

VEER NARMAD SOUTH GUJARAT UNIVERSITY

POST GRADUATE DIPLOMA IN CO-OPERATIVE MANAGEMENT

PAPER-III

Co-operative Management

Objective:

The objective of this course is to make familiar the students with tools of Management applied to co-operative operations and to develop insight in complex process of balancing social objectives and economic objectives of the organization

1. Nature and objective of Co-operative Business and Agro-based Industries. Co-operatives and other Business Enterprises (10%)
2. Relevance of professional management in efficient co-operative enterprises. Functions of Management in the frame work of single and multiple purposes co-operatives. (10%)
3. Marketing Management- Meaning, Scope and Functions of Marketing Management, Analysis of market opportunities, Market information systems and Forecasting, Functions of Co-operative Marketing, Viz- Co-operative processing, Grading⁴ warehousing & storage, Dairying, Credit etc. Development of Market strategies and management of customer service. (20%)
4. Production Management : Objectives of productions, Nature, types of Productions, Operations Characteristics. Operations Management. (10%)
5. Human Resource Management- Meaning and Scope of HRM, Human Resource Planning and Human Resource Development (HRD) with special reference to co-operatives. Importance of (HRD) Human Resource Development. Dimensions and strategically Issue of HRD and Limitations. (15%)
6. Financial Management- Importance of finance in Business, Role of Finance Manager, Sources of funds in Co-operatives, working Capital Management, Tools of Financial analysis. (10%)
7. Role of E-Commerce and M-Commerce in Management of Co-operatives. E-Commerce V/WAP. E-Commerce and M-Commerce operations – in Banking Co-operatives, Consumers Co-operatives producers Co-operatives. (10%)
8. Case studies relating to Co-operative Management. (15%)

RECOMMENDED READINGS

1. Kanitkar Ajit (1995)
Managerial decision making in co-operatives and voluntary Organizations, Text and Loses.
ICA Dumustrust, New Delhi
2. Balaji e.and Reddy, Pratap (1996)
Organizational Behavior issues in Rural Co-operativess.
Allied Publishers, New Delhi.
3. Dubey Ajay (1996)
Member control in co-operatives, practice, pattern and issues.
4. FAO
Manuals of Appropriate Management systems for Agriculture Co-operatives 1990.
5. New Dimensions of Co-operative Management Studies 1989.
6. K.K.Jaimini- Managing the Co-operative enterprises.
7. Pawar R.Karma and B.N.Choubey,
Co-operative Management, Problems and Prospects,
Deep publications 1988
8. Principles problems and Practice of Co-operation- T.N.Hajela
9. L.P.Singh
Co-operative marketing in India and Abroad Himalaya Publishing House.
10. Principles and Practice of Marketing in India C.B.Memoria
11. A perspective of Co-operative Marketing- Divakar Jha.
12. Management of Urban Co-operative Banks- Dr.Partho Pratim Roy.
13. Co-operative Perspectives, Journal of Co-operative Management,
National Institute of Co-operative Management, University Road
Pune.
14. Fundamentals of Co-operation- Krishna Swami
15. Strategy for Human Resource Development in Co-operatives
Vaikunth Mehta
National Institute of Co-operative Management.