

M.Sc. CO-OPERATION AND BANKING

&

Ph. D RURAL MARKETING MANAGEMENT

COURSE CURRICULUM AND SYLLABI

2009



KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT
VELLANIKKARA, KAU PO, THRISSUR – 680 656

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MSc C&B & Ph.D Programme

SYLLABUS

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MSc (C&B) RURAL MARKETING MANAGEMENT

TOTAL CREDIT REQUIREMENT

Sl. No.	Course particulars	Minimum credit requirement
1	Major Subjects	20
2	Minor Subjects	09
3	Supporting Subjects	05
4	Major Courses – Seminar	01
Total Course Work		35
5	<i>Non-Credit Compulsory Courses</i>	06
6	Research	20
Total Credit		55+06

M.Sc. (C&B) RURAL MARKETING MANAGEMENT

1. Major Subjects (Minimum 20 credits to be offered)

SL. NO.	CATALOGUE NO.	COURSE TITLE	CREDIT
1	Mmgt 501	Strategic Marketing Management	2+1
2	Mmgt 502	Advances In Rural Marketing Management	2+1
3	Mmgt 503	Strategic Marketing Communications	2+1
4	Mmgt 504	Marketing Research and Information System	2+1
5	Mmgt 505	Consumer Behaviour	2+1
6	Mmgt 506	Brand Management	1+1
7	Mmgt 507	New Products Management	2+1
8	Mmgt 508	Supply Chain Management	2+1
9	Mmgt 509	Retail Management	2+1
10	Mmgt 510	International Marketing Management	2+1
11	Mmgt 511	Agricultural Commodity Markets	2+1
12	Mmgt 512	Management of Agricultural Input Marketing	3+0
13	Mmgt 513	Services Marketing	2+1

2. Minor Subjects (Minimum 09 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in M.Sc. Co-operative Management / M.Sc . Banking & Finance Management / M.Sc .Agricultural Extension/ M.Sc . Agricultural Economics

3. Supporting Subjects (Minimum 5 credits)

Sl. No.	Catalogue No.	Course	Credit
14	Comp.501	Computer Application for Management	1+1
15	Stat 511	Statistical Methods for Applied Sciences	2+1

4. Seminar (01 credit)

Sl. No.	Catalogue No.	Course	Credit
16	Mmgt 591	Seminar	0+1

5. Non-credit Supporting Courses (Minimum 06 credits)

CODE	COURSE TITLE	CREDITS	Lead Dept.	Supporting Depts.
PGS 501	Library And Information Services	0+1	Extn.	Library
PGS 502	Technical Writing And Communications Skills	0+1	Extn.	Extn.
PGS 503 (e-Course)	Intellectual Property And Its Management In Agriculture	1+0	Pbgnbgn	Biotech./Econ./Path./Ento./Micr
PGS 504	Basic Concepts In Laboratory Techniques	0+1	Soil Science	Pbgn./Biotech./Phys./Ento./Micr
PGS 505 (e-Course)	Agricultural Research Development Programmes Research Ethics And Rural	1+0	Extn.	Path./Agro./Econ./Hmsc.
PGS 506 (e-Course)	Disaster Management	1+0	Soil Science	Agro./Extn./Ento./Path./Agmt./Engg./Anhs.

6. Research (20 credits)

Sl. No.	Catalogue No.	Course	Credit
17	Mmgt 599	Research	20

1. Major Subjects

1. Mmgt 501 STRATEGIC MARKETING MANAGEMENT (2+1)

Objective

The objective of this course is to give the students an understanding of concept, various policies, strategies & decision related to marketing.

Contents

UNIT I

Understanding strategic marketing management – Macro environmental analysis and strategic options – the strategic role of marketing – Dynamic business avenues – getting closer and customer – product/service innovation.

UNIT II

Developing strategies for competitive advantage – competing in global market. Business strategy and competitive advantage – Managing Environmental turbulence, strategy for competing, competitive advantage, business strategy, strategic analysis and strategy selection Process for developing market – driven strategies – marketing strategy formation – characteristics of strategic marketing decisions .

UNIT III

Strategic marketing planning process – marketing situation analysis – marketing strategy design – market targeting and positioning strategy, product selection – marketing programme development – strategy implementation and management.

UNIT IV

Assessing the competitive position – understanding competitive market, their structure and attractiveness – assessing advantages. Choosing avenues and advantages – deciding how to compare, where to compare – gaining access to market, responding to global markets. Renewing the strategy – charting new directions, conditions for successful renewal, setting the growth directions.

UNIT V

The strategic role of information – information and competitive advantage, marketing research, artificial intelligence and expert system – issues in managing information. Global trends and export marketing strategy in selected products – global trends and emerging challenges – India's export performance and evolving strategies.

Practical

Management cases, games and field survey for identifying: (a) Marketing situation analysis for selected rural/urban products, (b) Evaluating small/agri-business opportunities, (c) Capitalizing on opportunities through the marketing mix – Product mix strategy – promotion mix strategy – channel management - pricing strategy – positioning strategy, (d) Market opportunities for consumer services.

Suggested readings

1. George S. Day. (2004). *Market Driven Strategy: Processes for Creating Value*, The Free Press, A Division of Macmillan, Inc., New York
2. Stenen J. Shaw, John F. Willeborg, Richard E. Stanley. (2006). *Marketing Management Strategy – Cases and Problems*, Printice Hall, Inc. Bombay
3. Philip Kotler. (2005). *Marketing Management*. the Millennium Edition, Prentice Hall of India Pvt. Ltd., New Delhi

4. Richard J. Geruson. (2005). *A Theory of Market Strategy*. Oxford University Press, New York.
5. Ramanuj Manjumdar. (2004) *Marketing Strategies* – Allied Publishers Ltd., New Delhi.
6. David W. Carvens. (2004). *Strategic Marketing* – IRWIN – Home Wood, Boston.

2) Mmgt 502

ADVANCES IN RURAL MARKETING MANAGEMENT

(2+1)

Objective

To develop understanding regarding issues in rural markets , potential of rural markets in India and to understand the rural consumer behaviour.

Contents

UNIT I

Definition of rural marketing characteristics. Similarities and distinctions between agriculture and rural marketing. Rural market environment: Demographic environment, Economic environment, Natural environment, Technological environment, Socio-cultural environment, Political environment and Legal environment.

UNIT II

Rural market position and analysis. Types of Market – ways of segmenting markets – strategic decisions in analyzing and finding rural market targets. Marketing problems of agricultural inputs and consumer products in rural areas and the role of co-operatives.

UNIT III

Rural marketing strategy development and research- product strategy, price strategy, distribution strategy, Communication strategy – challenges in rural communication, profiling target audience, communication objectives, designing message, selecting communication channels, selecting the right promotion mix, rural media mass media, folk media, meals, selling and sales promotion strategies.

UNIT IV

Criteria and technique in marketing decisions, rural marketing information systems. Rural consumer behaviour – factors affecting consumer behaviour characteristic of rural consumer consumer buying process, diffusion of innovation. Targeting, segmenting and positioning – basis of segmentation, selection of segments, Identification, selection, development and communication of positioning concept..

UNIT V

Role of Government in rural marketing scene, consumer movements and its impact and rural marketing, need for rural marketing in India. Designing the strategic rural marketing mix: Meaning of rural product, product classification schemes, brand decisions, packaging and labeling and product mix.

Practical

On the spot studies and field visit in rural markets to identify the marketing strategies & techniques adopted by rural organizations involved in production and marketing.

Suggested readings

1. Kuchi Sayulu . (2004). *Rural marketing in India*, Anmol Publications. New Delhi.

2. T.P. Gopala Swamy. (2005). *Rural Marketing Environment, Problems and Strategies*, Response books, New Delhi
3. Sanal Kumar, Velayudhan, (2004) *Rural Marketing-Targeting the Non-Urban Consumer*, Response books, New Delhi.
4. Singh Garg. (2004). *Agricultural Marketing*, Anhad Publishers. New Delhi.
5. Nizamuddin Khan. (2004). *Agricultural Development and Marketing*, H.K. Publishers.Hydrabad.
6. Rajagopal. (2005) *Rural marketing in India*. Renaissance Publishing House.
7. Pradeep Kashhyap & Siddhartha Raut(2006) *The Rural Marketing Book*, Biztantra, New Delhi.
8. Krishnamacharyulu C & Ramakrishnan L.(2002).*Rural Marketing*.Pearson Edu.
9. Ramaswamy V S & Nanakumari S. (2006). *Marketing Management* .3rd Ed.

3) Mmgt 503

STRATEGIC MARKETING COMMUNICATION

(2+1)

Objective

To familiarise the students with the different communication mix used in rural/urban marketing

Contents

UNIT I

Nature of marketing communications – marketing communications: past, present and future – communication process and marketing mix

UNIT II

Marketing communications – strategy and its nature – marketing communications planning, elements of marketing –

UNIT III

Communications mix – personal selling, advertising, sales promotions, direct marketing, publicity and public relations, sponsorship, exhibitions, corporate identity and corporate image, packaging, branding, merchandising, word of mouth, cyber marketing – internet and online strategies –

UNIT IV

Managing communications mix – integrated marketing communications – strategic issues in marketing communications. Marketing communications for different types of products – rural marketing communications.

UNIT V

Global implications for marketing communications – international marketing communications.

Practical

1. Case analysis
2. Observation and evaluation of marketing communication practices of selected organizations
3. Studies on communication effectiveness
4. Visits to organizations specialized in marketing communication
5. Exercises on preparation of advertising copy

Suggested readings

1. P.R. Smith. (2005). *Marketing Communications: An Integrated Approach*, KOGAN PAGE, London.
2. Alan H. Anderson and David Kleiner. (2004). *Result Oriented Marketing Communications*, Beacon Books, New Delhi – 110063

Suggested readings

1. Harper W. Boiyd, Ralph West Fall & Stanley F. Stasch. (2005). *Marketing research – text and cases*, Irwin Publishers
2. G.G. Beri. (2004). *Marketing Research – text and cases*, Tata Mcgraw Hill)
3. Ronald M. Weiers, *Marketing Research*. (2004). Prentice Hall Co.
4. David J. Luck & Ronald S. Rubin. (2005). *Marketing Research*, Prentice Hall.
5. Carl Mc Daniel & Roger Gate. . (1999). *Contemporary marketing Research*, Ohio.
6. Parasuraman A, Druv Grewal and R.Krishnan(2004): *Marketing Research*, Biztandra, New Delhi.
7. Nargundkar, Rajendra(2004) *Marketing Research- Text and Cases*, Tata McGraw Hill, New Delhi .
8. Green, Paul E. , Donald S.Tull and Gerald Albaum(1998) *Research for Marketing Decisions*, Prentice Hall of India, New Delhi.
9. Hair, Joseph:(2005) *Marketing Research*, Tata McGraw Hill, New Delhi
10. Malhotra, Naresh:(2002) *Marketing Research*, Prentice Hall of India, new Delhi
11. Luck, David and Donald Rubin(2005): *Marketing Research*, Prentice Hall of India, New Delhi.

5) Mmgt 505

CONSUMER BEHAVIOUR

(2+1)

Objective

To expose the students on the various consumer behaviour models , and situations studies on selected groups of rural consumers and their behaviour on purchase decisions.

Contents

UNIT I

Consumer behaviour – concepts; nature, scope and applications of consumer behaviour; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and life-style; Consumer behaviour audit.

UNIT II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules.

UNIT III

Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement

UNIT IV

The buying process: problem recognition and information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behaviour. Models of consumer decision-making- early models, Howard Sheth model. Recent developments in modelling consumer behaviour.

UNIT V

Culture and Consumer behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Consumer protection in India; Public policy and consumer behaviour.

Practical

Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour

Suggested readings

1. John A. Howard. (2005). *Consumer behaviour in marketing strategy*, Prentice Hall. New Jersey.
2. Hoyel MacInnis. (2006). *Consumer behaviour*, Educational Publishers.
3. Walters and Bergiel, *Consumer behaviour, a decision making approach*, South Western Publishing Co.
4. Lack Rubin. (2005). *Marketing Research*, Prentice Hall. New Delhi.
5. Peter M. Chisnall. (2004). *Marketing: A Behavioural Analysis*, the McGraw-Hill Publishing House.
6. Michael R. Solomon. (2003) *Consumer behaviour buying, having, and being*, Prentice Hall. New Jersey.
7. Hawkins, Best and Coney: (2004) *Consumer Behaviour*, Tata McGraw Hill, New Delhi
8. Schiffman, L.G. and Kanuk, L.L.: (2006) *Consumer Behaviour*, Prentice Hall of India, New Delhi
9. Laudon, David L and Bitta Albert J Della (2005): *Consumer Behaviour*, Tata McGraw Hill, New Delhi
10. Mowen, John C: (2006) *Consumer Behaviour*, Macmillan, New York
11. Assael, H (2005) *Consumer Behaviour and Marketing Action*, South Western, Ohio

6) Mmgt 506

BRAND MANAGEMENT

(1+1)

Objectives

To understand the strategic significance of brand building, and,

To understand the formulation and implementation of brand building strategies.

Contents

UNIT I

Concepts of Brand: Importance of branding; types of branding; Brand awareness; Brand essence; Brand personality; Brand identity; Brand associations, brand image and; Brand loyalty; Brand equity; Product vs corporate branding. New brand development.

UNIT II

Branding strategies: Brand name selection; Brand building tools; Brand extension decisions; Related extension and unrelated extension; family vs individual brand names; Multiple branding; Private vs national branding.

UNIT III

Brand positioning: associations, image and positioning, value creation by brand associations, types of associations. Brand positioning and re-launch: Brand building and communication. Brand repositioning. Indian cases on brand positioning and repositioning.

UNIT IV

Evaluation of brand equity: Models for evaluation of brand equity.

UNIT V

Branding for international markets. Protection of brand assets. Brand audit;

Practical

1. Field study on brand awareness, brand loyalty, brand extensions etc.
2. Case analysis related to various dimensions of brand equity management
3. Observation and analysis of brand positioning strategies of selected organizations

Suggested readings

1. David A. Aaker. (2005). *Managing Brand Equity*, The Free Press, New York.
2. John Murphy, *Brand Evaluation (Edited)* . (2006). Hutchinson Business Books, U.K.
3. Jagdeep Kapoor. (2004). *24 Brand Mantras*, Response Books, New Delhi.
4. Al Ries & Jack Trout. (2004). *Positioning*, Warner Books, New York.
5. Alexander L. Biel, David A. Aaker. (1993). *Brand Equity & Advertising*, Lawrence Erlbaum Associates
6. Aaker, David A: (2000)*Managing Brand Equity*, Free Press, New York.
7. Sen Gupta, Subrato: (2002)*Brand Positioning*, Tata McGraw Hill, Delhi
8. Chaturvedi, M: (2003)*New Product Development*, Wheeler Publications, New Delhi.
9. Kapferer, J.N(1997).: *Strategic Brand Management*, Kogan Page, London
10. Kuller, K.L.: (2002)*Strategic Brand Management*, Prentice Hall, New Delhi.
11. Moorthy, Y.L.R.:(2004) *Brand Management*, Vikas Publication House, New Delhi.
12. Aaker, David A: (1996)*Building Strong Brands*, Free Press, New York 1
13. Jones, John Philip(2000): *Behind Powerful Brands*, Tata McGraw Hill, Delhi

7) Mmgt 507

NEW PRODUCTS MANAGEMENT

(2+1)

Objectives

- To understand the process of systems analysis and design, and,
- To gain a practical orientation to structured systems analysis and
- To design various dimensions of new products management

Contents

UNIT I

Product management – Introduction and importance of product management. Product- core, tangible and augmented. Types of products; Role of product manager in different industries; Demand forecasting; market segmentation; product plan- components of product plan; Product differentiation; product deletion. Future of product management.

UNIT II

New product development- stages of new product development; Product modification; Product variants; diffusion and adoption process; Industrial and consumer innovations; Diffusion of innovation cycle; New product launch strategies; successes and failures. Packaging methods and strategies.

Channel management and the product manager; Customer contact and the product manager; Channel selection; Monitoring profitability by channel; Customer relations and the product manager; Customer acquisition;

UNIT III

Product positioning; Organising product teams; product policy; product life cycle; new product demand forecasting; models of demand forecasting; product portfolio models.

UNIT IV

Category attractiveness analysis- aggregate market factors, Category factors and environmental analysis. Competitor analysis- assessing competitors current objectives and strategies, Differential advantage analysis; Customer analysis; Beyond category brand extension.

UNIT V

Developing product strategy- Elements of product strategy; Strategic options for product; Product strategy over the life cycle; Financial analysis for product management: Sales analysis; Profitability analysis. Case studies in new product introductions and product management.

Practical

1. Interactions with new product managers of selected organization
2. Case analysis related to various dimensions of new products management
Demonstration of new product launching by student groups

Suggested readings

1. C. Merle Crawford. (2004). *New Products Management*, Irwin, Homewood Boston.
2. Oswald, A.J., Mascarenhas, S.J. (2005). *New Product Development*, Oxford & IBH, New Delhi
3. Masacrenhas & Oswald A.J. (2004). *New Product Development: its marketing, research & management*. , Oxford & IBH, New Delhi.
4. Elwood .S. Buffa, Rakesh .K. Sarin. (2003). *Modern Production and Operations Management*. John Wiley and Sons. New York.
5. Everett Adem J, Ronald J Ebert. (2003). *Production and Operations Management*. Prentice Hall.
6. Lehmann, Donald R and Winer, Russel S.: (2004) *Product Management*, Tata McGraw Hill., New Delhi
7. Majumdar, Ramanuj: (2004) *Product Management*, Prentice Hall of India.
8. Ulrich, Karl T. and Eppinger, Steven D (2004) *Product Design and Development*, Tata McGraw Hill, New Delhi .

8) Mmgt 508

SUPPLY CHAIN MANAGEMENT

(2+1)

Objectives

To understand strategic importance of supply chain, and ,
To gain practical knowledge about supply chain management.

Contents

UNIT I

Concept of supply chain; decision phases in supply chain; process view of supply chain; cycle view of supply chain; flows in supply chain; Drivers and obstacles.

UNIT II

Demand and supply in supply chain: techniques for forecasting demand; Managing supply and demand; management of variability; Inventory management in SCM; Uncertainties of demand; Concept of optimal level of product availability;

UNIT III

Transportation in supply chain- role, cost and modes; Network design- factors; Models of facility allocation and capacity allocation; Role of IT in SCM; Supply chain coordination.

UNIT IV

Role of marketing in SCM – influence of market concept, market orientation and relationship marketing on SCM. Sales force activities and behaviours in SCM – co-operative behaviours, information sharing, nurturing supply chain relationships – sales person logistics expertise.R&D in SCM – Intrafirm R&D, interfirm R&D, supply chain R&D.Supply chain sales forecasting.Role of production in SCM

UNIT V

Financial issues in SCM – trends in logistics cost, dupont model, supply chain costing. Customer service in SCM – definition of customer service, customer service as a performance outcome, customer responses.

Practical

1. Exercises in supply chain forecasting, supply chain costing etc.
2. Observation and analysis of supply chains of selected organizations
3. Case studies of supply chains

Suggested readings

1. John T. Mentzer. (2005). *Supply Chain Management*, Response Books, New Delhi
2. Sunil Chopra & Peter Meindas. (2004). *Supply Chain Management*, Pearson Education
3. Charles C. Pionier. (2005). *Supply Chain Management*, Prest Publishing House
4. Fred A. Kuglin(2004)*Customer -Centered Supply Chain Management:alink by link Guide*.American Management Association.New york.
5. John.T.Mentzer (2005). *Supply Chain Management*.sage Publications. New Delhi
6. Chopra, Sunil and Peter Meindle:(2005) *Supply Chain Management*, Pearson Education, New Delhi
7. Levi, David Simchi, et el: (2004)*Designing and Managing Supply Chain*, Tata McGraw Hill, New Delhi
8. Mentzer, John T., et el: Ed., (2001)*Supply Chain Management*, Response Books, New Delhi
9. Ballou, Ronald H(2004): *Business Logistics / Supply Chain Management*, Pearson Education, New Delhi

9) Mmgt 509

RETAIL MANAGEMENT

2+1

Objective

To understand the importance of organised retailing in rural and urban marketing

Contents

UNIT I

Retailing: Nature and Scope; Retailing scenario in India; Wheel of retailing; Retailing life cycle; Types of retailing- Ownership based, store based and non-store based retailing. Vertical marketing systems.

UNIT II

Strategic planning in retailing: Retailing environment and customers; Designing retailing information system and research.

Location and organisational decisions ; Trading area analysis; Site selection; Organisational patterns in retailing.

UNIT III

Operations management: Budgeting and resource allocation; Store format and size decisions. Store layout and space allocation.; Store security aspects; Credit management.

UNIT IV

Product assortment decisions; Merchandise forecasting; Buying and handling merchandise; Inventory management; Merchandise pricing; Merchandise labelling and packaging.

UNIT V

Retail promotion: building retail store image; Role of atmosphere; Layout planning; Retail promotion mix strategy; Retail store sales promotion schemes.

Retail control: Controlling retail operations.

Suggested readings:

1. Pradhan: *Retail Management*, (2004) Tata McGraw Hill, New Delhi.
2. Berman, Barry and Joel Evans (2002): *Retail Management*, Prentice Hall, New Jersey.
3. Levy, Michael and Barton A Weitz (2003) *Retail Management*, Tata McGraw Hill, New Delhi
4. Cooper, J: (2004) *Strategy Planning in Logistics and Transportation*, Hogan page, London.
5. Cox, Roger and Paul Britain: (2005) *Retail Management*, Prentice Hall, Harlow.
6. Kotler, Philip: (2004) *Marketing Management*; Prentice Hall of India, New Delhi
7. Levy, M and B.A. Weitz: (2005) *Retail Management*, McGraw Hill, Boston.

10) Mmgt 510 INTERNATIONAL MARKETING MANAGEMENT (2+1)

Objectives

To understand the international environment for marketing, and,
To gain an in-depth understanding of global marketing practices.

UNIT I

International Marketing: Meaning and Definition; Scope and Importance of International marketing; International, multinational and global marketing. Reasons for international marketing; Forces restricting international marketing; Management orientation to international marketing; Challenges of international marketing.

UNIT II

International economic environment: Different economic systems; Big emerging nations; Low income, middle income and high income countries. International trade environment; Preferential trade agreements; Specific trading groups; International social and cultural environment; Understanding culture. Political,

legal and regulatory environment. Concept of sovereignty; Political risk; International legal system; Business issues in legal systems; Approaches to dispute settlement. International regulatory environment; WTO.

UNIT III

International market entry strategy: Factors influencing entry strategy; Modes of entry; Exporting; Problems in exporting; Measures of import restriction and export promotion; International payment system. Licensing; Foreign Direct Investment; Strategic Alliances; Global strategic partnership and relationship enterprise.

UNIT IV

International marketing mix strategy: International product strategy; Factors affecting product strategy; International promotion strategy; Integrated marketing communications; Global advertising; Global personal selling; Global sales promotion and publicity; International distribution strategy.

UNIT V

International marketing information system and marketing research; Steps in international marketing research; Special issues in international marketing research. International marketing organisation system; International marketing control system. Foreign trade policy of India; Exim Policy; Analysis of foreign trade of India.

Practical

Case Studies in related areas

Suggested readings

1. M.N. Mishra. (2004). *International Marketing Management*, Oxford & IBH Publishing Co. Pvt. Ltd.
2. Subhash C. Jain. (2005). *International Marketing Management*, CBS Publishers & Distributors.
3. Czinkotta and Ronkainen (2004). *International Marketing*. The Dryden Press.Chicago.
4. Terpstra (2001). *International Marketing*. The Dryden Press. Chicago.
5. Warren J Keegen(2001) *Global Marketing Management* .Printice Hall of India Ltd.New Delhi.
6. Keegen, Warren and Mark Green:(2005) *Global Marketing*, Prentice Hall of India, New Delhi.
7. Cateora, Philip R, and John L Graham(2005): *International Marketing*. Tata McGraw Hill, New Delhi .
8. Kripalani, V.H.: (2004)*International Marketing*, Prentice Hall of India, New Delhi.
9. Ministry of Commerce, Government of India: Export Import Policy 1992-97.

11) Mmgt 511

AGRICULTURAL COMMODITY MARKETS (2+1)

Objective

To give an awareness to the students about the structure and functioning of agricultural commodity markets.

Contents

UNIT1

Overview of commodity marketing system, Role of commodity derivatives in agriculture – price discovery – provision of liquidity, hedging, price of storage, relationship between spot and futures prices, establishment of forward prices.

UNIT II

Agricultural options – meaning of options, option premium determination, relationship between strike price and futures price, interest rates, volatility and risk.

UNIT III

Approaches to price analysis – fundamental analysis and technical analysis, strategies for successful trading. Mechanics of commodity futures – commodity future exchanges, commodity futures contract, participants in futures market, commodity orders, clearing house operations, margin requirements.

UNIT IV

Commodity derivatives in India – regulatory framework of commodity futures – role of forward Market Commission and Central Government, Kabra Committee Report

UNIT V

Commodity futures in specific commodities – pepper, natural rubber, coconut oil/copra, coffee, rice, wheat etc. Commodity exchanges in foreign countries – Chicago, New York, Brazil, etc.

Practical

1. Exercises in futures and options
2. Exercise in fundamental and technical analysis
3. Field visits to spot market, commodity exchanges, forward contract, auction, future markets
4. Observation and analysis of market trends

Suggested readings

1. Michael Atkin. (2005). *Agricultural Commodity markets*, Routledge, London.
2. Commodity Futures Trading Commission, *Economic Purposes of Futures Trading*, Washington, 1997.
3. Forward Markets Commission, Ministry of Food and Consumer Affairs, GOI,((2001)“Forward Contracts (Regulation) Act, 1952”.
4. Forward Markets Commission, Ministry of Food and Consumer Affairs, GOI,(2000) “Forward Trading and Forward Markets Commission”,
5. Sahadevan, K.G., (2002) *Risk Management Agricultural Commodity Markets: A study of some selected commodity futures*, Working Paper Series: 2002-07, IIM, Lucknow,
6. UNCTAD. (2003). *Feasibility study on a Worldwide Pepper Futures Contract*, 1995.
7. UNCTAD, (1997) *Emerging Commodity Exchanges: From Potential to Success*, Youssef, Frida, Integrated Report on Commodity Exchanges and Forward Markets Commission, 2000.
8. Sahadevan, K.G. (2002). *Derivatives and Price Risk Management: A study of Agricultural Commodity Futures in India*, IIM, Lucknow,.

12) Mmgt 512 MANAGEMENT OF AGRICULTURAL INPUT MARKETING (3+0)

Objective

The objective of this course is to give the students an understanding of different marketing concept and marketing system in context of agricultural inputs

Contents

UNIT I

Agricultural input marketing-meaning and importance; Management of distribution channels for agricultural input marketing; Agricultural Inputs and their types-farm and non-farm, role of co-operative , public and private sectors in agri-input marketing.

UNIT II

Seed-Importance of seed input; Types of seeds-hybrid, high yielding and quality seeds; Demand and supply of seeds; Seed marketing channels , pricing , export – import of seeds ; Role of NSC and State Seed Corporation.

UNIT III

Chemical Fertilizers- Production , export, supply of chemical fertilizers , Demand /consumption , Prices and pricing policy; subsidy on fertilizers; marketing system- marketing channels, problems in distribution; Role of IFFCO and KRIBCO in fertilizer marketing

UNIT IV

Plant Protection Chemicals- Production, export/import, consumption , marketing system – marketing channels; Electricity /Diesel Oil-marketing and distribution system; pricing of electricity for agriculture use; subsidy on electricity.

UNIT V

Farm Machinery – Production , supply demand, Marketing and distribution channels of farm machines; Agro-industries Corporation and marketing of farm machines/implements /Equipments

Suggested Readings

1. Acharya SS & Agarwal NL.2004 . *Agricultural Marketing in India*.4th Ed.Oxford &IBH
2. Broadway AC & Broadway Arif A .2003 *A Text Book of Agri-business Management* .Kalyani
3. Singh A K & Pandey S.2005. *Rural Marketing* . New Age.
4. Singh Sukhpal 2004. *Rural Marketing – Focus on Agricultural Inputs*.Vikas Publ.House

13) Mmgt 513

SERVICES MARKETING

(2 + 1)

Objectives

To develop insights into emerging trends in service sector of the economy, and,
To gain practical knowledge in marketing of services.

Contents

UNIT I

Emergence of Service economy: Nature of services; Unique characteristics of services; Goods and services marketing; Classification of services; Origin and growth of Service marketing. Service marketing mix;

UNIT II

Service product development: The service encounters; Service consumer behaviour; Service management trinity; Service experience; Service quality. Service failure and recovery; Service blue printing.

UNIT III

Service vision and service strategy; Quality issues and quality models of service management; Quality function deployment; Customer defined service standards; servicescape; Customer satisfaction; Customer satisfaction surveys; integrated marketing of services.

UNIT IV

Demand and supply management for services; Advertising, branding and packaging of services; Employees' roles in service delivery. Customers' role in service delivery.

UNIT V

Marketing of Various Services: Marketing of financial services; Marketing of Healthcare services; Marketing of Tourism services; Marketing of educational services; Marketing of legal and professional services.

Practical

Case studies on bank marketing, insurance marketing, tourism marketing, hospital marketing, educational institutions.

Suggested readings

1. Zeithaml, Valarie A and Bitner, Mary Jo:(2004) *Services Marketing*, Tata McGraw Hill, New Delhi
2. Woodruffe, Helen :(2004) *Services Marketing*, Macmillan India, New Delhi.
3. Lovelock, Christopher H.(1995): *Managing Services: Marketing Operations and Human Resources*, (1995)Prentice Hall Inc, New Jersey
4. McDonald, Malcom and Payne: *A Marketing Planning for Services*, Heinemann, Butterworth 1996.
5. Christopher. Lovelock. (2005). *Services marketing* – Prentice Hall.
6. John E.G. Babson, K. Douglas, Hoffman. (2004). *Managing services marketing*, Harcourt Brace College Publishers, 1999.
7. Helen Woodruffe. (2005). *Services marketing*, Pitman Publishing, London.
8. Keith Blois. (2005). '*Marketing*', Oxford University Press, 2000.
9. S.M. Jha. (2004). *Services marketing*, Himalaya Publishing House.
10. Bidhi Chand(2004) *Marketing of Services*Rawat Publications.New Delhi.

2. Minor Subjects (Minimum 09 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in M.Sc. Co-operative Management / M.Sc. Banking & Finance Management / M.Sc .Agricultural Extension/ M.Sc . Agricultural Economics

3. Supporting Subjects (Minimum 05 credits)

Sl. No.	Catalogue No.	Course	Credit
1	Comp.501	Computer Application for Management	1+1
2	Stat 511	Statistical Methods for Applied Sciences	2+1
3	**Resm 501	Research Methodology	2+1

4. Seminar (01 credit)

Sl. No.	Catalogue No.	Course	Credit
15	Mmgt 591	Seminar	0+1

5. Non-credit Supporting Courses (Minimum 06 credits)

CODE	COURSE TITLE	CREDITS	Lead Dept.	Supporting Depts.
PGS 501	Library And Information Services	0+1	Extn.	Library
PGS 502	Technical Writing And Communications Skills	0+1	Extn.	Extn
PGS 503 (e-Course)	Intellectual Property And Its Management In Agriculture	1+0	Pbgnbgn	Biotech./Econ./Path./Ento./Micr
PGS 504	Basic Concepts In Laboratory Techniques	0+1	Soil Science	Pbgn./Biotech./Phys./Ento./Micr
PGS 505 (e-Course)	Agricultural Research Development Programmes Research Ethics And Rural	1+0	Extn.	Path./Agro./Econ./Hmsc.
PGS 506 (e-Course)	Disaster Management	1+0	Soil Science	Agro./Extn./Ento./Path./Agmt./Engg./Anhs.

6. Research (20 credits)

Sl. No.	Catalogue No.	Course	Credit
1	Mmgt 599	Research	20

Ph. D . RURAL MARKETING MANAGEMENT

TOTAL CREDIT REQUIREMENT

<i>Sl. No.</i>	<i>Course particulars</i>	<i>Minimum credit requirement</i>
1	Major Subjects	15
2	Minor Subjects	08
3	Supporting courses	05
4	Seminar	02
Total course work		30
5	Non Credit Compulsory Courses	06
6	Research	45
Total credits		75+06

Ph. D . RURAL MARKETING MANAGEMENT

1. Major Subjects (Minimum 15 credits)

Sl. No.	Catalogue No.	Course	Credit
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1	Mmgt 601	Marketing research and information system	2+1
2	Mmgt 602	Advances in consumer behaviour	3+1
3	Mmgt 603	Agri-business marketing strategies and techniques	3+1
4	Mmgt 604	Strategic marketing management	2+1
5	Mmgt 605	Supply chain management in agri-business	2+1
6	Mmgt 606	Integrated Marketing communications	2+1
7	Mmgt 607	Customer Relationship Management	2+1
8	Mmgt 608	Hospitality Management and Relationship Marketing	2+1
9	Mmgt 609	Retail management	2+0
10	Mmgt 610	Operations research in marketing	2+1
11	Mmgt 611	Strategic Brand management	2+1

2. Minor Subjects (Minimum 09 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in Ph.D.Agricultural Extension/ Ph.D . Agricultural Economics/MBA in AGri-business Management

3. Supporting Courses (05 credit)

4. Seminar (2 credit)

Sl. No.	Catalogue No.	Course	Credit
12	Mmgt 691	Doctoral Seminar	0+1
13	Mmgt 692	Doctoral Seminar	0+1

5.Non Credit Compulsory Courses (06 credits ie; PGS 1 – PGS 6)

6. Research

Sl. No.	Catalogue No.	Course	Credit
14	Mmgt699	Research	45

1. Major Subjects

1) Mmgt 601 **MARKETING RESEARCH & INFORMATION SYSTEM** (2+1)

Objective

To provide analytical input to students with respect to data collection, compilation, interpretation, and presentation of basic and applied research in marketing.

Contents

UNIT I

MR concepts and design – meaning and importance, research process – organizations of marketing research in India – research design.

UNIT II

Data collection – data collection – sampling – questionnaire design and development – attitude measurement and scaling. Data processing and analysis – qualitative research, meaning and scope methodologies – data processing – coding, tabulation, data presentation – description and inference from sample data – analysis of association.

UNIT III

Multivariate analysis – regression analysis, discriminant analysis and factor analysis – conjoint analysis – cluster analysis and multi-dimensional scaling – applications of marketing research in India.

UNIT IV

Information for decision making – conceptual foundations of information systems – information resource management. System development – overview of systems analysis and design. Computer network and data communications – trends in information technology – hardware, software, data communication concepts.

UNIT V

Managing corporate data resources – organizing data – relational data base management systems. Social dimensions of computerization. Media planning concepts – media characteristics, media planning and scheduling, media buying. Marketing communication form – sales promotion – direct marketing – publicity and public relation – social marketing communication.

Practical.

Applications of marketing research in India(both rural & urban marketing) – case studies – aspects of information technology and policy making – computerization of IFFCO. Developing market intelligence & information system for selected agri-business and co-operative organisations.

Suggested readings

1. Harper W. Boiyd, Ralph West Fall & Stanley F. Stasch. (2005). *Marketing research* – text and cases, Irwin Publishers
2. G.G. Beri. (2004). *Marketing Research* – text and cases, Tata Mcgraw Hill)
3. Ronald M. Weiers, *Marketing Research*. (2004). Prentice Hall Co.
4. David J. Luck & Ronald S. Rubin. (2005). *Marketing Research*, Prentice Hall.
5. Kinnear & Taylor (2002) *Marketing Research* – An applied Approach, Tata Mcgraw Hills Inc. New York.
- 6 Tull & Hawkins (2002) *Marketing Research: Measurement & method*. Prentice Hall of India Ltd. New Delhi.
- 7 Nargundkar, Rajendra: *Marketing Research- Text and Cases*, Tata

- McGraw Hill, New Delhi 2004.
9. Green, Paul E. , Donald S.Tull and Gerald Albaum(1998): *Research for Marketing Decisions*, Prentice Hall of India, New Delhi.
 10. Hair , Joseph:(2005)Marketing Research,Tata Mc Graw Hill,New Delhi
 11. Malhotra, Naresh: *Marketing Research*, Prentice Hall of India, new Delhi 2002.
 12. Luck, David and Donald Rubin: *Marketing Research*, Prentice Hall of India, New Delhi2006.
 13. Donald S .Tull , Dell Hawkins , *Marketing Research* , Measurement & Methods , Prentice Hall of India, New Delhi 2008

2) Mmgt 602

ADVANCES IN CONSUMER BEHAVIOUR

(3+1)

Objective

To equip the students to undertake consumer behaviour studies on selected areas in rural marketing management.

Contents

UNIT I

Consumer behaviour : Its origin and strategic applications -Consumer behaviour – nature, scope and application, consumer behaviour and life style marketing.

UNIT II

The consumer as an individual- consumer motivation –personality & consumer behaviour – consumer perception-consumer learning – consumer attitude formation & change

UNIT III

Organizational buying behaviour. Understanding consumers and market segments – research in consumer behaviour, history of consumer research, consumer research strategies, methods and tools. Modeling consumer behaviour – learning model, psycho-analytical model, need – hierarchy model, consumption behaviour based on economic theory, concepts of utility function.

UNIT IV

Environmental influence on consumer behaviour – culture, sub-culture, social class, family, family life cycle and buying roles, social groups, reference groups, group influence and opinion leadership –

UNIT V

Consumer decision making process – types of consumer decision, process model, problem recognition, information search behaviour, information processing, alternative evaluation, choosing and consuming.

UNIT VI

Buying process and post-purchase behaviour – behaviour related to purchase, in store purchasing, in house shopping motivation, post-purchase evaluation, post-purchase dissonance. Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour.

Practical:

Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour Application and adoption of various consumer behaviour models to situations, studies on selected groups of rural consumers and their behaviour. Studies on organisational and household decision making.

Suggested readings

1. John A. Howard. (2005). Consumer behaviour in marketing strategy, Prentice Hall. New Delhi.
2. Hoyel MacInnis. (2006). Consumer behaviour, Educational Publishers.
3. Walters and Bergiel. (2003). Consumer behaviour, a decision making approach, South Western Publishing Co. Chicago.
4. Lack Rubin. (2005). Marketing Research, Prentice Hall. New Delhi
5. Peter M. Chisnall. (2004). Marketing: A Behavioural Analysis, the McGraw- Hill Publishing House. New Delhi.
6. Michael R. Solomon. (2003) Consumer behaviour buying, having, and being, Prentice Hall. New Jersey.
- 7 Leon G. Schiffman, Leslie Lazar Kanuk, Consumer Behavior, Prentice Hall. New Delhi-2008

3) Mgmt 603 AGRI-BUSINESS MARKETING – STRATEGIES AND TECHNIQUES (3+1)

Objective

Give a background knowledge of the structural dimension of agri-business marketing in India.

Contents

UNIT I

Understanding Marketing Management – introduction, marketing task, scope of marketing, marketing concept & tools, company orientation towards the market place, production concept, products concept, selling concept, marketing concept, social marketing concept.

UNIT II

Field of modern agribusiness marketing management – Scanning the agribusiness marketing environment – micro and macro marketing environment, analysing the needs and trends in the macro environment, identifying and responding to the major macro environment forces like demographic, economic, natural, political, legal and sub-cultural environment.

UNIT III

Analysing agribusiness marketing opportunities – gathering information and measuring market demand, components of a modern marketing information system, internal records, marketing intelligence, marketing research and marketing decision support system.

UNIT IV

Market and market structure of agricultural products – market integration, marketing efficiency, marketing costs and price spread, Government intervention and its impact of agri-business firm - role of APMCs, SAMBs, FCI, NAFED, Commodity Board etc.

UNIT V

Identifying market segments and selecting target markets – levels and patterns of market segmentation, segmenting consumer and business markets, market target.

UNIT VI

Developing marketing strategies – marketing situation analysis, marketing management policy and planning, market mix elements; product, price, promotion and physical distribution. Product strategies – product planning, product mix, product line, product brand, packaging and service decisions, product differentiation, service differentiation personnel differentiation, channel differentiation and image differentiation, product positioning, developing and communicating a positioning strategy, concept of product life cycle, challenges in new product development.

UNIT VII

Pricing strategies – selecting and pricing objective, determining demand, estimating cost, setting pricing method; setting final pricing, adapting the price, geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing, initiating and responding to price changes. Promotion – meaning, definition, objectives and concept of promotion mix (since a separate paper on Marketing Communication is offered in a later semester, a detailed study of promotion is not expected in this paper).

UNIT VIII

Physical distribution strategies – channels of distribution, channel management decisions, managing retailing, wholesaling and market logistics. Personal selling – direct marketing, Business to Business (BOB) marketing - Role of Self-Help Groups in agri-business marketing.

Practical

Application and adoption of various product, price & promotion strategies to selected agri-business organizations in Kerala . studies pertaining to role of self-help groups in agri-business marketing.

Suggested readings:

1. William J. Standton. (1999). Michael J. Etzel and Bruce J. Walker *The Fundamentals of Marketing*, Mc Graw – Hill Inc., New York.
2. Philip Kotler. (2003). *Marketing Management*, , Printice Hall of India, New Delhi.
3. Enis Cox Mokwa. (2000). *Marketing Classes*, Printice Hall, New Jersey.
4. Rachman. (2003). *Marketing Today*, CBS College Publishing, New York.
5. S.S. Acharya and N.L. Agarwal. (2004). *Agricultural Marketing in India*, Oxford IBH, New Delhi.
6. Sanalkumar, Velayudhan. (2000). *Rural Marketing - Targeting the Non-Urban Consumer*, Response Books, New Delhi.
7. Kuchi Sayula. (1999). *Rural Marketing in India*, Anmol Publications, New Delhi.
8. Richard I. Kohls and Joseph, N. UNL. (2004). *Marketing of Agricultural Products* Mac Millan Publishing Company, New York.

4) Mmgt 604

STRATEGIC MARKETING MANAGEMENT

(2+1)

Objective

To expose the students to develop appropriate marketing strategies in a competitive business environment

Contents

UNIT I

Strategic Marketing Management- An overview, Understanding strategic marketing management and strategic options – Dynamic business avenues – getting closer and customer – product/service innovation

UNIT II

Developing strategies for competitive advantage – competing in global market. Business strategy and competitive advantage – Managing Environmental turbulence, strategy for competing, competitive advantage, business strategy, strategic analysis and strategy selection.

UNIT III

Process for developing market – driven strategies – marketing strategy formation – characteristics of strategic marketing decisions – strategic marketing planning process – marketing situation analysis – marketing strategy design – market targeting and positioning strategy, product selection – marketing programme development – strategy implementation and management.

UNIT IV

Assessing the competitive position – understanding competitive market, their structure and attractiveness – assessing advantages. Choosing avenues and advantages – deciding how to compare, where to compare – gaining access to market, responding to global markets.

UNIT V

Renewing the strategy – charting new directions, conditions for successful renewal, setting the growth directions. Strategic role of information – information and competitive advantage, marketing research, artificial intelligence and expert system – issues in managing information.

UNIT VI

Global trends and export marketing strategy for agribusiness in selected products – global trends and emerging challenges – India's export performance and evolving strategies. Ethical issues in strategic marketing. in agri-business marketing.

Practical

Management cases, games and field survey for identifying: (a) Marketing situation analysis for selected rural/urban products, (b) Evaluating small/agri-business opportunities, (c) Capitalizing on opportunities through the marketing mix – Product mix strategy – promotion mix strategy – channel management - pricing strategy – positioning strategy, (d) Market opportunities for consumer services.

Suggested readings

1. George S. Day. (2000).Market Driven Strategy: Processes for Creating Value, The Free Press, A Division of Macmillan, Inc., New York
2. Stenen J. Shaw, John F. Willeborg, Richard E. Stanley. (2002).Marketing Management Strategy – Cases and Problems, Printice Hall, Inc. Bombay
3. Philip Kotler. (2000).Marketing Management. the Millennium Edition, Prentice Hall of India Pvt. Ltd., New Delhi
4. Richard J. Geruson. (2003).A Theory of Market Strategy. Oxford University Press, New York.
5. Ramanuj Manjumdar. (2000).Marketing Strategies – Allied Publishers Ltd., NewDelhi.
5. David W. Carvens. (2001).Strategic Marketing – IRWIN – Home Wood, Boston.

Objective

To understand strategic importance of supply chain management in agri-business and rural marketing.

ContentsUNIT I

Understanding supply chain management – definition and scope. SCM – a management philosophy, a set of activities, a set of management processes. Consequences of SCM – customer value, customer satisfaction and differential advantage.

UNIT II

Designing Distribution Network and Applications to e-Business- Network design in supply chain- Network design in an uncertain environment.

UNIT III

Planning demand and supply in a supply chain- demand forecasting in a supply chain- planning and managing inventories in a supply chain- designing & planning transportation networks

UNIT IV

Role of marketing in SCM – influence of market concept, market orientation and relationship marketing on SCM. Sales force activities and behaviours in SCM – co-operative behaviours, information sharing, nurturing supply chain relationships – sales person logistics expertise. R&D in SCM – intrafirm R&D, interfirm R&D, supply chain R&D. Supply chain sales forecasting.

UNIT V

Role of production in SCM – intrafirm production, interfirm production, supply chain production. Role of purchasing in SCM – changing role of purchasing, organisation, communication and IT. Role of logistics in SCM – order processing, inventory, transportation, warehousing and networks logistics strategy, capabilities and advantage. IT and SCM – agribusiness environment, intrafirm IT, interfirm IT, supply chain IT.

UNIT VI

Financial issues in SCM – trends in logistics cost, dupont model, supply chain costing. Customer service in SCM – definition of customer service, customer service as a performance outcome, customer responses. Inter – functional co-ordination in SCM – concurrent management, nature of inter-functional co-ordination. Inter-corporate co-operation in SCM – changing markets and SCM, nature of co-operation, outcomes of co-operation. Measuring performance in SCM – conceptual model of measurement, problems with measurers.

Practical.

1. Exercises in supply chain forecasting, supply chain costing etc.
2. Observation and analysis of supply chains of selected organizations
3. Case studies of supply chains

Suggested readings

1. John T. Mentzer. (1999).Supply Chain Management, Response Books, New Delhi
2. Sunil Chopra & Peter Meindas. (2000).Supply Chain Management, Pearson Education
3. Charles C. Pionier. Supply Chain Management, Prest Publishing House
4. Fred A. Kuglin(2004)Customer -Centered Supply Chain Management:alink by link Guide. American Management Association.New york.
- 5.John.T.Mentzer (2005). Supply Chain Management. Sage Publications. New Delhi
6. Sunil Chopra, Peter Meindal –Supply Chain Management – Strategy, planning & Operation-Third edition—2007Prentice Hall ,New Jercey

6) Mmgt 606 INTEGRATED MARKETING COMMUNICATIONS (2+1)

Objective

To expose the students to the concept, tools & techniques used in integrated advertising, promotion and marketing communications.

Contents

UNIT I

Nature of integrated marketing communications(IMC) – marketing communications: past, present and future – IMC and marketing mix – marketing communications – strategy and its nature

UNIT II

The value of IMC plans-Marketing communications planning, elements of marketing – communications mix –

UNIT III

Corporate image and brand management- Personal selling, advertising, sales promotions, direct marketing, publicity and public relations, sponsorship, exhibitions, corporate identity and corporate image, – promoting the desired image, packaging, branding, merchandising, word of mouth, cyber marketing – internet and online strategies – managing communications mixes – integrated marketing communications.

UNIT IV

IMC Advertising tools- review of advertising management- advertising design – message strategies and executional frameworks- IMC promotional tools- evaluating an integrated marketing programme

UNIT V

Strategic issues in marketing communications. Marketing communications for different types of agribusiness products – rural marketing communications. Global implications for marketing communications – international marketing communications.

Practical

1. Case analysis
2. Observation and evaluation of marketing communication practices of selected organizations
3. Studies on communication effectiveness
4. Visits to organizations specialized in marketing communication

5. Exercises on preparation of advertising copy

Suggested readings

1. P.R. Smith. (2001).Marketing Communications: An Integrated Approach, KOGAN PAGE, London.
2. Alan H. Anderson and David Kleiner. (2003). Result Oriented Marketing Communications, Beacon Books, New Delhi – 110063
2. Paul Smith, Chris Berry and Alan Pulford. (2002). Strategic Marketing Communications, Kogan Page, London.
3. Rossiter and Percy. (1999).Advertisement Communications and Promotion Management, McGraw Hill, New Delhi.
6. Geoprge.E.Belch&Michael A Belch(2002) Advertising And Promotion.Mc Graw Hill.Boston.
7. Kenneth E .Clow, Donald Baack, Integrated Advertising , Promotion and Marketing Communicatiuons, Pearson Prentice Hall-2007

7) Mmgt 607

CUSTOMER RELATIONSHIP MANAGEMENT

(2+1)

Objective

To develop understanding regarding practices issues and emerging trends in Customer Relationship Management in different sectors

Contents

UNIT I

Concept and framework of CRM- CRM as a management tool- components of CRM-stakeholder in CRM

UNIT II

CRM System: Selection and implementation – CRM as an orientation to knowledge management – ownership marketing – types of CRM

UNIT III

Customer recall strategies- call centre management – customer value- customer care management-customer satisfaction-latest developments in customer relations

UNIT IV

CRM in Banking and Insurance Sectors-Role –features –issues – modern tools & techniques in banking –CRM practices in Indian Banks-CRM in Insurance sector-CRM in Co-operative banks- CRM in Manufacturing Organisations- CRM in Tourism- CRM in Hotel industry-CRM in Hospital Services-e-CRM

UNIT V

Emerging trends in CRM – case studies in CRM

Suggested readings

1. Gosney and Boehm ; Customer Relationship Management Essentials-2008 ; PHI learning Private Ltd.New Delhi
2. Shanmugh Sundaram (Ed.) Customer Relationship Management: Modern Trends and Perspectives(2008) PHI Learning Private Ltd-New Delhi
3. Mukherjee – Customer relationship Management- A strategic approach to marketing (2008) PHI Learning Private Ltd-New Delhi
4. RAI : Customer Relationship Management: Text and Cases(2008) ; PHI Learning Private Ltd-New Delhi

5. Mukesh Chaturvedi and Abhinev Chaturvedi: Customer Relationship Management – An Indian Perspective(2005); Excel Books- New Delhi
6. Subhasish Das: Customer Relationship Management- Excel Books- New Delhi
7. V.Venkata Raman A & G. Somayajulu (Ed) Customer Relationship Management-2005- Excel Books- New Delhi
8. Prasad R.s- Understanding CRM: Present and future (2007). The ICFAI University Press - Hyderabad

8) Mmgt 608 HOSPITALITY MANAGEMENT AND RELATIONSHIP MARKETING (2+1)

Objective

To give an insight about the managing of services in hospitality industries.

Contents

UNIT I

Introduction to hospitality industry –characteristics of the hospitality industry- the focus on service -The domain and conceptual foundations of relationship marketing –evolution of relationship marketing. Conceptual and theoretical foundations of relationship marketing – relationship marketing of services.

UNIT II

Hospitality management in selected organisations- tourism- the hotel business- hospitals etc.-Relationship marketing in hotel and rooms division operation- food and beverages division- front office management

UNIT III

Consumer markets – relationship marketing and distribution channels – strategic alliances. Partnering for relationship marketing – relationship marketing in mass markets – memberships, customers and relationship marketing – affinity partnering: conceptualization and issues – horizontal alliances for relationship marketing – supplier partnering.

UNIT IV

Enablers of relationship marketing – relationship marketing and marketing strategy – organizing for relationship marketing – information technology: Its role in building. Maintaining and enhancing relationships.

UNIT V

Ethical dimensions & Social responsibilities in hospitality management

Practical

Case studies on customer relationship management& hospitality management in selected field.

Suggested readings

1. Jagdish N. Sheth, Atul Parvatiyar (editors) . (2003). Hand Book of Relationship Marketing, Response Books, New Delhi.
2. Christopher, M., Payne, A. and Ballantyme, D. (1991). Relationship Marketing:Bringing quality, customer service and marketing together,Oxford: Buttar Worth – Heinemann.
3. Buttle F. (Ed.) (1996). Relationship Marketing, Theory and Practice, Liverpool; Paul Chapman.
4. Christopher, H. (2000). Lovelock – Services Marketing, Printice Hall International, UK, London.
5. Adrian Payne(2002)Advances in Relationship Marketing.KoganPage ltd.

London.

6. John R. Walker- Introduction to Hospitality Management –Pearson Education (Singapore) Pte, Ltd, Indian Branch -2005

9) Mmgt 609

RETAIL MANAGEMENT

(2+0)

Objective

To understand the importance of organised retailing in rural and urban marketing
Contents

Contents

UNIT I

The world of retailing – Retail Management- Meaning-Definition-Functions-Importance, Retail Organisation- Classification,-types of retailers – multi channel retailing

UNIT II

Retail Planning and Strategies, Retail Environment, Retail Consumer Behaviour, Retail Store-

UNIT III

Retailing strategy – retail location- Location & Site Evaluation- Product Decision, Branding, Labelling, Stock Management, Retail Pricing & financial strategy- Pricing Strategies & Methods, Retail Communication Mix- Advertising, Personal Selling, Sales Promotion and Publicity, HRD Practices in Retailing.

UNIT IV

Merchandise management- Managing merchandise assortments- merchandise planning system- store management- store layout , design , and visual merchandising and customer service

UNIT V

Retailing Research, Retailing Challenges & Charges- Virtual Store- Retail Tele Marketing, Retailing In India- Trends and Opportunities , Indias Retailing: Strategic Issues and Challenges, International Retailing.

Suggested readings

1. Ron Hasty and James Reardon(1997)
Retail Management – Mc Graw- Hills Companies.
2. Nancy ZIMMERMAN (2000) Today's Retailor: The New Power In Promotion
3. V.V Gopal (2005) , Retail Management. ICFAI University Press
4. K. Suresh (2003) Retailing – Concepts and Cases ICFAI University Press
5. Anshul Kaushesh (2002) Retailing – The Sunrise Sector ICFAI University Press
6. Warren.G.Meyers,E Edward Harris,Donald P.Kohins&James R Stonne(2000) Retail Marketing:for employees,managers & entrepreneurs. Mc Graw- Hills.New York.
7. Michael Lewy, Barton A Weitz, Ajay Pandit- Retailing Management- Tata Mc Graw – Hill publishing company Ltd, 7 West Patel nagar, New Delhi-2008

10) Mmgt 610

OPERATIONS RESEARCH IN MARKETING

(2+1)

Objective

To give an awareness in the application of OR in marketing management

Contents

UNIT I

Introduction to operation research –history of OR- definitions of OR- Models and modeling in OR

UNIT II

Methods of measurement – decision making in Agribusiness organizations – marketing in the context of company strategy – Or in marketing – the state of the art – models of market structure –allocation of marketing budget

UNIT III

Static models – models of market response – marketing games – marketing simulation – stochastic models of consumer response – Markov Models – Learning Models – advertising decision – determination of advertising goals – determination of advertising budget – media mix, copy themes – pricing decisions

UNIT IV

Economic models – econometric models – competitive models – distribution decision – measures of cost and availability – personal selling decisions – size of personnel – allocation of sales effort overtime and geographical areas

UNIT V

New product decision – demand model – cost model – profit model – uncertainty model – decision model – implementation of new product decision – MIS – components – MIS designs – prospective development in OR in Agribusiness marketing.

Practical

Application of models in field situations- Developing MIS for selected organizations and farms.

Suggested readings

1. An Introduction to Operations Research, C. W. Chirchman, R.L. Ackoff, E.L. Amoff (2006)
2. Operations Research and Management Science in Marketing J. Bliashberg, Gary L.Lilien (2006)
3. Operations Research, V.K. Kapoor(2004)
4. Operations Research Models & Methods , Paul A. Jenren & Jonathan F. Bard (2005)
5. Rodger,Leslie.W.(1996)Statistics For Marketing. .Mc Graw Hill. Boston

11) Mmgt 611

STRATEGIC BRAND MANAGEMENT

(2+1)

Objective

To give an insight to the strategic significance of building , maintaining and positioning local /national / global brands in a competitive marketing environment.

Contents

UNIT I

Brand & Brand Management– meaning, definition, brand value, Brand equity – meaning, issues in managing brand equity. Brand loyalty – measurement,

strategic value and maintaining and enhancing loyalty. Brand awareness – pyramid of brand awareness, means of achieving awareness. Perceived quality – value of perceived quality – dimensions of perceived quality, matching perceptions with actual quality.

UNIT II

Identifying and establishing Brand positioning and values- associations, image and positioning, value creation by brand associations, types of associations.

UNIT III

Planning and implementing brand marketing programmes-Choosing brand elements to build brand equity- Designing marketing programs to build brand equity- integrate marketing communications to build brand equity.

UNIT IV

Measuring and interpreting brand performance- Developing a brand equity measurement and management system- measuring sources of brand equity : capturing customer mind-set- measuring outcomes of brand equity : capturing market performance.

Leveraging secondary brand associations to build brand equity Measurement of brand associations – indirect approaches, the decision process, scaling brand perceptions. Selecting, creating and maintaining associations, names, symbols and slogans.

UNIT V

Brand extensions – strategy considerations. Revitalizing the brand – increasing usage, finding new uses, entering new markets, repositioning the brand, augmenting the product/service, obsoleting existing products. Global branding – meaning of a global brand, targeting a country, analyzing the context.

Practical

1. Field study on brand awareness, brand loyalty, brand extensions etc.
2. Case analysis related to various dimensions of brand equity management
3. Observation and analysis of brand positioning strategies of selected organizations

Suggested readings

1. David A. Aaker,(2001) *Managing Brand Equity*, The Free Press, New York.
2. John Murphy, (2004)*Brand Evaluation (Edited)*, Hutchinson Business Books,U.K.
3. Jagdeep Kapoor, (2005) *24 Brand Mantras*, Response Books, New Delhi.
4. Al Ries & Jack Trout,(2004) *Positioning*, Warner Books, New York.
5. Shanthi.N.M(2006) *Brand Management.Emerging Paradigm*.ICFAI University Press, Hyderabad.
6. Kevin Lane Keller-(2008) *Strategic Brand Management-* Dorling Kindersley (India) Pvt Ltd, Pearson Education

2. Minor Subjects (Minimum 08 credits)

* The subject closely related to the above identified area may be selected from the major subjects offered in M.Sc. Co-operative Management / M.Sc . Banking & Finance Management / M.Sc .Agricultural Extension/

M.Sc . Agricultural Economics

3. Supporting Courses (05 Credit)

Sl. No.	Catalogue No.	Course	Credit
1	Comp.501	Computer Application for Management	1+1
2	Stat 511	Statistical Methods for Applied Sciences	2+1

4. Seminar (2 credit)

Sl. No.	Catalogue No.	Course	Credit
12	Mmgt 691	Doctoral Seminar	0+1
13	Mmgt 692	Doctoral Seminar	0+1

5. Noncredit compulsory courses (06 credits ie; PGS 1 – PGS 6)

CODE	COURSE TITLE	CREDITS	Lead Dept.	Supporting Depts.
PGS 501	Library And Information Services	0+1	Extn.	Library
PGS 502	Technical Writing And Communications Skills	0+1	Extn.	Extn.
PGS 503 (e-Course)	Intellectual Property And Its Management In Agriculture	1+0	Pbgnbgn	Biotech./Econ./Path./Ento./Micr
PGS 504	Basic Concepts In Laboratory Techniques	0+1	Soil Science	Pbgn./Biotech./Phys./Ento./Micr
PGS 505 (e-Course)	Agricultural Research Development Programmes Research Ethics And Rural	1+0	Extn.	Path./Agro./Econ./Hmsc.
PGS 506 (e-Course)	Disaster Management	1+0	Soil Science	Agro./Extn./Ento./Path./Agmt./Engg./Anhs.

6. Research

Sl. No.	Catalogue No.	Course	Credit
14	Mmgt699	Research	45

MSc. (C&B) RURAL BANKING AND FINANCE MANAGEMENT

Course Structure – at a Glance

A. MAJOR COURSES (20 Credits)

CODE	COURSE TITLE	CREDITS
BANK 501*	MARKETING OF FINANCIAL SERVICES	3+0
BANK 502*	PRINCIPLES AND PRACTICE OF INSURANCE	2+1
BANK 503*	WORKING CAPITAL MANAGEMENT	2+1
BANK 504*	RISK MANAGEMENT IN BANKS	3+0
BANK 505	PORTFOLIO MANAGEMENT	2+1
BANK 506	FINANCIAL DERIVATIVES	2+1
BANK 507	CURRENCY FUTURES	2+1
BANK 508	DEPOSITORY SERVICES	3+0

B. MINOR COURSES (09 Credits)

ACCT. 501	FINANCIAL ACCOUNTING	2+1
ACCT. 502	ACCOUNTING AND FINANCE FOR MANAGERS	2+1
ACCT. 503	ACCOUNTING OF BANKING AND INSURANCE COMPANIES	2+1
AG ECON 509	AGRICULTURAL FINANCE AND PROJECT MANAGEMENT	2+1
STAT 531	DATA ANALYSIS USING STATISTICAL PACKAGES	2+1
EXTN 505	E - EXTENSION	2+1
EXTN 509	PARTICIPATORY METHODS FOR TECHNOLOGY DEVELOPMENT AND TRANSFER	1+1

C. SUPPORTING COURSES (05 Credits)

COMP 501	COMPUTER APPLICATIONS FOR MANAGEMENT	1+1
STAT 511	STATISTICAL METHODS FOR APPLIED SCIENCES	2+1

D. NON CREDIT COMPULSORY COURSES (05 Credits)

PGS 501	RESEARCH METHODOLOGY	1+1
PGS 502 (e-course)	INTELLECTUAL PROPERTY AND ITS MANAGEMENT IN AGRICULTURE	1+0
PGS 505 (e- course)	AGRICULTURAL RESEARCH, RESEARCH ETHICS AND RURAL DEVELOPMENT PROGRAMMES	1+0
PGS 506 (e-course)	DISASTER MANAGEMENT	1+0

E. SEMINAR

BANK 591	MASTER'S SEMINAR	0+1
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F. RESEARCH

BANK 599	MASTER'S RESEARCH	0+20
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* Compulsory for Master's Programme

RURAL BANKING AND FINANCE MANAGEMENT
Course Contents

A. MAJOR COURSES

BANK 501 MARKETING OF FINANCIAL SERVICES 3+0

Objective

To expose the students to the concept of marketing of financial services and the methodology adopted by banks and financial institutions for marketing their products, attracting and retaining their customers.

Theory

UNIT I

Designing and managing services: The Nature of Services – categories of service mix, distinctive characteristics of services; marketing strategies for service firms – a shifting customer relationship, holistic marketing for services; managing service quality – customer expectations, best practices of service quality management; managing service brands – differentiating services, developing brand strategies for services, establishing image dimensions, devising branding strategy; managing product support services – identifying and satisfying customer needs, post sale service strategy.

UNIT II

An overview of the financial services markets: Types of financial markets in India- money market, capital market/ corporate securities market, foreign exchange market, private placement market, mutual funds market, foreign institutional investors, stock market, debt market, gilt-edged market, housing finance market, hire purchase and leasing finance market; historical perspective of developments in financial markets.

UNIT III

Concept of marketing of financial services: Introduction to key marketing concepts; marketing as a functional area of management; marketing and the financial services; comparison of goods and services marketing; salient features of marketing of services; significance of financial services marketing; marketing mix for financial services.

UNIT IV

Marketing of Banking Services: Products and services in banking; elements of product mix; product life cycle and product strategies; using product life cycle to manage marketing of banking products; new product development; branding in bank marketing; process and product development cycle for banking services.

UNIT V

Distribution, Pricing and Promotions Strategy for Banking Services: Channels of distribution for banks, types of branches, electronic methods of distributing financial services; pricing of banking products / services, pricing objectives, pricing methods, price setting in practice; promotion of banking products/services, sales promotion, internal communication.

UNIT VI

Attracting and Retaining Customers: Defining customer value and satisfaction, factors influencing consumer behaviour in banking, relationship marketing and attracting customers, customer relationship management, retaining customers through quality service and values, delivering customer value and satisfaction, image as a managed perception, customer service and customer care.

UNIT VII

Marketing of Mutual Funds: Performance based differentiation strategies; Indian investors and mutual funds; marketing strategies for Indian Mutual Funds.

UNIT VIII

Marketing of Insurance Services: Need, scope and limitations of insurance services marketing; strategies for effective marketing, role of other institutions in marketing of insurance services;

Suggested Readings:

Eric Reidenbach R. & Robert Pits E. 1986. *Bank Marketing – A Guide to Strategic Planning*, Prentice Hall.

Jha, S.M. 2007. *Services Marketing*, Himalaya Publishing House.

Philip Kotler. Abraham Koshy. Mithileshwar Jha. 2007. *Marketing Management – A South Asian Perspective*, Prentice Hall.

Rajeev K. Seth. 2000. *Marketing of Banking Services*. Macmillan India Ltd.

BANK 502

PRINCIPLES AND PRACTICE OF INSURANCE

2+1

Objective

To impart to the students theoretical as well as practical knowledge with respect to different types of insurance and to give them a picture about the insurance market in India.

Theory

UNIT I

Concept of risk in insurance: Definition, degree of risk, categories of risk, types of pure risk, types of personal risk, types of property risks; Concept of insurance: Definition, basic characteristics of insurance, purpose and need of insurance, role of insurance in economic development; Risk management: Meaning, objectives of risk management – prior to a loss and after a loss, risk management process.

UNIT II

Essentials of a valid contract: Offer and acceptance, consensus ad idem, capacity to enter into a contract, consideration, legality of objective; void and voidable contracts; immoral and illegal contracts

UNIT III

Basic principles of insurance: Principle of co-operation, principle of large numbers, principle of equality of risk; Fundamental principles of insurance contracts – indemnity, insurable interest, subrogation, utmost good faith, contribution, proximate cause, mitigation of loss; reinsurance and double insurance.

UNIT IV

Types of insurance: Life Insurance – Principles of life insurance; difference between life insurance and other insurance contracts; life insurance products - term life insurance, endowment assurance policies, whole life insurance, unit linked insurance, annuity policies, group insurance, micro insurance, riders, life insurance underwriting, pricing, policy benefits payment.

UNIT V

General insurance – types of losses covered, types of property insurance – fire insurance, engineering insurance, transit insurance, accident insurance, income insurance, liability insurance, personal insurance.

UNIT VI

Agricultural insurance: crop insurance, Rashtriya Krishi Bima Yojana (National Agricultural Insurance Scheme) – objectives of the Scheme, crops covered in Kerala,

farmers and risks covered, sum insured, limit of coverage, premium rates and subsidy, scheme approach, levels of indemnity and threshold yield; loss assessment and indemnity.

UNIT VII

Insurance market in India: Origin and growth of insurance companies in India – LIC, GIC, private sector and foreign insurance companies; Agriculture Insurance Company Ltd.; Bancassurance; Malhotra Committee on Insurance Sector Reforms – main recommendations; Insurance Regulatory Development Authority (IRDA) – objectives, powers and functions.

Practical

General procedures for taking life insurance and general insurance policies; forms and documents used in insurance- proposal forms, first premium receipt, renewal premium receipt, policy contract, endorsements, renewal and bonus notices; claims documents – maturity claims, death claims, alternative proof of death; settlement procedure for life insurance policies, maturity claims, death claims; computation of premiums and bonuses- extra premiums, rider premiums, use of life tables; computation of benefits - surrender value, paid up value; loss assessment and indemnification in case of farmers insured under National Agricultural Insurance Scheme.

Suggested Readings

George Rejda, E. 2006. *Principles of Risk Management and Insurance*, Scott, Foresman & Company.

Kanwal, I.S. 1995. *Text Book of Insurance*. Kalyani Publishers

Mishra K.C. & Kumar C.S. 2009. *Life Insurance: Principles and Practice*. Cengage Learning.

Mishra K.C. & Thomas G.E. *General Insurance: Principles and Practice*. Cengage Learning
Palande, P.S. Shah R.S. Lunawat M. L. 2004. *Insurance in India: Changing Policies and Emerging Opportunities*, Sage.

Trieschmann. Hoyt. & Sommer. 2007. *Risk Management and Insurance*. South Western.

BANK 503

WORKING CAPITAL MANAGEMENT

2+1

Objective

To provide the student an overview of the concepts, approaches and theories of working capital management as well as to make the student proficient in the computation of working capital requirement of firms.

Theory

UNIT I

Concept of Working Capital: Meaning of working capital; concepts of working capital - gross working capital, net working capital, balance sheet concept, operating cycle or circular flow concept; kinds of working capital – fixed working capital, fluctuating working capital; components of working capital; importance of adequate working capital, need or objects of working capital; factors determining working capital requirements, conservative approach, aggressive approach;

UNIT II

Management of Working Capital: Objectives of working capital management; issues in working capital management – liquidity vs profitability: risk – return trade – off: effect of level of current assets on the profitability – risk trade –off, effect of change in current

liabilities on profitability – risk trade – off, combined effect of changes in current assets and current liabilities on profitability – risk trade – off.

UNIT III

Financing of working capital – financing of permanent / fixed or long – term working capital, financing of temporary, variable or short – term working capital, determining the working capital financing mix – matching /hedging approach, conservative approach, aggressive approach; new trends in financing working capital by banks ; forecast/ estimate of working capital requirements of trading and manufacturing concerns – operating cycle approach to working capital management; criteria for evaluation of working capital management: ratio analysis - ratios to analyse efficiency of working capital, ratios to analyse liquidity of working capital elements, ratios to analyse the structure of working capital.

UNIT IV

Managing Components of Working Capital: Management of cash – nature of cash; motives for holding cash; cash management – cash planning, cash forecasts and budgeting, receipts and disbursements method, adjusted net income method; methods of accelerating cash inflows; determining optimum cash balance – cash budget, cash management models- Inventory model/ William J. Baumol’s model, Stochastic model/ Miller and Orr model, profitability model; Receivables Management – costs of maintaining receivables, factors influencing size of receivables, forecasting the receivables, dimensions of receivables management : credit policy – credit standards, credit period, cash discount, collection programme; formulating and executing collection policy; credit evaluation; Inventory Management – meaning and nature of inventory, motives for holding inventories, costs associated with inventories, tools and techniques of inventory management; Payables management – significance of payables, types of trade credit, determinants of trade credit, cost of credit, advantages of payables, effective management of payables.

UNIT V

Fund Flow Statement: Meaning and definition of funds and flow of funds, significance of funds flow statement, procedure for preparing funds flow statement – schedule of changes in working capital, statement of sources and application of funds – funds from operations.

UNIT VI

Cash Flow Statement: Classification of cash flows, significance and limitations of cash flow statement, preparation of cash flow statement, methods of calculating cash flows from operating activities.

Practical:

Forecast/estimate of working capital requirements for trading concerns and manufacturing concerns using operating cycle method and ratio analysis; calculation of minimum stock level, maximum stock level and reordering level of inventory; computation of Economic Order Quantity; preparation of cash budget; preparation of schedule of changes in working capital, calculation of funds from operations, preparation of funds flow statement; preparation of cash flow statement.

Suggested Readings

Khan M.Y. Jain P.K. 2008. *Financial Management – Text & Problems*. Tata McGraw – Hill.

Pandey I.M. 2005. *Financial Management*. Vikas Publishing House.

Shashi K. Gupta. Sharma R.K. 2007. *Financial Management – Theory and Practice*. Kalyani Publishers.

The Institute of Chartered Financial Analysts of India. 2006. *Financial Management for Managers*. ICAI University.

Objective

The students should be able to acquire a basic knowledge of various aspects of riskmanagement and to understand the different dimensions of risk and its impact.

TheoryUNIT I

Risk Management: Concepts of risk, capital and return, risk in banking business, banking risks – liquidity risk, interest rate risk, market risk, default or credit risk and operational risks, management of risks – risk identification, risk measurement, risk pricing, risk monitoring and control and risk mitigation; Risk regulations in banking industry – Basel norms.

UNIT II

Market Risk: Concept of market risk, market risk in banks, market risk management, market risk measurement – sensitivity, Basis Point Value (BPV), duration, downside potential, back testing, stress testing; market risk monitoring and control.

UNIT III

Credit Risk: Credit risk management framework, organization structure, credit risk measurement, credit risk control and monitoring, credit risk policies and guidelines at transaction level, credit control and monitoring at portfolio level, controlling credit risk through loan review mechanism, credit risk mitigation.

UNIT IV

Operational Risk: Classification of operational risk – cause based, effect based and event based, operational risk management practices, management overview and organizational structure, operational risk processes and framework, risk monitoring and control practices, operational risk quantification, operational risk mitigation; Integrated Risk Management : Necessity, approach.

UNIT V

Asset Liability Management in Banks: Components of a bank's balance sheet – components of liabilities, components of assets, bank's profit and loss account, meaning and significance of Asset Liability Management (ALM), purpose and objectives of ALM; Liquidity Management – definition, dimensions and role of liquidity and risk management, measuring and managing liquidity risk – developing a structure for managing liquidity risk, setting tolerance level and limit for liquidity risk, measuring and managing liquidity risk; Interest rate risk – essentials, sources, effects and measurement of interest rate risk, interest rate risk measurement techniques – repricing schedules, gap analysis, duration, simulation approaches, strategies for controlling interest rate risk, controls and supervision of interest rate risk management; management of exchange risk – definition of foreign exchange risk, nature of exchange risk – transaction exposure, translation exposure, operating exposure; managing foreign exchange risk, tools and techniques for managing foreign exchange risk – forward contracts, money market instruments, options, futures, swaps.

UNIT VI

RBI Guidelines on ALM: Historical background to the adoption of ALM by banks in India; significance of ALM in banks – volatility, product innovations, regulatory environment, management recognition, ALM organization, RBI guidelines on liquidity, currency and interest rate risk management.

Suggested Readings

Indian Institute of Banking and Finance.2008. *Risk Management*. Macmillan
Rene Stulz M. 2009. *Risk Management and Derivatives*. Cengage Learning
Seethapathi .K..2007. *Risk Management – An Enterprise Wide Approach*. ICFAI.

Objective

The student is expected to develop sufficient knowledge about prospective investments, their selection, and their risk – return trade – off, which will enable the student to take a long-term view of the securities market and take wise investment decisions.

TheoryUNIT I

Concept of Risk and Return in Investment: Meaning of risk and return, elements of risk – systematic risk and unsystematic risk; single period returns, multi – period returns, expected return of a security, expected return of a portfolio of securities, standard deviation and variance of returns, variance of a portfolio of securities, measurement of risk in portfolio context – business and firm specific risks, the non – diversifiable risk of a portfolio, risk decomposition, Beta (β), estimating β values – historical β , ex- ante β , adjusted β .

UNIT II

Fundamental Analysis: Meaning, objectives and beliefs of fundamental analysis, framework for fundamental analysis - Economy – Industry – Company Analysis, concept of intrinsic value, economy analysis – key economic variables, economic forecasting methods – anticipatory surveys, barometric or indicator approach, diffusion indices, econometric model building approach, GNP model building approach/ opportunistic model building; industry analysis – key characteristics in an industry analysis, concept of industry, industry life cycle, industry characteristics, business cycle analysis; company analysis – significance of company analysis, analysis of financial statements – ratio analysis, non – financial parameters.

UNIT III

Equity Valuation Models: Concept of present value, share valuation model – one year holding period, multiple year holding period; multiple growth model, discount rate, multiplier approach to share valuation, regression analysis.

UNIT IV

Bond Valuation: Bond terminology, types of bonds, bond market innovations, bond derivatives, value of a bond, bond yield measures – coupon rate, current yield, spot interest rate, yield – to – maturity, yield to call, realized yield, capital gain (loss); bond price analysis, bond pricing theorems, bond risks, bond duration.

UNIT IV

Technical Analysis: Concept of technical analysis, technical trading rules and indicators, the Dow theory- six basic tenets of Dow theory, price charts – line charts, bar charts, Japanese Candlestick Charts, point and figure charts; trends and trend reversals; chart patterns – support and resistance, reversal patterns – head and shoulder formation, inverse head and shoulder formation, continuation patterns- triangles, flags and pennants; trend lines, trend channels, support and resistance, Elliot Wave Theory; mathematical indicators: moving averages – simple moving average, weighted moving average, exponential moving average; oscillators – rate of change, relative strength index, moving average convergence and divergence; market indicators – breadth of the market, short interest, odd-lot index, mutual fund cash ratio.

UNIT V

Portfolio Analysis: Expected return of a portfolio, risk of a portfolio, reduction of portfolio risk through diversification, portfolios with more than two securities, risk-return calculations of portfolios with more than two securities.

UNIT VI

Portfolio Selection: Feasible set of portfolios, selection of optimal portfolio- limitations of Markowitz Model, single index model, multi-index model; Capital Asset Pricing Model-

assumptions of CAPM, efficient frontier with riskless lending and borrowing, the capital market line, the security market line, CAPM, pricing of securities with CAPM

UNIT VII

Portfolio Revision: Need for revision, meaning, constraints, strategies- formula plans: constant rupee value plan, constant ratio plan, dollar cost averaging.

UNIT VIII

Portfolio Evaluation: Need, meaning, measuring portfolio return, risk adjusted returns – Sharpe Ratio, Treynor Ratio, differential return

Practical:

Calculation of expected return, standard deviation and variance of returns, variance of a portfolio of returns, single period and multi – period returns, estimation of return using regression method, measurement of systematic risk, estimation of β values – historical β , ex – ante β , adjusted β ; case studies on fundamental analysis; calculation of present values of cashflows, computation of selling price of a share to give a specified intrinsic value, present value of a stock; calculation of current yield, yield to call and yield to maturity of a bond, decisions on sell or hold the bond, computation of duration of a bond; exercises on fundamental and technical analysis.

Suggested Readings

Bhalla, V. K. 2007. *Investment Management – Security Analysis and Portfolio Management*, S. Chand & Co.

Kevin, S. 2007. *Portfolio Management*, Prentice Hal

The Institute of Chartered Financial Analysts of India. 2005. *Security Analysis*. ICFAI University.

BANK 506

FINANCIAL DERIVATIVES

2+1

Objective

The course enables the student to understand the fundamentals of derivative products in the context of risk management. The practical sessions covering applications of futures and options, trading, clearing and settlement will impart necessary knowledge and courage to the students to enter the derivative markets of stock exchanges.

Theory

UNIT I

Introduction to Derivatives: Definition, products, participants and functions; types of derivatives; development of exchange – traded derivatives; global derivatives markets; exchange – traded vs. OTC derivatives markets; derivatives market in India.

UNIT II

Introduction to futures and options: Forward contracts, characteristics of forward contracts, determining forward prices, limitations of forward markets; introduction to futures, distinction between futures and forward contracts, futures terminology, types of futures contracts, functions of futures market – price discovery and hedging;

UNIT III

Options: Introduction to options, option terminology, characteristics of options, futures and options, factors affecting option prices – intrinsic value, time value, period of the option, volatility, interest rate differentials, US \$ interest rate; option Greeks/risks and sensitivities – delta, gamma, vega, theta, rho; basic option strategies – straddles, strangles, spreads.

UNIT IV

Swaps: Evolution of swaps, economic rationale of swaps, types of swaps – interest rateswaps and currency swaps, swaps terminology, basic structure of swaps, valuation and pricing of swaps.

UNIT V

Market Index: Understanding the index number; economic significance of index movements; index construction; types of indexes; desirable attributes of an index; the S&P CNX nifty; applications of index; index derivatives.

UNIT VI

Applications of futures and options: Futures payoffs; pricing futures; application of futures; options payoffs; pricing options; application of options.

UNIT VII

Trading: Futures and options trading system: the trader workstation; futures and options market instruments; criteria for stocks and index eligible for trading.

UNIT VIII

Clearing and settlement: Clearing entities; clearing mechanism; settlement mechanism; risk management.

UNIT IX

Regulatory framework: Regulation for derivatives trading; position limits; accounting for futures and options.

Practical

Computation of profit or loss from futures contract, arbitrage return, time value of the option, total initial margin payable by trading member, MTM profit/loss, outstanding position for calculating initial margin and net obligation to/from clearing corporation; hedging in futures markets.

Suggested Readings

John Hull C. 2007. Options, Futures and other Derivative Securities, Prentice Hall

The Institute of Chartered Financial Analysts of India. 2005. *Security Analysis*. ICFAI University.

Vijaya Bhaskar. Mahapatra B. 2003. *Derivatives Simplified – An Introduction to Risk Management*, Response Books.

www.nseindia.com.

BANK 507

CURRENCY FUTURES

2+1

Objective

To expose the students to foreign exchange derivatives and the process of trading, clearing, settlement and risk management of currency futures.

Theory

UNIT I

Introduction to currency market: Basic foreign exchange definitions, exchange rate mechanism, major currencies of the world, overview of international currency markets, economic variables

affecting exchange rate movements.

UNIT II

Foreign Exchange Derivatives: Derivatives defined, derivative products, growth drivers of derivatives, market players, key economic functions of derivatives,

UNIT III

Exchange Traded Currency Futures: Currency futures- definition, futures terminology, rationale behind currency futures, interest rate parity and pricing of currency futures.

UNIT IV

Strategies Using Currency Futures: Speculation in currency futures markets, long position in futures, short position in futures, hedging using currency futures, trading spreads using currency futures, arbitrage.

UNIT V

Trading: Currency futures contract specifications, trading parameters, tenors of futures contract, trader workstation screen, entities in the trading system, types of order, mark – to – market, position limits.

UNIT VI

Clearing, Settlement and Risk Management: Clearing entities, clearing mechanism, settlement mechanism, risk management measures, margin requirements.

UNIT VII

Regulatory Framework for Currency Derivatives: Securities Contract Regulation Act, 1956, Securities and Exchange Board of India Act, 1992, RBI – SEBI Standing Technical Committee on Exchange Traded Currency and Interest Rate Derivatives, eligibility criteria for members.

UNIT VIII

Accounting, Taxation and Codes of Conduct: Accounting, taxation of derivative transaction in securities; code of conduct and investor protection measures, adherence to SEBI codes of conduct for brokers/ sub – brokers, adherence to code of conduct specific to ETCF segment, grievance redressal mechanism to investors.

Practical

Deriving forward rate from spot rate, analysis of market conditions to take long and short position in futures, hedging with currency futures, profit from arbitrage strategy, settlement of currency futures contracts, determination of open position of a clearing member.

Suggested Readings

Rene Stulz M. 2009. *Risk Management and Derivatives*. Cengage Learning

www.nseindia.com

www.nism.ac.in

BANK 508

DEPOSITORY SERVICES

3+0

Objective

The students will be exposed to the process of dematerialization of securities, the role of various capital market intermediaries and the legal framework within which the depository has to function.

Theory

UNIT I

Overview of the Capital Market: Primary Market- SEBI- issue guidelines, intermediaries, book building; secondary market- stock exchanges-history, SEBI guidelines, Stock Exchange Committees; Stock brokers- eligibility, SEBI regulations and guidelines; mutual funds – history, SEBI regulations and guidelines; FIIs and GDRs- GDR process; trading systems- history, automation benefits; clearing systems- history, settlement / trade guarantee, benefits; settlement systems – history, netting, depository, funds; overview of NSDL.

UNIT II

Legal Framework for the Depository: Various statutes, salient features – option, indirect interface, dematerialisation, SEBI mandates in respect of trading/ settlement, amendment to NSDL bye laws/ business rules, taxation, new instruments; organisation structure of Depository : Incorporation, promoter and shareholders, SEBI registration and Certificate of Commencement, governing board, executive committee, other committees.

UNIT III

Business Partners: Business partners of NSDL- direct users: Depository Participants (DPs), CCs / CHs, Issuers, Registrar and Share Transfer Agents; Indirect users – retail investors- domestic, NRI; institutional investors/ corporates.

UNIT IV

Services offered by Depository: Account opening; dematerialisation; rematerialisation; off-market transfers; pledging/ hypothecation; corporate action; public issues; units of mutual funds; government securities; stock lending and borrowing.

UNIT V

Trading and Settlement: Salient features, procedure for Buying / Selling, pay- in, pay –out, settlement in respect of institutional trades, precautions.

UNIT VI

Technology Platform: Salient features, hardware, software, networking, NSDL application software; Charges: Salient features, NSDL charges, DP charges; Safety: General, Specific and System level, benefits and safety.

Suggested Readings

National Securities Depository Ltd. 2009. Depository Operations Module, NSDL.

National Securities Depository Ltd.2009. Investor’s Guide to Depositories, NSDL.

National Stock Exchange of India Ltd.2008. Indian Securities Market: A Review, NSEIL.

www.nsdل.co.in

B. MINOR COURSES

ACCT. 501

FINANCIAL ACCOUNTING

2+1

Objective

To introduce the students to basics of accountancy and financial mathematics and to develop understanding in the basic financial concepts.

Theory

UNIT I

Accounting: Definition, scope and functions, accounting principles, concepts of accounting, accounting standards, nature of accounts – types of accounts; journalizing of transactions, ledger posting, balancing, trial balance.

UNIT II

Practical system of accounting: Subsidiary books – cash book: various types, purchases book, purchase returns book, sales book, sales returns book, bills receivable book, bills payable book, journal proper.

UNIT III

Capital and revenue: capital expenditure, revenue expenditure, capital receipts, capital payments; inventory valuation – meaning of inventory, objectives of inventory valuation, methods of inventory valuation.

UNIT IV

Final accounts of sole trader: Trading account, profit and loss account, closing and adjusting entries, balance sheet.

UNIT V

Bank Reconciliation Statement: Need, causes of difference between cash book balance and pass book balance, preparation of bank reconciliation statement.

UNIT VI

Accounting Errors: Disagreement of trial balance, classification of errors, location of errors, rectification of errors, suspense account and rectification, rectification of errors when books are closed.

UNIT VII

Bills of Exchange; joint ventures; consignment accounts; partnership accounts –partner’s capital and loan accounts, goodwill and its valuation, admission of a partner, retirement and death of a partner.

UNIT VIII

Calculation of Interest: simple and compound interest, EMIs, fixed and floating interest rates, annuities – future value of an ordinary annuity, present value of an ordinary annuity, future value of annuity due, present value of an annuity due, amortization of a debt, sinking funds.

Practical

Preparation of journal, ledger posting, trial balance, final accounts of sole trader, various types of cash book; provision of depreciation under different methods, exercises on rectification of errors, bank reconciliation statement; accounting entries relating to bill transactions, joint venture and consignment; preparation of partnership accounts, calculation of interest, EMI and annuities.

Suggested Readings

Indian Institute of Banking and Finance. 2008. *Accounting and Finance for Bankers*.

Macmillan

Jain S.P. & Narang K.L. 2006. *Principles and Practice of Accountancy*. Kalyani Publishers.

Vinayakam N. & Charumati B. 2002. *Financial Accounting*. S. Chand & Co. Ltd.

ACCT. 502

ACCOUNTING AND FINANCE FOR MANAGERS

2+1

Objective

To impart an indepth knowledge to the students about the principles of financial management and the techniques of analysis and interpretation of financial statements. They are expected to be conversant with the capital budgeting techniques which would enable them to take decisions regarding capital investments.

Theory

UNIT I

Analysis of financial statements: Financial ratio analysis- meaning of ratio, nature of ratio analysis, guidelines or precautions for use of ratios, classification of ratios – liquidity ratios, solvency ratios, profitability ratios, activity ratios, interpretation of ratios, uses and limitations of ratio analysis.

UNIT II

Leverage analysis: Concept, definition and meaning; types; financial, operating and combined leverage; degree of leverage – computation of degree of leverage.

UNIT III

Capital Budgeting: Meaning and nature of capital budgeting, need and importance of capital budgeting, capital budgeting process, kinds of capital budgeting decisions, methods of capital budgeting or evaluation of investment proposals – traditional methods – pay – back period, rate of return method; time – adjusted or discounted cash flow methods – net present value method, internal rate of return method, profitability index method or benefit – cost ratio; advantages, limitations and application of different methods of appraisal.

UNIT IV

Social Cost Benefit Analysis: Concept of Social cost benefit analysis/social accounting, indicators of social desirability of a project, social accounting: meaning and concept, objectives of social accounting, need/benefits of social accounting, social accounting approaches, social accounting in India.

UNIT V

Project Management: stages involved in project management, appraisal of projects, implementation of the project – network techniques – Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM), difference between PERT and CPM, review and control of the project.

Practical

Computation and interpretation of ratios for analysis of financial statements of joint stock companies; Calculation of operating and financial leverage; Appraisal of Capital investment decisions using different methods.

Suggested Readings

Khan M.Y. Jain P.K. 2008. *Financial Management – Text & Problems*. Tata McGraw – Hill.

Pandey I.M. 2005. *Financial Management*. Vikas Publishing House.

Shashi K. Gupta. Sharma R.K. 2007. *Financial Management – Theory and Practice*. Kalyani Publishers.

ACCT. 503 ACCOUNTING OF BANKING AND INSURANCE COMPANIES (2+1)

Objective

To make the students aware of the legal and regulatory framework of banking companies and to gain practical knowledge about the accounting practices of banking and insurance companies.

Theory

UNIT I

Banking Legislation in India: Banking Regulation Act, 1949- objectives, important provisions: definitions – banking, banking company, approved securities, demand and time liabilities; permitted and prohibited business of a banking company; capital requirements; regulation of voting rights of shareholders; restriction on commission, brokerage, discount on sale of shares; restriction as to payment of dividend, reserve fund; maintenance of liquid assets; powers of the Reserve Bank of India – cash reserve, licensing of banking companies, opening of new place of business, power of inspection, profit and loss account and balance sheet; audit of bank accounts; acquisition of banking companies; winding up of a banking company, amalgamation of banking companies.

UNIT II

Basel II and Banks' Initiatives: Risks covered under Basel I, limitations of Basel I which paved the way to Basel II., birth of Basel II framework, stipulations of three Pillars under Basel II, Preparatory measures adopted by RBI for Basel II implementation, RBI guidelines for implementation of Basel II, Basel II – Pillar 1, Pillar 2 and Pillar 3.

UNIT III

Capital Adequacy Ratio: Tier I and Tier II capital, risk weighted assets, off balance sheet items, Capital to Risk Weighted Assets Ratio (CRAR); Non- performing Assets : Prudential norms, classification of various categories of nonperforming assets, provisioning norms.

UNIT IV

Accounts of Banking Companies: Accounting policies for banking sector; accounting treatment of - income recognition, bad debts and provision for bad debts, provision for taxation, rebate on bills discounted, interest on doubtful debts; Profit and Loss account and Balance Sheet; Schedules to Profit and Loss account and Balance Sheet.

UNIT V

Insurance Companies Accounts: Insurance Regulatory and Development Authority (Preparation of Financial Statements and Auditor's Report of Insurance Companies) Regulations, 2002 – Schedule A for life insurance business and Schedule B for general insurance business - accounting principle for preparation of financial statements: applicability of accounting standards, premium, acquisition costs, claims cost; actuarial valuation, procedure to determine value of investments, loans, linked business, funds for future appropriation; Disclosures forming part of financial statements; general instructions for preparation of financial statements; contents of management report; preparation of

Tally, accounts organization; creation of different entries using the package – company information, account information, day book, list of accounts, account books, trial balance, cash/funds flow, vouchers entry, preparation of P&L account, balance sheet using the package, ratio analysis; inventory and statements of inventory; taking soft copy and hard copy using the package.

UNIT-V

Introduction to HTML: HTML Tags – Marquee, Font size, BG Color, <H1>, <U>, , <EMBED SRC>, , , <a HREF>, <TABLE>, <TR>, <TD> .

Creation of WebPage using HTML tags.

UNIT-VI

Introduction to E-Commerce Models: Business to consumer, business to business, consumer to business, consumer to consumer; recent developments in IT.

Practical

Managing different data types-creation of tables-Linking different tables using Primary Key and Secondary key concept-Creations of Queries, Forms, Reports-Statistical Analysis using EXCEL and SPSS (Mean, Median , Mode, Variance, Standard deviation, Correlation, Regression)-Mathematical and Financial functions-Pivot Table reports-Sorting and grouping-Creation of graphs (Column, line, Pie, Scatter diagrams)-Filtering data-Preparation of Balance sheet, Profit & Loss Account, Ratio Analysis using Tally-HTML Tags-Creation of Web Page using HTML.

Suggested Readings

Elias M. Awad. Malcom H. Gotterer. 1992. *Database Management*: Boyd & Fraser Publishing Company.

Ivan Bayross. *Commercial Application Development using Oracle 2000*. BPB Publication.

Kamalesh K. Bajaj. Debjani Nag. 1999. *E-Commerce: - The Cutting Edge of Business*. Tata Mc Graw Hill

K.K. Nadhani. 1999. *Accounting with Tally*: - BPB Publications

Steven Holzner, 2007, HTML. Dreamtech.

Kathy Jacobs. 2007. *Microsoft Office EXCE - The L Line The Express Line to Learning*. Wiley India Publications.

SPSS. *SPSS Manual*

Note: Syllabus for the Supporting Course Stat 511 Statistical Methods for Applied Sciences (2+1) is the same as that of the other MSc. programmes of Kerala Agricultural University

M.Sc (C&B) Co-operative Management
Courses offered

1. Major Subjects (minimum 20 credits to be offered)

Sl. No	Course Code	Course Title	Credit
1	Cmgt 501	Advanced Cooperative Theory	3+0
2	Cmgt 502	Legal Environment of Cooperatives	2+1
3	Cmgt 503	Financial Management in Cooperatives	2+1
4	Cmgt 504	Organisational Behavior of Cooperatives	2+1
5	Cmgt 505	Strategic Management in Cooperatives	2+0
6	Cmgt 506	Human Resource Development in Cooperatives	2+0
7	Cmgt 507	Production and Operations Management in Cooperatives	2+1
8	Cmgt 508	Materials and Logistics Management in Cooperatives	2+0
9	Cmgt 509	Management Information System in Cooperatives	2+1
10	Cmgt 510	Management of Cooperative Banks	2+1
11	Cmgt 511	Management of Dairy Cooperatives	2+1
12	Cmgt 512	Management of Marketing Cooperatives	2+1
13	Cmgt 513	Management of Micro Finance and Micro Enterprises	1+1

2. Minor subjects (minimum 9 credits)

*The subject closely related to the above identified area may be selected from the majorsubjects offered in M. Sc. Rural marketing Management/M. Sc. Banking and Finance Management/ M. Sc. Agricultural Extension/ M. Sc. Agricultural Economics.

3. Supporting subjects (minimum 5 credits)

Sl. No	Course Code	Course Title	Credit
1.	Comp 501	Computer Application for Management	2+1
2.	Stat 511	Statistical Methods for Applied Sciences	2+1

4. Seminar

Sl. No	Course Code	Course	Credit
1	Cmgt 591	Seminar	0+1

5. Non-credit supporting courses (minimum 6 credits)

Sl. No	Course Code	Course title	Credits	Lead Dept.	Supporting Dept.
1	PGS 501	Library and information services	0+1	Extension	Library
2	PGS 502	Technical writing and communication skills	0+1	Extension	
3	PGS 503 (e-course)	Intellectual property and its management in agriculture	1+0	Plant Breeding and Genetics	Bio-technology Agri. Economics Plant Pathology Entomology Micro-biology
4	PGS 504	Basic concepts in laboratory techniques	0+1	Soil Science	Plant Breeding and Genetics Bio-technology Entomology Micro-biology Physics.
5	PGS 505 (e-course)	Agricultural research development programmes. Research ethics and rural development	1+0	Extension	Plant Pathology Agronomy Agri. Economics Home Science
6	PGS 506 (e-course)	Disaster management	0+1	Soil Science	Agronomy Extension Plant Pathology Agri. Metereology Agri. Engineering Animal Husbandry

6. Research

Sl. No	Catalogue No.	Course	Credit
1	Cmgt 599	Research	20

SYLLABUS

1. CmgT 501 Advanced Co-operative Theory (3+0)

Syllabus:

1. Co-operative ideology-ancient and modern forms of organization; genesis of modern co-operative doctrines.
2. Contributions of Robert Owen, Charles Fourier, Dr. William King and Louis Blanc. Raiffeisenism; Theory of workers control of co-operatives of GDH Cole; Horace Plunkett's state partnered co-operation; Paul Lamberts social philosophy of co-operation; Gandhiji's moral basis of co-operation; Nehru's philosophy of co-operation; Gadgil ideas on co-operative common wealth.
3. Co-operative growth models-socialistic school model- School of modified capitalism-co-operative socialistic school-co-operative common wealth school.
4. Co-operative forms of organizations- differentiation with other forms of organizations.
5. Principles of co-operation-a critical evaluation of principles; Co-operative integration-vertical and horizontal.

Objectives:

Students will be aware of the origin need concept, importance of co-operatives, micro and macro theories and lessons from the development and histories of co-operatives from different part of the world. Moreover the students will familiarize with the major co-operative development in India and characteristics of co-operative organisations.

Contents:

UNIT 1

Co-operative ideology-ancient and modern forms of organization; genesis of modern co-operative doctrines.

UNIT 2

Contributions of Robert Owen, Charles Fourier, Dr. William King and Louis Blanc. Raiffeisenism; Theory of workers control of co-operatives of GDH Cole; Horace Plunkett's state partnered co-operation; Paul Lamberts social philosophy of co-operation; Gandhi's moral basis of co-operation; Nehru's philosophy of co-operation; Gadgil ideas on co-operative common wealth.

UNIT 3

Co-operative growth models-socialistic school model- School of modified capitalism- co-operative socialistic school-co-operative common wealth school.

UNIT 4

Co-operative forms of organizations- differentiation with other forms of organizations.

UNIT 5

Principles of co-operation-a critical evaluation of principles; Co-operative integration-vertical and horizontal.

Suggested readings:

1. John Winfred, Kulandaiswamy V (1987) "History of Co-operative Thought", Rainbow publication Coimbatore
2. Krishnaswami O R, Kulandaiswamy V(200), Co-operation concepts and theory, Arundhra academy Coimbatore
3. Dubashi PR (1970) Principles and philosophy of co-operation, VAMNICOM,Pune
4. Dwivedhi RC (1989) Jawaharlal Nehru- His vision of co-operatives, The Coop Times New Delhi
5. NCUI (1975) Anthology of Co-operative Thought, National Co-operative Union of India.

2. Cmgt 502 Legal environment of Co-operatives (2+1)

Syllabus:

1. Co-operative legislations and its role in promotional, developmental and regulatory aspects of co-operative movement.
2. Indian co-operative law viz; co-operative principles, laws relating to principles of voluntary association-laws relating to principle of open membership, democratic control, member economic participation, member economic control, autonomy and independence, co-operation among co-operatives, concern to community.
3. Report of model co-operatives act- restrictive provisions in the co-operative societies act – features of model act
4. Comparison of multi state co-operative societies act, 2002 and Producer
5. Company's legislation in the form of companies amendment act, 2002- initiatives on self-reliant co-operatives act.

Objectives:

The students will have technical understanding of co-operative acts and rules in relation to the co-operative principles

Contents:

UNIT 1

Co-operative legislations and its role in promotional, developmental and regulatory aspects of co-operative movement.

UNIT 2

Indian co-operative law viz; co-operative principles, laws relating to principles of voluntary association-laws relating to principle of open membership, democratic control, member economic participation, member economic control, autonomy and independence, co-operation among co-operatives, concern to community.

UNIT 3

Report of model co-operatives act- restrictive provisions in the co-operative societies act – features of model act

UNIT 4

Comparison of multi state co-operative societies act, 2002 and Producer

Company's legislation in the form of companies amendment act, 2002- initiatives on self-reliant co-operatives act.

Practical:

Case analysis on the above topic

Suggested readings:

1. Veeraman P E (1986), Indian Co-operative vis-à-vis Co-operative Principles, ICA, New Delhi
2. Daman Prakash (1988), Co-operative Democracy vis –a-vis Members Education ,Co-op Times New Delhi
3. Multi State Co-operative societies act, 2002
4. Report of the committee on Model co-operative act 1991
5. Kerala Co-operative Societies Act 1969

3. Cmgt 503 Financial Management in Co-operatives (2+1)

Syllabus:

1. Nature and objectives of financial management in co-operatives; Strategic planning and financial planning; Organization of financial management in co- operatives
2. Financial statements of co-operatives funds and cash flow statements; financial ratio analysis; operating and financial position analysis.
3. Cash forecasting under certainty and uncertainty; estimation of working capital requirements; cash credit system; lending norms and credit authorization; funds requirement under seasonal and cyclical conditions; follow up of bank credit; credit appraisal. Management of accounts receivable – trade credit policy monitoring of accounts receivables; financial aspects of inventory management.
4. Investment appraisal technique – discounted cash flow techniques – break even analysis.
5. Capital structure planning in co-operatives – leverage analysis and debt equity mix; Cost of capital; investment decisions cash flow estimations-appraisal

techniques – capital rationing – capital budgeting – process-resource allocation. Debt financing; institutional financing; equity financing; distribution of surplus and ploughing back of surplus in co-operatives, financial reporting system in co-operatives.

Objectives:

The students will acquire knowledge and skills that enable them to understand financial management and its application to co-operatives.

Contents:

UNIT 1

Nature and objectives of financial management in co-operatives; Strategic planning and financial planning; Organization of financial management in co-operatives

UNIT 2

Financial statements of co-operatives funds and cash flow statements; financial ratio analysis; operating and financial position analysis.

UNIT 3

Cash forecasting under certainty and uncertainty; estimation of working capital requirements; cash credit system; lending norms and credit authorization; funds requirement under seasonal and cyclical conditions; follow up of bank credit; credit appraisal. Management of accounts receivable – trade credit policy monitoring of accounts receivables; financial aspects of inventory management.

UNIT 4

Investment appraisal technique – discounted cash flow techniques – break even analysis.

UNIT 5

Capital structure planning in co-operatives – leverage analysis and debt equity mix; Cost of capital; investment decisions cash flow estimations-appraisal techniques – capital rationing – capital budgeting – process-resource allocation. Debt financing; institutional financing; equity financing; distribution of surplus and ploughing back of surplus in co-operatives, financial reporting system in co-operatives.

Practical:

Exercise on above topics in different co-operatives

Suggested readings:

1. James V Vanhon (1994) Financial Management and Policy, Prentice Hall of India, New Delhi
2. Pande I M (1999) Financial Management, Vikas Publishing House, New Delhi
3. Shah AK (1986) Professional Management for Co-operatives, Vikas Publishing House, New Delhi
4. Ramchandra Reddy B (1992) Financial Management in Co-operatives, Print well Publishers Jaipur

4. Cmgmt 504 Organizational Behavior of Co-operatives (2+1)

Syllabus:

1. Introduction to organization theory- classical, behavioral and modern. Organizational behavior- meaning and importance- fundamental concepts.
2. Motivation – theories of motivations- need theory, Herzberg’s two factor theory, Equity theory – Expectancy Theory, Understanding and managing individual behavior.
3. Theories of personality perception- values-attitudes; theories of learning, organizational leadership; Leadership behavior – leadership theories, understanding and managing group behavior; process of interpersonal and group dynamics.
4. Organizational culture and organizational design- approaches to organizational culture- managing organizational culture- organizational climate.
5. Managing organizational communication: purpose of organizational communication- communication process- communication network.

Objectives:

The students will get acquainted with the concept and principles of organisational behaviour with special reference to the unique organisational structure and climate of co-operatives

Contents:

UNIT 1

Introduction to organization theory- classical, behavioral and modern. Organizational behavior- meaning and importance- fundamental concepts.

UNIT 2

Motivation – theories of motivations- need theory, Herzberg’s two factor theory, Equity theory – Expectancy Theory, Understanding and managing individual behavior.

UNIT 3

Theories of personality perception- values-attitudes; theories of learning, organizational leadership; Leadership behavior – leadership theories, understanding and managing group behavior; process of interpersonal and group dynamics.

UNIT 4

Organizational culture and organizational design- approaches to organizational culture- managing organizational culture- organizational climate.

UNIT 5

Managing organizational communication: purpose of organizational communication- communication process- communication network.

Practicals:

Cases on organisational behaviour, motivation, leadership and organisational communication

Suggested readings:

1. Keith Davis (1992) Human Behaviour at work, Organisational Behaviour, TataMc Grow Hill Publishing company New Delhi
2. MorHead Gregory and Griffin Ricky (1994) Organisational Behaviour, Jacob Publishing House, Bombay
3. Fred Luthens (1992) Organisational Behaviour, Tata Mc Grow Hill Publishing company New Delhi
4. Pareek Uday (1988) Organisational Behaviour Process, Ravath Publications Jaipur
5. Robins D Cenzos (1995) Human Resource Management, Mohan Makhragan and Rekha Publishers Pvt Ltd New Delhi

5. Cmg 505 Strategic Management in Co-operatives (2+0)**Syllabus:**

1. Introduction to strategic management; role of general manager as an architect of strategy; Concept of strategy; need for strategic management in co-operatives; mission and objective of co-operative organizations.
2. Environment scanning and appraisal – socio economic environment-technological environment- competitive environment- political environment- regulatory environment; techniques of environment scanning and appraisal.
3. Strategic advantage factors; marketing research and developments; Engineering – production and operations- finance and accounting factors; Techniques of strategic analysis; Product portfolio analysis; Diagnosis of strategic advantages.
4. Strategic alternatives- definition of business-strategic alternative search-stability-expansion-diversification- retrenchment and combination strategy. Choice of strategy- managerial choice of factors- time dimension of strategy- reconciliation of members' expectations and economic activities.
5. Implementation of strategy-role of CEO in implementation-interrelation between strategy and structure; stage of organizational development. Resource acquisition and allocation for strategy implementation-planning and control system- professionalization – evaluation of strategy; preparation of business development plans for co-operatives.

Objectives:

The student is exposed to the strategic management decision possess in cooperatives by analysing both external and internal environments that re influencing cooperative sector.

Contents:

UNIT 1

Introduction to strategic management; role of general manager as an architect of strategy; Concept of strategy; need for strategic management in co-operatives; mission and objective of co-operative organizations.

UNIT 2

Environment scanning and appraisal – socio economic environment- technological environment- competitive environment- political environment- regulatory environment; techniques of environment scanning and appraisal.

UNIT 3

Strategic advantage factors; marketing research and developments; Engineering – production and operations- finance and accounting factors; Techniques of strategic analysis; Product portfolio analysis; Diagnosis of strategic advantages.

UNIT 4

Strategic alternatives- definition of business-strategic alternative search-stability- expansion-diversification- retrenchment and combination strategy. Choice of strategy-managerial choice of factors- time dimension of strategy- reconciliation of members' expectations and economic activities.

UNIT 5

Implementation of strategy-role of CEO in implementation-interrelation between strategy and structure; stage of organizational development. Resource acquisition and allocation for strategy implementation-planning and control system- professionalization – evaluation of strategy; preparation of business.

Suggested readings:

1. John A. P., Richard B. R. 1991. Strategic Management. All India Traveler Book Seller, New Delhi.
2. Michael U.P. 1987. Business Policy and Environment, S. Chand & CO. New Delhi.
3. Cherunilam Francis, 1982. Business and Government, Himalaya Publishing House, Bombay.
4. Adhikari, M. 1992. Economic Environment of Business, Sultan Chand, New Delhi.
5. Francis et.al. 1989. Business Policy, Himalaya Publishing House, Bombay.

6. Cmgt 506 Human resource Development in Co-operatives (2+0)

Syllabus:

1. Concept of human resource development-need for HRD in co-operatives. Cadres for co-operative personnel-recruitment-selection-induction-placement-transfer-retirement-down sizing.

2. Training and development-cross cultural training. Performance appraisal- career management-knowledge management counseling and monitoring.
3. Compensation and reward system-salary and wage administration-cafeteria system compensation-employee stock option plan-quality circles-quality of work life, flexi time work schedule-telecommuting.
4. Management of differences – grievance handling- discipline and domestic enquiry stress management.
5. Devising and implementing the HRD system-objectives-criteria-forms of support of top management- suitability to organizational character; role of CEO in HRD- role of line managers in HRD, member participation in management and operations of the co-operatives; Development of leadership in co-operatives.

Objective:

The students will be familiarized with hiring developing, compensating, employees and the methods of grievance handling in relation to cooperative principles and other proclamations.

Contents:

UNIT 1

Concept of human resource development-need for HRD in co-operatives. Cadres for co-operative personnel-recruitment-selection-induction-placement-transfer-retirement- down sizing.

UNIT 2

Training and development-cross cultural training. Performance appraisal- career management-knowledge management counseling and monitoring.

UNIT 3

Compensation and reward system-salary and wage administration-cafeteria system compensation-employee stock option plan-quality circles-quality of work life, flexitime work schedule-telecommuting.

UNIT 4

Management of differences – grievance handling- discipline and domestic enquiry stress management. Devising and implementing the HRD system-objectives-criteria- forms of support of top management- suitability to organizational character; role of CEO in HRD- role of line managers in HRD, member participation in management and operations of the co-operatives; Development of leadership in co-operatives.

Suggested readings:

1. David A Dicenzo and Stephen P Robins. 1988. Personnel/Human Resource Management, Prentice Hall of India, New Delhi.
2. William, V Werdhers. 1989. Human Resource and Personnel Management. Mc. Graw Hills International.

3. Wayne F.C. 1990. Managing Human Resources. Mc. Graw Hills International.
4. Wayne, M., Robert M and Shane R. 1999. Human Resource Management, Prentice Hall, US.
5. Davis, Keith. 1992. Human Behaviour at Work, Organisational Behaviour, Tata Mc. Graw Hill Publishing Co. New Delhi

7. Cmgt 507 Production and Operations Management in Co-operatives (2+1)

Syllabus:

1. Operations management – an overview- problems and perspectives-planning and policy-implementation.
2. Facilitiesplanning –product selection-process selection-facilities location-facilities layout and materials-handling-capacity planning. Work and job design – work design – job design.
3. Operations planning and control-planning and control for batch production- planning and control for job shop production-planning and control of projects- maintenance management.
4. Value engineering and quality assurance-value engineering-quality control.
5. Materials management –purchase system and procedures-inventory management-stores management –standardization- codification, and variety reduction-waste management. Inventory control-decisions-ABC analysis-EOQ- safety stock-inventory policies-computerization-processing. Materials handling – system-loading-unloading-handling machineries-storage- documentation-warehousing- types -location-design. Transportation-types-importance.Organisation and planning strategic planning.

Objectives:

The student will get both theoretical and practical knowledge and exposure on different cost cutting methods and time saving techniques particularly in production process and materials handling.

Contents:

UNIT 1

Operations management – an overview- problems and perspectives-planning and policy-implementation.

UNIT 2

Facilities planning –product selection-process selection-facilities location-facilities layout and materials-handling-capacity planning. Work and job design – work design –job design.

UNIT 3

Operations planning and control-planning and control for batch production-planning and control for job shop production-planning and control of projects-maintenance management.

UNIT 4

Value engineering and quality assurance-value engineering-quality control.UNIT 5

Materials management –purchase system and procedures-inventory management- stores management –standardization- codification, and variety reduction-waste management. Inventory control-decisions-ABC analysis-EOQ- safety stock-inventory policies-computerization-processing. Materials handling – system-loading-unloading- handling machineries-storage- documentation- warehousing- types -location-design. Transportation-types-importance. Organisation and planning strategic planning.

Practical:

Inventory control – materials handling – documentation – codification

Suggested readings:

1. Everret, E.,Adam,Jr. and Ronald,J. Ebert. Production and Operations Management, Prentice Hall of India Pvt Ltd., NewDelhi.
2. Buffa. Moden Productions/Operations Management, Wiley Eastern Ltd., New Delhi
3. Alan Mublemann, John Oakland and Keith Lockkeys. Production and Operations Management, ELBS, London
4. Nair, N.G. Production and Operations Management, TMI Publishing Company Ltd., New Delhi

8. Cmgt 508 Materials and Logistic Management in Cooperatives (2+0)

Syllabus:

1. Materials management dynamics- nature and scope, definition, total concept of materials management –an integrative view, an over view of brief history of development.
2. Materials planning- forecasting, making the material plan work, material flow cycle, materials budget, purchasing-principles- procedures and practices-sources of supply and supply selection- purchase budget. Value analysis- definition, objectives and approach, value engineering.
3. Inventory management and control system- need for inventory and its control, determining safety stocks, inventory control techniques, need for a systems approach, materials requirements planning, computerization of inventory

4. Store management-storage system-location and layout, incoming material inspection and quality control, standardization and variety reduction- classification and codification. Materials accounting-flow of cost and inventory valuation, physical verification. Materials handling system, types of equipments, movement and storage cost synergy concept for materials handling.
5. Logistic information system. External information system- customer order pattern- materials handling system-stock reordering points-order procedures, internal information system-purchasing-production-marketing-finance-order processing cost-order cycle time-internal processing-inventory check and policy- despatch communication.

Objectives:

The students will get exposed to the concepts of materials management and prepared to handle inventory through proper planning and stores management with special reference to production, processing, marketing and consumer co-operatives.

Contents:

UNIT 1

Materials management dynamics- nature and scope, definition, total concept of materials management –an integrative view, an over view of brief history of development.

UNIT 2

Materials planning- forecasting, making the material plan work, material flow cycle, materials budget, purchasing-principles- procedures and practices- sources of supply and supply selection-purchase budget. Value analysis- definition, objectives and approach, value engineering.

UNIT 3

Inventory management and control system- need for inventory and its control, determining safety stocks, inventory control techniques, need for a systems approach, materials requirements planning, computerization of inventory

UNIT 4

Store management-storage system-location and layout, incoming material inspection and quality control, standardization and variety reduction-classification and codification. Materials accounting-flow of cost and inventory valuation, physical verification. Materials handling system, types of equipment, movement and storage cost synergy concept for materials handling.

UNIT 5

Logistic information system. External information system- customer order pattern- materials handling system-stock reordering points-order procedures, internal information system-purchasing-production-marketing-finance-order processing cost-

order cycle time-internal processing-inventory check and policy-despatchcommunication.

Suggested readings

1. Ronald H. Ballou.(1992).Business Logistics Management. Prentice Hall, New Jersey.
2. Gopalakrishnan, P. (1990), Purchasing Materials Management, Tata Mc Graw Hill, New Delhi.
3. Prem Kumar, Asit. K. Ghosh.(1991). Materials Management. Anmol Publications, New Delhi.
4. Nakkiran. S. (2002). A Treatise on Co-operative Management. Rainbow Publications, Coimbatore.
5. Michiel, Harold & Wilbur, (1990). Purchasing & Materials Management.Universal Books, New Delhi.

9. Cmgt 509 Management Information System in Co-operatives (2+1)

Syllabus:

1. Organizational communication: Meaning, Communication process, means and methods of communication, communication networks, principles of effective communication, barriers of communication and remedial measures, grapevine communication-system in co-operatives
2. Basic concepts of MIS: data-information-need for information-system, information system, type's management information system, role of management information system.
3. Management information system with modern information technologies.
4. Building and managing information systems – Business process Re-engineering.
5. Accounting information system and marketing information system-concepts and application in co-operatives.

Objectives:

The students are exposed to Management Information System so as to make decisions based on scientific approach and conceptual knowledge about the applicability of MIS in co-operatives.

Contents:

UNIT 1

Organizational communication: Meaning, Communication process, means and methods of communication, communication networks, principles of effective

communication, barriers of communication and remedial measures, grapevine communication-system in co-operatives

UNIT 2

Basic concepts of MIS: data-information-need for information-system, information system, type's management information system, role of management information system.

UNIT 3

Management information system with modern information technologies.UNIT 4

Building and managing information systems – Business process Re-engineering.UNIT 5

Accounting information system and marketing information system-concepts and application in co-operatives.

Practical:

Study about MIS in the Processing, Marketing and Service Co-operatives

Suggested readings:

1. James O'Brien, George M. Marakas. (2007) Management Information Systems. Tata McGraw Hill Publishing Company Ltd. New Delhi
2. Kenneth C. Laudon, Jane P. Laudon. (2006) Management Information Systems, Prentice Hall of India, New Delhi
3. R.M. Stair and G. Reynolds (2007) Principles of Information Systems: A Managerial Approach Delmar Learning
4. D. Boddy, A. Boonstra and G. Kennedy. (2004) Managing Information Systems: An Organisational Perspective (2nd edition), Prentice Hall.

10. Cmgt 510 Management of Co-operative Banks (2+1)

Syllabus:

1. Emerging co-operative banking scenario in India-co-operative banks and commercial banks differentiated-functions of co-operative banks-co-operative banking structure-organizational structure of co-operative banks. Environmental factors affecting management of co-operative banks- social responsibility – technology – competition-economic and political – statutory control on co-operative banks.
2. Long range planning in Co-operative banks – analytical framework for profit management-productivity in co-operative banks-monitoring profitability of branches.
3. Deposit management-growth and composition-policies and techniques of deposit mobilization- behavior of deposit-deposit accounts and depositors-

deposit planning-cost of deposits (interest). Borrowings-growth and composition-policies-repayment-cost of borrowings.

4. Liquidity management-measures-needs-instruments of liquidity-estimating liquidity needs-provisions for liquidity needs. Loan portfolio management- lending concepts-determining the size and composition of loan portfolio credit planning- behavior of borrowers and borrower accounts-credit appraisal- recovery of loans-review and follow up-problems of credit deposit ratio. Investment- portfolio management-investment objectives-policy-instruments-portfolio environment.
5. Marketing of banking services; computerization-house keeping; Management information system and management control system for co-operative banks.

Objectives:

The students will have better understanding of co-operative banking structure and its role. More over the students will get exposed to unique management decision making process of co-operative banks under the prudential norms.

Contents:

UNIT 1

Emerging co-operative banking scenario in India-co-operative banks and commercial banks differentiated-functions of co-operative banks-co-operative banking structure- organizational structure of co-operative banks. Environmental factors affecting management of co-operative banks- social responsibility – technology – competition- economic and political – statutory control on co-operative banks.

UNIT 2

Long range planning in Co-operative banks – analytical framework for profit management-productivity in co-operative banks-monitoring profitability of branches. UNIT 3

Deposit management-growth and composition-policies and techniques of deposit mobilization-behavior of deposit-deposit accounts and depositors- deposit planning- cost of deposits (interest). Borrowings-growth and composition-policies-repayment- cost of borrowings.

UNIT 4

Liquidity management-measures-needs-instruments of liquidity-estimating liquidity needs-provisions for liquidity needs. Loan portfolio management-lending concepts- determining the size and composition of loan portfolio credit planning- behavior of borrowers and borrower accounts-credit appraisal-recovery of loans-review and follow up-problems of credit deposit ratio. Investment- portfolio management-investment objectives-policy-instruments-portfolio environment.

UNIT 5

Marketing of banking services; computerization-housekeeping; Management information system and management control system for co-operative banks.

Practicals:

Visits to District Co-Operative Banks, Agricultural Development Banks. Exercise on liquidity management, reserve management and portfolio management

Suggested readings:

1. Srinivas M (1990), Organisation and Management of Co-operative Banks, Printwell Publishers, Jaipur
2. Sah, A,K. (1986), Professional Management for Co-operatives, Vikas Publishing House, New Delhi
3. Kamat G S (1987). New Dimensions in Co-operative Management, Himalaya Publishing House, Bombay.
4. Nakkiran, S. (1992). Co-operative Banking in India, Rainbow Coimbatore

11. Cmgt 511 Management of Dairy Co-operatives (2+1)

Syllabus:

1. Dairy farming in India-historical perspective-inter relation with agriculture. Dairy development programmes under five year plans-allocation of resources for dairy development.
2. Organizational structure for milk procurement and marketing through co- operatives-management structure of dairy co-operatives.
3. Milk processing-milk products-quality control of milk and milk products. PFA standards-common adulterants and preservatives.
4. Pricing of milk-preparation of price charts under various methods.
5. Financial performance of dairy co-operatives-record keeping-preparation of financial statement-budget-auditing

Objectives:

The students will be sensitized with the dairy farming system in India and the role of governments / other agencies. More over the students also get acquainted with the strategies to satisfy the procedures and consumers in terms of value and volume.

Contents:

UNIT 1

Dairy farming in India-historical perspective-inter relation with agriculture. Dairy development programmes under five year plans-allocation of resources for dairy development.

UNIT 2

Organizational structure for milk procurement and marketing through co-operatives-management structure of dairy co-operatives.

UNIT 3

Milk processing-milk products-quality control of milk and milk products. PFA standards-common adulterants and preservatives.

UNIT 4

Pricing of milk-preparation of price charts under various methods.UNIT 5

Financial performance of dairy co-operatives-record keeping-preparation of financial statement-budget-auditing

Practical:

Preparation of price charts under different methods of pricing- evaluating the performance of selected dairy co-operatives- familiarization with records of dairy co- operatives- familiarize with various adulterants and their detection – visit to dairy plants, regional union, apex federations and preparations of reports on their performance.

Suggested readings:

1. Martin Doornbos et. al, (1990) Dairy Aid And Development : India's Operation Flood, Sage, New Delhi
2. Santhi George (1989). Operation Flood in India. Sage Publishers, New Delhi. Prevention of Food Adulteration Act, 1954.
3. Mascarchaas, R.C.(1998). A Strategy for Rural Development Dairy Co-Operative In India, Sage, New Delhi

12. Cmgt 512 Management of Marketing Co-operatives (2+1)

Syllabus:

1. Role of markets in economic system; Concept of rural markets-problems and challenges of rural marketing, marketing environment
2. Co-operative marketing and economic development. Role of rural institutions in procurement and distribution; strategic issues in marketing by co-operatives
3. Marketing through apex level; organizations at district, state and national level; marketing co-operatives as agent of Government-horizontal and vertical linkages.
4. Consumer markets-rural-urban-industrial –government; market segmentation- product positioning, test marketing, pricing strategy
5. Market legislations; contemporary issues in co-operative marketing.

Objectives:

The students will get familiarized with management of marketing co-operatives and its role in ensuring better price to the producers.

Contents:

UNIT 1

Role of markets in economic system; Concept of rural markets-problems and challenges of rural marketing, marketing environment

UNIT 2

Co-operative marketing and economic development. Role of rural institutions in procurement and distribution; strategic issues in marketing by co-operatives

UNIT 3

Marketing through apex level; organizations at district, state and national level; marketing co-operatives as agent of Government-horizontal and vertical linkages.

UNIT 4

Consumer markets-rural-urban-industrial –government; market segmentation-product positioning, test marketing, pricing strategy

UNIT 5

Market legislations; contemporary issues in co-operative marketing.

Practical:

Identification of marketing channels for selected crops – visit to selected marketing co- operatives and evaluating their performance (primary societies)-undertake a case study on member perception towards marketing co-operatives.

Suggested readings:

1. Goel, B.B. (1991), Management of Marketing Co-operatives, Deep & Deep Publishers, New Delhi
2. Jain, P.K. (1992) Marketing Management of Co-operative Sector in India. Kanishka Publishing House, Bombay
3. Kamar, G.N. (1986). Managing Co-operative Marketing. Himalaya Publishing House Bombay.

13. Cmgt 513 Management of Micro-finance and Micro Enterprises (1+1)

Syllabus:

1. Micro-finance delivery system: global perspective on emergence and growth of micro finance sector-best practice of micro-finance delivery at international

levels-emergence and growth of micro finance sector in India-regulatory and legal frame work for micro finance institutions-best practices of micro-finance delivery in India

2. Micro-enterprises development; concepts of micro enterprises-policy environment-developing micro entrepreneurship-promotional methods- sensitizing the environment and support system for micro enterprise development.
3. Methods for assessing entrepreneurship potentials-identifying the resources for micro enterprise development-process identification of the key elements of an income generation project-venture launching and managing micro enterprises- identification of sources of finance-production planning and marketing strategy.
4. Self-help group promotions approach to micro finance; formation, development and management of savings and credit in self help groups-organisational development and group dynamics-team building and leadership.
5. Management of micro finance delivery system; product designing-procedures for loan documentation-disbursement and post sanction supervision and follow up-financial and portfolio analysis of micro finance institution- assessing, financial viability and sustainability preparing project proposal for micro finance delivery project.

Objectives:

The students will learn about the institutional alternatives for co-operatives that is Self Help Groups. Methods and techniques of organizing, managing micro finance and micro enterprise to empower the suppressed mass.

Contents:

UNIT 1

Micro-finance delivery system: global perspective on emergence and growth of micro finance sector-best practice of micro-finance delivery at international levels-emergence and growth of micro finance sector in India-regulatory and legal frame work for micro finance institutions-best practices of micro-finance delivery in India

UNIT 2

Micro-enterprises development; concepts of micro enterprises-policy environment- developing micro entrepreneurship-promotional methods-sensitizing the environment and support system for micro enterprise development.

UNIT 3

Methods for assessing entrepreneurship potentials-identifying the resources for micro enterprise development-process identification of the key elements of an income generation project-venture launching and managing micro enterprises-identification of sources of finance-production planning and marketing strategy.

UNIT 4

Self-help group promotions approach to micro finance; formation, development and management of savings and credit in self-help groups-organisational development and group dynamics-team building and leadership.

UNIT 5

Management of micro finance delivery system; product designing-procedures for loan documentation-disbursement and post sanction supervision and follow up-financial and portfolio analysis of micro finance institution- assessing, financial viability and sustainability preparing project proposal for micro finance delivery project.

Practical:

Field visit to micro finance institutions and self-help groups; study of group dynamics in self-help groups; preparation of project reports for micro finance development programmes; design of accounting and management information system for self-help groups; design of marketing strategies for micro enterprises.

Suggested readings:

1. Hand book on Micro Finance, World Bank, Washington
2. Karmakar, K.G.(1999). Rural Credit and Self Help Groups, Sage Publications, New Delhi
3. Shylendra, H.S.(1999). Impact of Micro Finance. Working paper, IRMA
4. Yaron Jacob (1998) Successful Rural Financial Institutions, Research Paper, World Bank, Washington D.C.