PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011

MASTER OF PHILOSOPHY
CHOICE BASED CREDIT SYSTEM
SYLLABUS FOR M.Phil. (CO-OPERATION)

For the Students Admitted From the
Academic Year 2017 – 2018
QUESTION PATTERN

Note: Internal Marks 25 + External Marks 75 Total =100

Part – A
5 X 5 = 25 Marks (Either or Choice)

Part – B
5 X 10 = 50 Marks (Either or Choice)
Paper - I
RESEARCH METHODOLOGY

UNIT –I

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 – testing hypothesis- research design-steps involved in research design

UNIT –III
Sampling – Definition - Types of sampling and uses– Collection of data transcription - tabulation -analysis and interpretation of data, Report writing Plagiarism.

UNIT –IV

UNIT – V
REFERENCE BOOKS:

1. Paulin V. Young :Scientific Social Surveys and Research, Prentice Hall of India.
2. Goode and Hatt : Methods of Social Research, Mcgraw Hill publications.
5. Galtung, Jpham : Theory and Methods of Social Research, Schand.
Paper- II
CO-OPERATIVE SYSTEM

UNIT –I


UNIT –II

Micro Co-operative system : Organizational objectives Vertical and horizontal growth Management structure of Co-operatives - policies, planning, decision making operational Efficiency of Co-operatives - measuring the efficiency - criteria to measure efficiency - Special features of Co-operative Organization and management.

UNIT –III

Macro Co-operative system : Macro - Co-operative policies and Programmes - Sectors of Co –operative development - Credit, Non credit, and services - Development Strategy for Co-operatives - federations, Co-operative integration - Co-operatives - Co-operatives place in the schemes to eradicate poverty and unemployment, etc, - Co-operative Prospects.

UNIT –IV


UNIT –V

Co –operative and National economic system : Co-operative Vs. Private and public sector organizations Constitutional aims - planning objectives vis- a - vis Co-operative ideals, Co-operatives and economic planning – Co-operative as a full-fledged economic system - feasibilities and constrains.

REFERENCE BOOKS

2. Co –operation and the Dynamics of change Namjoshi and Shicshankar
4. Fundamentals of Co –operation - OR Krishnasami
5. Anthology co –operation Vol. - I,II & III - NCUI,
7. principles of co –operation - PR Dubashi
UNIT – I


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


UNIT – V


**REFERENCE BOOKS**

5. S.Nakkiran and John Winfred, Cooperative Banking.
Area Paper-II
MARKETING MANAGEMENT IN CO-OPERATIVES

UNIT – I:

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

UNIT – II:


UNIT – III:

Sales Management: Sales planning and organization, sales promotion Advertisement, Marketing Research, evaluating the sales force, Sales Budget and Evaluating advertising effectiveness.

UNIT – IV:

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

UNIT – V:


REFERENCE BOOKS:

UNIT I

Financial management - meaning-objectives-financial decisions-functions of financial manager. Time value of money- present value, Future value and compounds techniques.

UNIT II

Cost of capital - meaning and importance-cost of debt, preference share, equity share and retained earnings-weighted average cost of capital. capital budgeting – meaning-significance-methods of ranking investment proposals.

UNIT III


UNIT IV


UNIT V


REFERENCE BOOK:

1. Prasanna Chandra, “Financial Management”.

Area Paper-III

FINANCIAL MANAGEMENT IN CO-OPERATIVES
Area Paper- IV
MANAGEMENT OF PRODUCTION, PROCESSING AND SERVICES
CO-OPERATIVES

UNIT-I

UNIT-II

UNIT-III

UNIT-IV


UNIT-V
REFERENCE BOOK: