Marketing Federation, Ltd. (TANFED)
6. Tamil Nadu Handloom Weavers Co-operative Society, Ltd. (Cooptex)
7. Any other State level federations
8. Tamil Nadu State Urban Cooperative Bank Federation, Ltd
9. Tamil Nadu State Cooperative Sugar Federation, Ltd
10. NCDC, NAFED, IFFCO, KRIBHCO – Regional office,

11. TamilNaduIndustrial CooperativeBank.(TATICOBank),

## **NATIONALLEVELINSTITUTIONS**

Visiting inter State Cooperative Organisation, Office / Branches of various National Level Co-operativeInstitutionsFunctioning attheStateHeadquarters.

### **EVALUATION(1PHASE –40MARKS)**

EvaluationofPracticalTrainingwillbedonebytheExternalExaminerandCoordinatorofPracticalTraining on the basis of practical training records maintained by the students and vivavoce (60 marks for records and 40 marks for viva voce). The average of both the examiners is to betakeninto consideration.

### **SECONDPHASE(INTERNSHIP)**

The students are to be assigned with the internship training for a period of two weeks- For thispurpose students will be divided into batches. The in-charge may check their work by makingsurprise visits.Any two of the following types of Co-operative institutions may be selected forinternship.

1. DistrictCooperativeUnion/ DistrictCentralCo-operativeBank/UrbanCooperativeBank
2. DistrictConsumersWholeSaleStores/ Supermarket
3. Spinning Mill / Sugar Mills / Tea Factories, INDCOSERVE, SAGOSERVE and other Agro-ProcessingCo-operatives and Sericulture Cooperatives
4. LAMPS,FSSandMarketing Cooperative Societies
5. ApexLevelCo-operativeInstitutionsofVariousTypes:TNSCB,SARDB,TANFED,AAVIN,COOPTEX,TAICO Bank, Housing Federation.
6. DistrictCooperativeMilkProducers UnionLtd.
7. Anylarge/Medium ScalePrivate Rural Enterprises Viz.,ModernRiceMill,DalMill,OilMill.

### **EVALUATION(PHASE-II-60MARKS)**

Evaluation of the Phase- II Practical Training (Internship) will be done by the External Examinerand Coordinator of Internship on the basis of internship report submitted by the students and viva voce (**60marks for report and 40 marks for viva voce**). Onthe whole the marks for practical training is 200(120+80)Marks (for PhaseI& II).The averageofboththeexaminersisto betaken intoconsideration.

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<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>		
		<b>Subject Code: 16PCM4C12</b>	<b>Course Title</b>	<b>:</b>
		<b>Semester</b>		<b>IV</b>
<b>Credits</b>	<b>:</b>	<b>4</b>	<b>Hours /Week</b>	<b>6</b>
<b>Year</b>	<b>:</b>	<b>Second Year</b>		

**COOPERATIVE ADMINISTRATION AND STRATEGIC MANAGEMENT**

**Learning Objective:**

- To understand the Cooperative Administration for the efficient decision making relating to Formulation of management strategies.

**Unit-I**

**Administration System for Cooperatives:** At Central Level, State Level, Secretary to Government for Cooperatives, Registrar of Cooperative Societies – Functional Registrars – Their Powers and Duties – Administrative Set-up under the control of Registrar of Cooperative Societies.

**Unit-II**

**Cooperative Management and Audit:** Concept-Goals-Governance Structure-Board-Executive Relationship – Participative Democratic Control- Cooperative Audit: Meaning, Type, features, Duties and Responsibilities of Auditor-Audit Programme.

**Unit-III**

**Strategic Management:** Concept-Definition, Significance, Stages- Hierarchical/Elements of Strategic Management-Levels of Strategic Management-Corporate Strategic Planning and Decision Making Process-Merits and Limitations.

**Unit-IV**

**Formulation of Strategies-** At Corporate, Business and Functional Levels-Competitive Environment Scanning and Analysis, Porters Five Force Model for Environmental Analysis: SWOC analysis - Value Chain: Identifying Critical Success Factors, Implications, Portfolio Analysis, Scenario Planning.

**Unit-V**

**Strategic Analysis and Choice:** Process of Strategic Choice, Corporate level Strategic Analysis- Business Level Strategic Analysis- Functional Level Strategies: Production, Marketing, Finance and Personnel Strategies- Implementation and Control.

**Reference Books:**

1. John Thomson (1990), Strategic Management Awareness and Change, Chapman & Hall,
2. A.C. Hay & N.S. Majluf (1984), Strategic Management: An Integrative Perspective- Prentice Hall, 1984.
3. Kenneth R. Andrews (1980), The Concept of Corporate Strategy Donkones-Irwin, New York.
4. Drucker, Peter F (1974), Management Tasks, Responsibilities Practices; Harper & Row; New York.

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COIMBATORE – 641 020**

**Post Graduate and Research Department of Co-operation**  
For candidates admitted from the Academic Year 2016-2017 Onwards  
Under New Choice Based Credit System (CBCS)

<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>:</b>	<b>Core</b>
		<b>Subject Code: 16PCM4C13</b>		
		<b>Course Title</b>	<b>IV</b>	
		<b>Semester</b>	<b>Hours /Week</b>	<b>6</b>
<b>Credits</b>	<b>:</b>	<b>4</b>		
<b>Year</b>	<b>:</b>	<b>Second year</b>		

**RURAL RESOURCE BASE AND PROJECT MANAGEMENT**

**Learning Objective:**

- To know the Rural Resources and Concept of Project Management.

**Unit-I**

**Concept of Resources:** Types of Resources-Natural-Physical Resources; Land, River, Mineral and Forests, Biological Resources-Human Resources-Work Force Participation-Rural Ecology-Environmental Concerns and Energy Resources-Conservation and Re-Cycling of Resources.

**Unit-II**

**Inequality in Resources Access:** Social and Collective Ownership of Resources-CPR-Human Intervention in Resource Planning, Use and Control-Institutional Implications of RRM.

**Unit-III**

**Project Identification:** Identification of Project Opportunities, Government Policy, Regulations, Incentives and Constraints-Methods, Techniques of Project Identification-Prioritization of Project with People's Participation-Pre-Feasibility Study.

**Unit-IV**

**Project Formulation:** Feasibility Study-Techno-Economic Analysis-Project Design and Network Analysis-Input Analysis-Financial Analysis-Social Cost Benefit Analysis.

**Unit-V**

**Project Appraisal-** Comprehensive Appraisal of the Components of the Project-Project Appraisal Techniques Evaluation and Control Project Format- Preparation of Project Proposal-Writing Up of Project Report

**Reference Books:**

1. Prasanna Chandra, 2012, Project Planning, Analysis, Selection, Financing, Review Implementation Tata Mc.Graw Hill Publishing Co. Pvt Ltd., New Delhi.
2. Goel, B.B. 1991, Project Formulation, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
3. Matto, P.K. 1978, Project Formulation in Developing Countries, MacMillan Book Co., New Delhi.
4. Puttaswamiah, K. 1982, Aspects of Planning, Sage Publishers, New Delhi.
5. Pittle, R.L. 1982, Project Appraisal Techniques, Oxford & IBH Publishers, New Delhi.

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(AUTONOMOUS) COIMBATORE – 641 020**

**Post Graduate and Research Department of Co-operation**

For candidates admitted from the Academic Year 2016-2017 Onwards  
Under New Choice Based Credit System (CBCS)

<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>:</b>	<b>Elective</b>
		<b>Subject Code: 16PCM4EL4</b>		
		<b>Course Title</b>	<b>:</b>	<b>IV</b>
		<b>Semester</b>		
<b>Credits</b>	<b>:</b>	<b>4</b>	<b>Hours /Week</b>	<b>6</b>
<b>Year</b>	<b>:</b>	<b>Second Year</b>		

**MARKETING MANAGEMENT**

**Learning Objective:**

- To have an in-depth knowledge of the various Components of Marketing and their Applications in Business.

**Unit – I**

**Marketing Management:** Definition, Objectives, Process: Marketing Environment – Market Segmentation – Criteria for Market Segmentation – Elements of Market Segmentation – Factors influencing Market Segmentation

**Unit – II**

**Buyer Behaviour and Motivation:** Buying Motives – Diffusion Process – Maslow’s Hierarchy of Needs – Festinger’s Theory of Cognitive Dissonance – Stages of buying Process – Techniques of Motivation Research – Sales Forecasting – Objectives, Importance, Role, Process and Limitations.

**Unit – III**

**Importance of Product:** Classification of goods – Product Mix – Product Life Cycle – Product Planning – Importance, Pricing Decisions – Objectives and Advantages of Pricing Decisions – Factors Affecting Pricing Decisions – Kinds of Pricing – Process of Price Determination.

**Unit – IV**

**Promotion and Distribution Strategies:** Promotion Mix: Components – Advertising; Personal Selling; Sales Promotion and Publicity - **Importance of Channels of Distribution**, Channel – Selection of Appropriate Channel – Distribution – Evaluation.

**Unit – V**

**Emerging Marketing Environment in India;** Super Markets- Departmental Stores- Service Marketing – Functionaries – Rural Marketing- Marketing Research – Concepts and Techniques.

**Reference Books:**

1. Philip Kotler (2010), Marketing Management, Prentice Hall of India Pvt, Ltd,
2. Ramaswamy, V.S. (2003), Marketing Management, Macmillan India, Ltd,
3. R.S. Pillai & Mrs. Bagavathi (2012), Marketing management, S. Chand & Company Ltd.
4. Sharlekar (2011) Marketing Management, Himalaya Publishing House.
5. J.C. Gandhi (2012) Marketing Management, Sultan Chand & Sons.

**Post Graduate and Research Department of Co-operation**  
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<b>Programme</b>	<b>:</b>	<b>M.Com Co-operative Management</b>	<b>Subject Code: 16PCM4EL5</b>
<b>Course Title</b>	<b>:</b>	<b>Elective</b>	<b>Semester IV</b>
<b>Credits</b>	<b>:</b>	<b>4</b>	<b>Hours /Week: 6</b>
<b>Year</b>	<b>:</b>	<b>Second Year</b>	

### **HUMAN RESOURCE MANAGEMENT**

#### **Learning Objective:**

- To Learn about **Human Resources, Policies and Practices and Labour Relations in Cooperative Sectors.**

#### **Unit-I**

**Human Resource Management:** Concept, Objectives, HRM Functions, Organization Structure of HRM, Role of HRM manager- HR Information System.

#### **Unit-II**

**Human Resource Planning:** Job Analysis- Job Description- Job Specification- Recruitment and Selection Process: Recruitment Policy- Factors Affecting Recruitment— Sources of Recruitment- Methods of Selection Process.

#### **Unit-III**

**Employee Training and Development:** Concept, Need for Training— Steps in Training Programme- Training Methods- Executive Development- Organisational Development— OD Interventions.

#### **Unit-IV**

**Performance Management:** Concept, Process, Methods of Performance Appraisal— Job

Evaluation:

Concept, Process, Methods of Job Evaluation— Incentives and Benefits: Concept, Types of Incentives.

#### **Unit-V**

**Industrial Relations:** Collective Bargaining- Trade Union- Grievance Handling- Human Resource Practices in Cooperatives.

#### **Reference Books:**

1. L.M.Prasad(2010), Human Resource Management—Sultan and Sons.
2. Aswathappa.K(2012), Human Resource and personnel Management, Tata McGraw Hill,
3. Garry Dessler: Human Resources Management.
4. P.G.Aquinas(2008), Human Resource management—Principles and Practice- Vikas Publishing House Pvt Ltd,
5. Manoppa A. & Saiyadaian.M.(2000), Personnel Management, Tata Mc.Graw Hill.

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**Post Graduate and Research Department of Co-operation**

For candidates admitted from the Academic Year 2016-2017 Onwards

Under New Choice Based Credit System (CBCS)

**Programme : M.Com Co-operative Management      Subject Code: 16PCM4PRO**  
**Course Title : Core Project      Semester      IV**  
**Credits : 10**  
**Hours/Week: 6 Year      :      Second**  
**Year**

**PROJECT(DISSERTATION AND VIVA-VOCE)**

The project topics are to be finalised to the students at the end of the second semester with a time schedule for various stages for work. During these semester vacations, the data collection is to be commenced. The theme selected by each student for the **Dissertation should be related to various problems and issues pertaining Co-operatives or Rural Enterprises.** Each candidate should submit 2 copies of dissertation as per guidelines of the Department of Co-operation to the Controller of Examination. The Dissertation will be evaluated and Viva-Voce Examination will be conducted by Internal (Supervisor) and External Examiners for 200 marks based on the criteria evolved i.e. Dissertation work 160, Viva voce Examination 40. The average Marks of the Internal Examiners (Supervisors) and External Examiners will be taken as the final marks awarded for project (Dissertation and Viva-Voce).

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**Programme : MSW (SOCIAL WORK)**  
**Course Title : ELECTIVE : Event Management and Social Marketing Course Code : 16PSW3EL3**  
**Year : II Semester: III**  
**Hours / week : 4 Credit : 4**

## **OBJECTIVES**

- To get introduced to **Events and its Management**.
- To enrich knowledge on Event Marketing.
- To orient to Social **Market and Social Marketing** Strategies.
- To understand the social marketing concepts and services

## **UNIT – I**

Introduction to Event: Scope, Nature, Importance, Types, Unique features and similarities – Practices in event management – Duties and Responsibilities of event manager – Key steps to a successful event.

## **UNIT – II**

The Dynamics of **Event Management**: Event planning and Organising, Leadership traits and Characteristics, Event proposal, SWOC (Strength, Weakness, Opportunity and Challenges) analysis Event budget, Implementation, Evaluation, Site and Infrastructure management.

## **UNIT – III**

Event Marketing: Customer care equipment and Tools: Promotion, Media relation and Publicity – Event coordination – Visual and Electronic communication – Event sponsorship – Event presentation – Event evaluation.

## **UNIT – IV**

Market: Concepts, Functions, Classification of market – **Social Marketing**: Definition, Nature, Scope, Challenges, Conceptual framework, Need and Problems of social marketing.

## **UNIT – V**

**Social marketing strategies** and applications: Social market segmentation - Product strategies - Marketing mix - Pricing strategies - Promotion strategies - Role of Government and Development Organisations in social marketing.

## **BOOKS FOR STUDY:**

1. Balu V. Dr. Marketing Management. Chennai: Sri Venkateshwara Publications.
2. Barry Avrich. (1994). Event and Entertainment Marketing. New Delhi: Vikas Publishers.
3. Bhatia. A.K. (2001). Event Management. New Delhi: Sterling Publishers.
4. David. C. Watt. (1998). Event Management in Leisure and Tourism. UK: Pearson.
5. Gupta C.B Dr. and Rajan Nair N. Dr. Marketing Management. New Delhi: Sultan Chand & Co.
6. Gupta Dr. S.L and Varshney R.L Dr. Marketing Management. New Delhi: Sultan Chand & Co.
7. Joe Gold Blatt. (1997). Special Events – Best Practices in Modern Events Management. New York: John Wiley and Sons.
8. Mathews J.M. I st ed. (2006). Hospitality Marketing and Management. Avishkar Publisher.

9. Natarajan L. Dr. Service Marketing. Chennai: Margham Publications.
10. Pillai and Bhagavathi. (2011). Marketing Management. New Delhi: Sultan & Chand Publishers. Rapuda. Media and Communication Marketing Management. Himalaya Publishing House.

**E-Resources**

1. <https://www.eventtia.com/en/home>
2. <https://www.eventmanagerblog.com/exciting-event-agency-websites>
3. <https://www.eventcreate.com/>
4. <https://www.cvent.com/in/event-management-software>
5. <https://www.capterra.com/event-management-software/>

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