PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636011

DEGREE OF MASTER OF COMMERCE
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR
M.COM. ( CO-OPERATION )
( SEMESTER PATTERN )
( For Candidates admitted in the Colleges affiliated to Periyar University from 2017-2018 onwards )
REGULATIONS

1. OBJECTIVES OF THE M.COM COOPERATION COURSE

The broad objectives of the course are:

1. To provide opportunities to the students to develop professional skill in the field of Modern Management as applied to Co-operative Organisations.
2. To provide them with opportunities to secure industrial and service orientation and
3. To cultivate attitudes essential for the development of business competence, efficient personnel, productive academician and able researchers in the field of Co-operatives and business management.

2. CONDITIONS FOR ADMISSION

Candidates who have passed undergraduate degree in B.Com, (Co-operation), B.Com, B. Com (CA), B.Com Corporate Secretaryship, BBA courses of Periyar University or its affiliated colleges or the degree of any other university accepted by syndicate as equivalent thereto, subject to such conditions may be prescribed thereto, are eligible for admission to M.Com., (Co-operation) degree course. However preference will be given to those who have studied Co-operation or its related subjects in their degree course.

3. DURATION OF THE COURSE

The M. Com. (Co-operation) degree course shall consist of two academic years divided into four semesters. Each semester consist of 90 working days.

4. COURSE OF STUDY AND SCHEME OF EXAMINATIONS

The course of study shall comprise instructions in the following subjects according to the syllabus and books prescribed from time to time.

The course of study and the scheme of Examinations are as follows:

5. EXAMINATIONS:

The examination shall be for three hours duration to each paper at the end of each semester. The candidates failing in any subject(s) will be permitted to appear for the failed subject(s) in the subsequent examinations. The practical examination for the course should be conducted at the end of Second Semester. The evaluation of the project work will be done during fourth semester. The thesis will be evaluated [150 marks] and viva-voce [50 marks] will be conducted. There is no Internal Assessment for the Project.

The examination consists of Internal Assessment (IA) and Semester Examinations (SE).
INTERNAL ASSESSMENT MARKS FOR THEORY PAPERS ARE AS FOLLOWS

Attendances + Assignment + Seminar + Test
5 Marks + 5 Marks + 5 Marks + 10 Marks = 25

The internal assessment marks (I.A) for attendance is to be computed as follows:

ATTENDANCE

(Percentage) 75 to 80, 81 to 85, 86 to 90, 91 to 95, Above 95
Marks : 1 Mark 2 Marks 3 Marks 4 Marks 5 Marks

Internal Assessment marks for Practical paper:
For practical paper, Internal assessment is to be done for 50 marks.

6. COMMENCEMENT OF THE REGULATION:

These regulations shall take effect from the academic year 2017-2018, i.e., for students who are to be admitted to the first year of the course during the academic year 2017-2018 and thereafter.
# COURSE OF STUDY AND SCHEME OF EXAMINATION

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M.COM. (CO-OPERATION)

SEMESTER-I

CORE I - ADVANCED CO-OPERATIVE THOUGHT

UNIT I The concept of Co-operation

Evolution and Analysis of Principles and values of Cooperation – Approaches to Cooperation, Reformist, Institutional and Behavioral approaches.

UNIT II Principles of Co-operation


UNIT III Co-operative Development in India in different Stages


UNIT IV Sociology of Co-operation

Socio-cultural factors promoting or retarding Cooperative behaviour – Cooperation as a social movement – Informal Cooperatives – Social groups and Community – Cooperatives as an agent for social changes.

UNIT V


REFERENCE BOOKS

M. COM. (CO-OPERATION)

SEMESTER-I

CORE II - FINANCE AND SERVICES CO-OPERATIVES

UNIT I Co-operative Credit
Evolution and structure of Co-operative credit institutions — Primary Agricultural Cooperative Banks: Functions – Management – Problems – Recent trends.

UNIT II District Central Co-operative Banks, State Apex Co-operative Bank


UNIT III Non – Agricultural Credit
Urban Co-operative Banks – Employee Cooperative credit societies – Industrial Co-operative Banks – their constitution objectives, functions and management.

UNIT IV Dairy Co-operatives

UNIT V Marketing and Processing Co-operatives


REFERENCE BOOKS
M.COM. (CO-OPERATION)

SEMESTER-I

CORE III - ADVANCED FINANCIAL ACCOUNTING

UNIT I Accounting for Depreciation:
Need for and significance of depreciation, methods of providing depreciation - Reserves and Provisions

UNIT II Hire purchase and Installment systems
Excluding Hire Purchasing Trading account - Royalty excluding Sublease

UNIT III Single Entry system:
Meaning and features - Statement of affairs method and Conversion method

UNIT IV
Departmental accounts – transfers at cost or selling price – Branch excluding foreign branches

UNIT V Government Accounts:

REFERENCE BOOK:
3. Jain & Narang - Advanced Accountancy
4. Arulanandan & Raman - Advanced Accountancy
5. Maheswari S.N - Advanced Accountancy
M.COM. (CO-OPERATION)

SEMESTER-I

CORE IV - ADVANCED CO-OPERATIVE MANAGEMENT

UNIT I Co-operative Management

Values and goals – Professionalisation of Co-operative Management – Balancing of Co-operative character and economic viability – balancing of democratic control and business efficiency.

UNIT II Systems Approach


UNIT III Decision Making


UNIT IV Control Techniques


UNIT V Criteria for judging the operational efficiency of Co-operatives

Indicators of efficiency – Membership coverage, resource mobilization – Minimization of cost of capital – Maximization of return on investments – Capacity utilization – Inventory management – Productivity and Profitability – Management Audit – Social Audit – Administrative Audit.

REFERENCE BOOKS

M.COM. (CO-OPERATION)
SEMESTER-I
ELECTIVE – I
MANAGERIAL ECONOMICS

UNIT I Definition and Scope of Managerial Economics
Managerial Economics and other allied disciplines, Significance, Role of Managerial Economics.

UNIT II Demand Analysis
Demand Theory: Prices and income elasticity of demand, other elasticities: Demand forecasting: demand analysis by means of indifference curves, direct and indirect methods; Production function – economics of scale: Laws of Returns: isoquant analysis: input, output analysis, managerial uses of production function- Supply forecasting techniques.

UNIT III Cost Analysis - cost concepts
Long run and short run costs: cost price output; cost and size of plan, cost benefits analysis; Break-Even analysis; role of selling costs and product differentiation

UNIT IV Pricing of products
Pricing under competition, monopoly, oligopoly and duopoly and monopolistic competition – Price discrimination – Pricing methods; the impact of taxes on prices: Govt. regulations of prices: rationing and dual pricing.

UNIT V The Concept of profit
Functions, Measurement of forecasting of profit; Functions in the private and public sector, profit maximization under competitive Conditions, equilibrium of the firm in the short run and long run, profit planning, concept and main features, capital budgeting, concept and the uses.

REFERENCE BOOKS:
1. Floyd E. Gills: Managerial Economics.
2. Joel Dean: Managerial Economics.
3. Hague D.C. Managerial Economics.
4. Haynes, Mote & Paul: Managerial Economics
6. Byran Lowas and John R.S Sparkes: Managerial Economics
7. Sankaran: Managerial Economics
8. V.G. Mantar and K. SreedharaPillai: Business and Managerial Economics.
M.COM. (CO-OPERATION)
SEMESTER-II
CORE V - ACCOUNTING FOR MANAGERIAL DECISIONS

UNIT I  Cost Accounting:

UNIT II  Materials
Methods of pricing – FIFO LIFO and Average cost methods. Methods of costing: Methods of costing Job cost and process cost (Problems)

UNIT III Management accounting

UNIT IV Marginal costing
Break even analysis – cost volume profit analysis advantages and limitation of marginal costing – marginal costing absorption costing – Budget and Budgetary controls – Types of Budgets.

UNIT V
Cash flow and Fund flow Analysis.

Note: Distribution of Marks: Theory: 40 percentage and Problems: 60 percentage

REFERENCE BOOK:
2. Dr.S.N.Maheswari ,Cost & Management Accounting, Sultan Chand & Sons, New Delhi, 2011
3. S.P. Iyenger, Cost & Management Accounting, Sultan Chand & Sons, New Delhi, 2011
M.COM. (CO-OPERATION)
SEMESTER-II
CORE VI - CORPORATE LEGAL FRAMEWORK

UNIT I Legal Frame Work:

UNIT II Corporate Governance
Concept – Objective – Principles – Components – Advantages- Effect of non-implementation of Corporate Governance – Legal Frame work – Composition of the Board- Audit committee – Role of Audit Committee.

UNIT – III Corporate Social Responsibility

UNIT – IV Cooperative Legal Framework:

UNIT-V The Provisions Relating to Employees of Co-operatives

REFERENCE BOOK:
2. V.Sithapathy Corporate Governance, Taxmann, New Delhi 2006.
5. Government of India, Indian Limitation Act, 1963
M.COM. (CO-OPERATION)
SEMESTER-II
CORE VII - METHODOLOGY OF RESEARCH AND STATISTICAL ANALYSIS

UNIT I Research

UNIT II Tools and Techniques of Research

UNIT III Sampling
Meaning, Characteristics, Types of Sampling-Collection of Data- Tabulation-Analysis and Interpretation of Data-Report Writing.

UNIT IV Statistical Analysis

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 BOOK:
1. C.R.Kothari (2011), Research Methodology, New Age International Publication
M.COM. (CO-OPERATION)  
SEMESTER-II  
CORE VIII - OPERATIONS MANAGEMENT  

UNIT I  Management of Production System  

UNIT II  Work Study  

UNIT III  Materials Management  

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  

REFERENCE BOOK:  
M.COM. (CO-OPERATION)
SEMESTER-II
EXTRA DISCIPLINARY COURSE
M.COM. (CO-OPERATION)  
SEMESTER-III  
CORE IX - ORGANIZATIONAL BEHAVIOUR

UNIT I Organization


UNIT II Basic Psychological Process


UNIT III Motivation Theories

Maslow's Heirarchy of needs Theory , Herzberg two factor theory, Expectancy theory – Foundation of group Dynamics – Definition, classification, stages of group development. Groups decision making.

UNIT IV Leadership


UNIT V Organizational change and Development


REFERENCE BOOK:

4. Uma Sekaran : Organisational Behaviour

M.COM. (CO-OPERATION)
SEMESTER-III
CORE X - MANAGEMENT INFORMATION SYSTEM

UNIT I  M I S

UNIT II  Information System

UNIT III  Interpersonal Business System

UNIT IV  Decision Support System

UNIT V  Management Information System In Functional Areas
Production, Materials, Finance, Marketing and HRM and Cooperative Management Information System.

REFERENCE BOOKS
2. Sathish Paride (2010), Management Information System, Himalaya Publication House
M.COM. (CO-OPERATION)
SEMESTER-III
CORE XI - PRACTICAL TRAINING PHASE – I & II

Objects of Practical Training:
1. To import practical knowledge of the management and working of various types of agricultural and Non- Agricultual Co-operative Institutions and rural enterprises.
2. To develop among the PG students managerial leadership, initiative and motivation to adopt Co-operative Management practice relevant to Co-operatives and Rural enterprises.

The first phase of training will be visits to and observation study of various types of district level Cooperatives furnished below. The training should be given under the guidance and supervision of the Lecturer in Co-operation who should accompany the students. The students should maintain a systematic record for practical training. Practical managerial knowledge is to be learned from the following field / Institution.

District Level Institutions:
1. District Central Co-operative Bank.
2. District Cooperative Wholesale Stores
3. District Cooperative Milk Producers Union.
4. District Co-operative Union.
5. Circle DR Office and Joint Registrars' Office
6. Urban Co-operative Bank
7. Cooperative Agro Processing Units.

The Students are also to be sent for studying the working of any five of the following Apex level Co-operative Institutions and the branches / Regional Office of National Level federations during Second Semester. 18

A. Apex Level
1. Tamil Nadu State Co-operative Bank
2. Tamil Nadu Co-operative Agriculture and Rural Development Bank.
3. Tamil Nadu Housing Societies Federation
4. Tamil Nadu Co-operative Union
5. Tamil Nadu Co-operative Marketing Federation
6. Tamil Nadu Handloom Wavers Co-operative Society
7. Tamil Nadu Industrial Cooperative Bank.

B. National Level
1. Office / Branches of various national level Co-operative Institutions functioning at the State Headquarters.
Internal Marks awarded – 40 (Phase 1 and Phase 2)

Internal marks will be awarded by a committee consisting of the HOD and the Lecturer in charge of practical training.

Evaluation (Phase-I – 30 marks)

Evaluation of practical training Phase-I will be done on the basis of practical training records maintained by the students and Viva – Voce (Marks for records-15 and Marks for Viva – Voce-15)

Second Phase of Training (Internship)

The Students are to be assigned with the internship training for a period of two weeks during the second semester – For this purpose students will be divided into batches. The Lecturer in-charge may check their work by making surprise visits.

Any of the following types of Co-operative Institutions may be selected for internship

1. District Central Co-operative Bank / Urban Bank
2. Whole Sale Stores / Super Market
4. Large Sized Primaries including FSS and Marketing Societies District Level Milk Union.
5. Any Large / Medium, Sized Private sector rural Enterprises.

Evaluation (Phase- II -30 Marks)

Evaluation of the II Phase Practical Training (Internship) will be done by two Examiners (One Internal and Other External appointed by the University) on the basis of internship report submitted by the students and Viva-Voce (15 marks for report and 15 Marks for Viva-Vuce) On the whole the marks for practical training is 100. Marks for Phase I=50 Marks for II Phase =50.
UNIT I Rural Social System

Social, economic, political and educational system and their effect on rural life – Rural Sociology, Caste – community – Social change – social mobilization and rural leadership.

UNIT II Indian Economy

India after independence – Salient features and trends- Agriculture in India – Problems and prospects – Land reforms – Land use patterns – Crop pattern – Productivity – Common Property Resource (CPR) and Joint Forest Management – Recent trends in agriculture and Economic development.

UNIT III Demography


UNIT IV Nature and dimension of Rural poverty in India

Employment – planning for the rural poor – Poverty eradication programme (for the rural people)

UNIT V Organization for Rural Development


BOOKS RECOMMENDED

1. T. Mathew : Agricultural Development
2. P.N. Dhar : Rural Industries.
3. V.B. Singh : Rural Labour in India
4. V.K.R. V. Rao : agricultural tends in India
5. C.B. Memoria : Rural Economics
M.COM. (CO-OPERATION)  
SEMESTER-III  
ELECTIVE - IV  
STRATEGIC MANAGEMENT

UNIT I Introduction and meaning of Strategy and Strategic Management:

UNIT – II Vision, mission, objective and goals formulation:

UNIT- III Strategic Decisions:

UNIT – IV Strategy Implementation:

UNIT – V Strategic issues in Global business and e-commerce:
Managing technology and innovation - specified types of organization - organizational adoption and change.

BOOKS RECOMMENDED
3. Azhar Kazmi , Business Policy, Tata Mcgraw Hill.
4. L.M. Prasad, Strategic Management, Sultan Chand & Sons, New Delhi,2012
5. P.K. Ghose, Strategic Planning and Management, Sultan Chand & Sons, New Delhi, 2011
M.COM. (CO-OPERATION)

SEMESTER - IV

CORE XII - MARKETING MANAGEMENT

UNIT I  Need and Scope of Marketing
Definition, Meaning, features and objectives, Modern Marketing concepts, Marketing environment. Marketing of Consumer and Industrial product, social marketing, Functions of Marketing Management.

UNIT II  Market Forecasting

UNIT III  Pricing System

promotion Advertising - Functions and Objectives – Media of Advertising – Personal selling process.

UNIT IV  Management of physical Distribution

Unit V  Emerging Marketing Environment in India

BOOKS RECOMMENDED
2. Still Candiff & Goani : Sales Management
3. R.S. Pillai & Mrs. Bagavathi : Marketing
5. Sharlekar : Marketing Management
6. J.C. Gandhi : Marketing
7. Rustom S. Davar : Modern Marketing
8. G.S. Kamat : Co-operative Marketing
9. Ramasamy V.S. and Numkumari : Marketing Management
M.COM. (CO-OPERATION)

SEMESTER - IV

CORE PAPER - XIII - HUMAN RESOURCE MANAGEMENT

UNIT I Human Resources Management:
Importance – Objectives – Organization structure – Functions and role of H.R. Manager – Approaches to HRM.

UNIT II Human Resource Planning

UNIT III Recruitment and selection

UNIT IV Employee Training

UNIT V Industrial Relations
Concept, Workers participation in management- working conditions and Welfare of workers – Industrial Relations – Collective bargaining – Trade Unions – Grievance Redressal, Dispute Resolutions, relevant provisions of Industrial Dispute Act and Labour Laws concerning Welfare measures. 29

REFERENCE BOOKS
2. Garry Dessler : Human Resources Management
7. K.V. Rao : Investment in Human Resources
UNIT I Objectives and functions of Financial Management:


UNIT II Capital Budgeting:


UNIT III Cost of Capital:


UNIT IV Capital Structure Theory:


UNIT V Working capital:


REFERENCE BOOKS

SEMESTER IV
CORE PAPER – XV

PROJECT (DISSERTATION AND VIVA-VOICE)

The titles of the projects may be assigned to the students at the end of the Second Semester with a time schedule for various stages for work. They may collect data during the semester vacations. The title selected by each student for the thesis should pertain to Co-operative Institutions or Study relating to a Problem / Issues pertaining to Co-operation. Each Candidate should submit two Copies of dissertation as per guidelines through the Head of the Department of Co-operation to the Controller of Examinations. The thesis will be evaluated ( for 150 marks) and Viva – Voce test will be conducted[ for 50 Marks] based on the Criteria evolved. (Thesis: 150 + Viva-Voce : 50= 200 marks) The Average Marks of the Internal examiner (Supervisors) and the External examiner will be taken as the final mark for dissertation and Viva- Voce.
QUESTION PAPER PATTERN
PG COURSE
(CORE, ALLIED, ELECTIVE AND EDC)

PART – A 5 x 5 = 25 Marks
(Either or type Two Questions from each units)

PART – B 10 X 5 = 50 Marks
(Either or Pattern two questions from each units)

PRACTICAL PAPERS

Practical Training :
Practical Training Phase I and II
40 Marks internal + 60 Marks External =100 Marks

Project and Viva Voice :
50 Marks Viva Voice + 150 Marks Thesis =200 Marks