

ANNAMALAI UNIVERSITY
M.Com. Cooperative Management –Course Structure under CBCS
2021-22

Semester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int	Ext	
I	Core Course – I (CC)	Cooperation: Theory and Development	6	4	3	25	75	100
	Core Course – II (CC)	Management of Cooperative Enterprises	6	4	3	25	75	100
	Core Course – III (CC)	Managerial Economics	6	4	3	25	75	100
	Core Course – IV (CC)	Organisational Behaviour	6	4	3	25	75	100
	Elective Course – I (EC)	Rural Development or Rural Social Institutions	6	4	3	25	75	100
	TOTAL			30	20			
II	Core Course – V (CC)	Cooperative Accounts and Audit	6	5	3	25	75	100
	Core Course – VI (CC)	Financial Management	6	5	3	25	75	100
	Core Course – VII (CC)	Human Resource Management	6	5	3	25	75	100
	Core Course – VIII (CC)	Research Methods and Statistics	6	5	3	25	75	100
	Elective Course – II (EC)	Investment Management or Quantitative Techniques	6	4	3	25	75	100
	Total			30	24			

Note:

Project : 100 Marks
Dissertation : 80 Marks - Passing minimum 40 marks
Viva Voice : 20 Marks - Passing minimum 10 marks

Core Papers - 14
Elective Papers - 5
Project - 1

Note:

1. Theory Internal 25 marks External 75 marks
2. Separate Passing Minimum is prescribed for Internal and External
 - a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
 - b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
 - c) The Passing minimum not less than 50 % in the aggregate

CORE COURSE - I
COOPERATION: THEORY AND DEVELOPMENT

OBJECTIVES:

- To facilitate the students to understand the values and Principles of Cooperation
- To facilitate the students to gain knowledge on the various cooperative development models
- To enable the students to understand the Government Policies towards cooperatives and development of cooperatives during pre and post independence era.

UNIT I

Concept of Cooperation: Cooperative Thought Process - Pre-Rochdale Thinkers: Robert Owen, Charles Fourier - Post-Rochdale Thinkers: Raiffeisen, Dr. Warbasse, Fauquet, Charles Guide - Jawaharlal Nehru and Mahatma Gandhiji's views on Cooperation - Statement of Cooperative Identity, 1995.

UNIT II

Cooperative Development Models: Voluntary Vs Imported Compulsory Cooperation - Limited Vs. Unlimited Liability - Federal Vs. UNITary Structure - Univalent Vs Polyvalent Cooperatives - Conventional Vs. Integrated Model - New Generation Cooperatives - Merits and demerits of various models

UNIT III

Cooperative Development in Abroad: Working profile of Consumers Cooperatives in Sweden and U.K - Cooperative Banking in Germany & Italy - Milk Producers Cooperatives in Denmark - Cooperative Farming Societies in Israel - Reasons for their success in their performance and contribution to their national economy.

UNIT VI

Cooperative Development in India - Pre-Independence Period: Cooperative Credit Societies Act-1904 - Cooperative Societies Act 1912- Recommendations of various Committees and Commissions for development of cooperatives: Sir Edward Maclagan Committee 1914 - Royal Commission on Agriculture 1928 - Cooperative Planning Committee 1945.

UNIT V

Cooperative Development in India - Post - Independence Period: Recommendations of various Committees and Commissions for development of cooperatives: All India Rural Credit Survey Committee 1954 - All India Rural Credit Review Committee 1969 - CRAFTICARD 1981 - Report of Task Force on Cooperative Credit (STCCS) 2004 - Report of the High Powered Committee on Cooperatives 2009 - Constitution Amendment 2011 - Problems and Challenges faced by Cooperative Sector in India.

REFERENCES :

1. Dubhashi, P.R (1970), Principles and Philosophy of Cooperation, VAMNICOM, Pune.
2. Government of India (2009), Report of the High Powered Committee on Cooperatives.
3. Hajela T.N (2000), Principles, Problems and Practices of Cooperation, Konark Publishers, New Delhi.
4. Ian Mac Pherson (1995), Cooperative Principles for the 21st Century, ICA, Geneva.
5. Krishnasamy O.R and Kulandaiswamy, V (2000), Cooperation: Concept and Theory, Arudra Academy, Coimbatore.
6. Krishnasamy O.R. (1985), Fundamentals of Cooperation, S.Chand & Co., New Delhi.
7. Mathur B.S. (2000), Cooperation in India, Sahithya Bhavan Publishers, Agra.
8. Paul Lambert (1969), Studies in Social Philosophy of Cooperation, Cooperative Union Ltd., Manchester.
9. Plunkett Foundation (1996), The World of Cooperative Enterprises.

CORE COURSE - II
MANAGEMENT OF COOPERATIVE ENTERPRISES

OBJECTIVES :

- To familiarize the students with the concepts of Management of Cooperative Enterprises.
- To enable the students to understand the governance structure of cooperative enterprises.
- To enable the students to understand the basic issues faced by the cooperatives.

UNIT I

Cooperatives as an Economic Enterprise: Characteristics- Cooperatives as social Enterprises – Cooperatives as Tiny and Village enterprises - Group and CommUNITY, Socio –Cultural factors influencing Cooperative behaviour-Cooperation as a Social Movement.

UNIT II

Cooperative Management: Concept – Goals – Governance Structure – Board and Executive Relationship - Participative Democratic Control – Comparison of Managements of Profit Businesses and Cooperative (non profit) Businesses.

UNIT III

Administrative System for Cooperatives: At Central, State levels – Registrars of Cooperative societies – Functional Registrars- Their powers and duties – Administrative set up under the control of RCS.

UNIT IV

Issues in Cooperative Management: Professional Management, De-Officialisation – State Partnership- Operational Efficiency – Key Result Areas – Strategies for sustainable Development of Cooperatives in India.

UNIT V

Cooperative Governance and Empowerment-97th Constitutional Amendment-2011-New Generation Cooperatives – SWOT Analysis

References

1. I.C.A (1977), Readings in Cooperative Management, New Delhi.
2. Kamat G.S. (1987) New Dimensions of Cooperative Management, Himalaya Publishing House, New Delhi,
3. Krishnaswamy, O.R (1976), Cooperative Democracy in Action, Somaiya Publishing House, Mumbai.
4. Kulandaisamy, V (2000), Cooperative Management, Arurdhra Academy, Coimbatore.
5. Nakkiran S (2013), Cooperative Management, Deep and Deep Publications, New Delhi.
6. Sha A.K (1984), Professional Management for Cooperative, Vikas Publishing House, New Delhi.
7. Sinha S.K. & R. Sahaya (1981), Management of Cooperative Enterprises, NCCT, New Delhi.

**CORE COURSE -III
MANAGERIAL ECONOMICS**

OBJECTIVE :

To make the students to realize the usefulness of economic tools, principles & laws in making business decisions.

(Theory only)

UNIT I

Managerial Economics – Meaning, Nature, Scope and Applications – Relationship with other disciplines – Role of Managerial Economist – Demand Analysis – Demand Determinants - forecasting.

UNIT II

Production Function – Managerial use of production function – Supply analysis - Law of Supply – managerial uses of supply curve. Cost Concepts, classification & determinants – Cost Output relationship – Economies of scale - Cost Control and Cost Reduction.

UNIT III

Price and Output decisions under different marketing structures - Perfect competition, Monopoly, Oligopoly & Monopolistic Competition – Price discrimination – Pricing OBJECTIVES, policies, Strategies and methods - Price differentials – Price forecasting.

UNIT IV

Profit – Nature & Concept – Profit Planning, policies and Forecasting- measurement of profit Interest – Rent.

UNIT V

Business Cycle and business policies – Economic forecasting for business – Input output analysis – National income - accounting and measurement.

REFERENCES :

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
4. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.
5. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
6. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
7. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand and Sons, New Delhi.
8. H. Craig Petersen, W. Cris Lewis, Managerial Economics, 4th Edition, Pearson Education.

**CORE COURSE IV
ORGANISATIONAL BEHAVIOUR**

OBJECTIVE :

To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organisation

(Theory only)

UNIT I

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

UNIT II

Perception: Process – Factors influencing perception - Distortion in Perception – Learning: Theories of Learning – Attitudes: Factors influencing Attitude.

UNIT III

Personality: Theories of Personality – Determinants – Types - Emotional Intelligence – Features - Group Dynamics: Formal and Informal Groups – Group Cohesiveness – Stress Management: Causes and Effects of Stress – Coping strategies for stress.

UNIT IV

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict

UNIT V

Organisation change – Process – causes of resistance to change and Overcoming resistance to change – Organisation Development – OD Process and Techniques – Organisation Culture – Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

REFERENCES

1. L.M. Prasad, Organisational Behaviour – Sultan Chand & Sons, Delhi.
2. K. Aswathappa, Essentials of Organisational Behaviour, McGraw Hill, Delhi.
3. Fred Luthans, Organisation Behaviour, McGraw Hill, Delhi
4. Hell Riegel, Slocum and Woodman, Organisation Behaviour, South Western, Thomson Learning, 9th Edition,
5. R.S. Dwivdi, Human Relations and Organizational Behaviour, Mc Millan India Ltd., 5th Edition.
6. Stephen P. Robbins, Organizational Behaviour, 9th Edition, Pearson Education, New Delhi,
7. P.Subba Rao, Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House.
8. C.S. VenkataRatnam and B.K.Srivastava, "Personnel Management and Human Resources, TMH.
9. P.C. Tripathi, Personnel Management and Industrial Relations ,Sultan Chand & Sons.
10. B.S.Bhatia and G.S.Batra Human Resource Management -- Deep & Deep Publications.

ELECTIVE- I

(A) : RURAL DEVELOPMENT

OBJECTIVE :

- To understand the Concept of Rural Development Administration and various Rural Development Programmes.

UNIT I

Rural Development: Concepts – Definition – OBJECTIVES and Scope-Components – Features of Rural Economy – Approaches to Rural Development in India–Programmes of Rural Development during Five year plans.

UNIT II

Theories of Development: Gandhian Approach to Development – Obstacles to Growth and Development - Millennium Development Goals - Prof. Amarthiasen's Approaches to Development

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCES :

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

ELECTIVE -I

(B) : RURAL SOCIAL INSTITUTIONS

OBJECTIVES:

- To enable the students to conceptualize the structure and functioning of Indian Society.
- To sensitize the students to the diverse dimensions and interconnectedness of Indian Society.
- To enable the students to develop insight into the various facets of nation building in India society.

UNIT-I

Indian society: Conceptualization- Groups and communities-Unity in diversity, cultural diversity: regional, linguistic, religious and tribal, religious pluralism-religious reform movements.

UNIT-II

Caste in India-Varna and Jati-characteristic of caste system-PCRA SC/ST Atrocities Prevention Act, Theoretical perspectives: Indological G.S.Ghurye, structural functionalism- M.N.Srinivas, S.C.Dube - Marxian perspective- A.R.Desai; Subaltern perspective-B.R.Ambedkar.

UNIT-III

Rural Economy and Religion: Agriculture and Allied Activities - khadi, cottage and village industries- land reforms- Beliefs and practices-village temple festival-change in religious life- Islam, Christianity, Buddhism factors in continuity and change.

UNIT-IV

Marriage and Family-marriage among Hindus, Muslims, Christian changing trends-family - significance, structure characteristics of joint family-changing trends

UNIT-V

Political Organization and leadership: Structure of village administration: tradition and modern-PRIs-changing trends in leadership-aspect at loggerheads.

REFERENCES :

1. Andre Beteille, Caste, (2002) Class and Power, Oxford University Press.
2. Dhanagare, D.N.(1993): Themes and Perspectives in Indian Sociology, JaipurRawat.
3. Dube, S.C.: (1967) The Indian Village, London: Routledge.
4. Hutton,J.H: (1983) Caste in India.Bombay: Oxford University press.
5. Kapadia,K.M, (1966) Marriage and Family In India. Bombay, Oxford University Press, Mencher.Joan, (1978) P.Agriculture and Social Structure in TamilNadu. NewDelhi.
6. Singh, Y. (1973) Modernisation of Indian Tradition, Delhi, Thomson Press.
7. Srinivas,M.N. (1962) Caste in India and other Eassys.Bombay: Asia publishing House,
8. Oommen, T.K. and P.N.Mukherjee, ed.(1986) Indian Sociology: Reflections and Introspections, Popular Prakashan, Bombay.

CORE COURSE V
COOPERATIVE ACCOUNTS AND AUDIT

OBJECTIVE:

- To gain knowledge about Accounting and auditing system in Co-operative Societies.

UNIT I

Cooperative Account Keeping: Evolution-differences between Double Entry book keeping and cooperative account keeping: Cooperative account keeping Vs Single entry system-day book-Ledgers-Statement of receipts and payments-Balance sheet- Final account-distribution of net profit.

UNIT II

Audit: Commercial & Co-operative Audit-Origin-Definition-OBJECTIVES-Advantages- Nature and Scope of Audit - Differences between Commercial and Cooperative Audit- Rights, Duties and Responsibilities of Commercial Auditor Vs Cooperative Auditor- Audit Programme - Vouching of Cash and Trade Transitions- Routine Checking- Importance of Routine Checking.

UNIT III

Verification and valuation of Assets and Liabilities: meaning of verification-mode of valuation of various assets and liabilities- Depreciation-Definition - OBJECTIVES- Methods- Auditors duty. Reserve: Meaning-Definition-Various Reserves- Audit of Final Accounts: Profits and Loss Account-Balance Sheet-Relationship between them.

UNIT IV

Audit Programme for Selected Co-operatives: Co-operative Credit Institutions (PACS, DCCB and Non-Credit Co-operatives (Marketing Cooperatives, Consumers Co-operatives, Dairy Co-operatives and Industrial Co-operatives) - Audit Classifications- Preparation of Final Audit Memorandum and its Enclosures- Schedule of Audit defects.

UNIT V

Embezzlement and Fraud: Various Methods- Methods of their detection- safeguard in internal checking and internal audit- Recent Trends in Audit-International Standard of Audit (ISA)

REFERENCES:

1. Government of Tamilndu (2012) - Dept. of Cooperation, Cooperative Audit Manual.
2. Cooperative Audit, Krishnaswami O.R,
3. Tandon (2004) Principles & Practice of Auditing, S. Chand &Company
4. Dinker Pagare (2013) Principles & Practice of Auditing, S.Chand & Co.
5. Ravinder & Sharma (2011) Auditing, Principles & Pratices

**CORE COURSE VI
FINANCIAL MANAGEMENT**

OBJECTIVE :

- To enable the students understand concepts and application of financial management tools.

(Theory & Problem)

UNIT I

Financial Management : Meaning, nature and scope of finance; Financial goal – Profit Vs Wealth Maximisation; Finance functions – investment, financing and dividend decisions.

UNIT II

Fundamental valuation concepts :- Time value of money – Compound value, Present value; Risk and Return – concept, Risk in portfolio context, Relationship between Risk and Return.

Valuation of Securities – Valuation concept –Valuation of Bond – Valuation of PREFERENCEshares, Equity valuation – Dividend valuation approach, Earnings capitalisation approach and Ratio approach.

UNIT III

Cost of capital : Meaning and Significance of cost of capital; calculation of cost of debt, pREFERENCEcapital, equity capital and retained earnings; combined cost of capital (weighted).

Financial Leverage : Meaning, Measurement of leverages; Effect of Operating and Financial Leverage on Profit; Analysing alternate financial plans; combined financial and operating leverages.

UNIT IV

Planning the Capital Structure – Factors influencing capital structure; EBIT-EPS Analysis, Return on Investment Analysis, Cash flow analysis, capital structure policies – Theories. Dividend policy -Factors determining dividend pay-out, Forms of dividend; stability in dividend policy; corporate dividend behaviour

UNIT V

Management of working capital:- Meaning, Significance and Types of working capital; calculating operating cycle period and estimation of working capital requirements; sources of working capital; Management of cash, receivables and inventory.

(Note: Theory: 45 Marks; Problems: 30 Marks)

REFERENCES

1. I.M.Pandey. Financial Management,Vikas Publishing House Pvt ltd, New Delhi.
2. Prasanna Chandra,Financial Management, Theory and Practice, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. M.Y.Khan&P.K.Jain,Financial Management, Text and Problems. Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. P.V. Kulkarni & B.G. Sathyaprasad,Financial Management –Himalaya Pulishing House, Mumbai.
5. S.N.Maheswari, “Financial Management principles and practice,”Sultan Chand & Sons, New Delhi.
6. James C. Van Horne & John M. Wachowicz, Jr.Fundamentals of Financial Management- PHI Learning Private Limited, New Delhi.
7. Agarwal & Mishra, “Financial Management “Ramesh Book Depot, Jaipur.
8. Srinivasan, Financial Management, Vijay Nicole, Chennai

**CORE COURSE VII
HUMAN RESOURCE MANAGEMENT**

OBJECTIVE:

- **To impart knowledge on the concepts and principles of HRM followed in different types of organization. (Theory only)**

UNIT I

Human Resource Management- Meaning – Nature and Scope, OBJECTIVES - Functions Distinction between HRM and Personnel Management. Personnel Policies: Procedure and Programmes. Organization of HRM Department- Needs - Recent Trends in HRM Practices – Personnel Audit- Human Resource Information System- need and benefits.

UNIT II

Man Power Planning – Characteristics: Need, Process - Job Analysis- Job Description- Job Specification - Job Design- Job Evaluation Methods – Merits and Demerits - Job Enrichment- Job Enlargement –Re-Engineering - Recruitment – Sources - Selection- Selection Procedure, - Interviews – Placement - Induction

UNIT III

Training –Meaning, Need - Selection of Trainees- Methods of Training – Evaluation of Training - Management Development Programmes- Methods - Promotion – Types, Merits- Demotions; Carrier Planning - Transfers,

UNIT IV

Performance Appraisal – Purpose- Factors Affecting Performance Appraisal – Criteria for Performance Appraisal – Performance Appraisal Techniques – Limitation of Appraisal Methods. Quality of Work Life – Issues in Quality of Work Life- Measuring QWL – Workers Participation in Management.

UNIT V

Grievance – Meaning, Causes of Grievance- Grievance Redressal Procedure – Collective Bargaining – Meaning – levels – methods – pre - requisites – Benefits.

REFERENCES :

1. Pravin Durai, Human Resource Management, 2nd Edition, Pearson Education, New Delhi
2. Dr.Ashwathappa, Human Resource Management ,McGraw Hill Education (India) Pvt. Limited, New Delhi.
3. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.
4. L.M. Prasad ,Human Resources Management, Jain Book Agency, New Delhi.
5. DaleYoder& Paul D. Staudohar, Personnel Management, Prentice Hall.
6. S.S. Khanka, Human Resource Management ,S.Chand& Sons, New Delhi.
7. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
8. H.John Bernardin&JoyeeE.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
9. David A. DeCenzo& Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
- 10.VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, NewDelhi.

CORE COURSE VIII RESEARCH METHODS AND STATISTICS

OBJECTIVES :

Upon completion of the course, the students will be able to:

- identify and formulate a problem for research.
- prepare suitable research design to study a research problem to be formulated
- choose appropriate methods of sampling, tools and techniques of data collection
- process the data collected in the field and to analyse by using appropriate statistical methods
- prepare research report in a professional manner.

UNIT I

Introduction: Research – definition - OBJECTIVES-types. Research Process- Identifying and prioritizing problems - theoretical framework – review of literature, variables -its types- Hypothesis – formulation and types.

UNIT II

Research design: Explorative, Experimental, descriptive, Case study and survey methods - Content Analysis - Intervention and Interdisciplinary Studies - Mixed methods.

UNIT III

Data collection: Sampling and non-sampling techniques - Data collection methods – interview, schedule, Questionnaire, and observation. Online research methods, psychological tests, projective techniques. Validity and reliability of scales - Research Report - Components and format of research report - Reference materials, quotations, bibliography, footnotes, glossary and appendix, dissemination of findings.

UNIT IV

Descriptive Analysis: Measures of central tendency, dispersion, skewness and kurtosis – Correlation of Analysis, Association of attributes, Multiple regression and correlation analysis, concepts of Factor analysis - Statistical software and its uses.

UNIT V

Inferential Analysis: Basic concepts and Hypothesis testing and Estimation; Steps in hypothesis testing. Tests for Large and small samples – Z test, t-test and F-test, Chi-square test, Mann-Whitney test, and ANOVA

REFERENCES :

1. Gupta S.P.& M.P.Gupta, (2006) Business Statistics, New Delhi:Sultan Chand & Sons,
2. Shajahan Dr. S. (2006) Research Methods for Management (Text and Cases), New Delh: Jaico Publishing House,.
3. Hooda R.P., (2003) Statistics for Business and Economics, New Delhi Macmillan Ltd.,.
4. Vijayalakshmi G. & Sivapragasam C, (2009). Research Methods: Tips and Techniques, Chennai : MJP Publishers,
5. Krishnaswamy O.R, (2002), Methodology of Research in Social Sciences, Himalaya Publishing House, Bombay,
6. Kothari C.R, (2001). Research Methodology, Wishva Prakashan, New Delhi
7. Donald R Cooper and Ramela S. Schindler, (2000), Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi,
8. Uma Sekaran, (2000), Research Methods for Business, John Wiley and Sons Inc., New York,.

ELECTIVE -II
(A) : INVESTMENT MANAGEMENT

OBJECTIVE :

To enable the students understand the investment avenues and evaluation.

UNIT I

Nature and scope of Investment Management Investment objectives – Investment Process – Investment Media Security and Non-security forms of Investment gilt edged securities – Sources of Investment information.

UNIT II

New Issues Market – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – online trading – SEBI and Investors production.

UNIT III

Security Analysis – Approaches to Security Analysis – Fundamental Analysis – Technical Analysis – Dow Theory – Random Walk Theory - Efficient Market Hypothesis.

UNIT IV

Portfolio Analysis – Traditional and Modern approach – Rationale of Diversification of Investments – Markovitz theory – Sharpe Index Model - Capital Asset Pricing Model.

UNIT V

Investment companies in India – Types Mutual Fund Operations in India – UTI – SEBI and RBI Guidelines for Mutual Funds.

Note: Theory only

BOOKS FOR REFERENCE :

1. Punithavathy Pandian : Security Analysis and Portfolio Management, (Vikas Publishing House)
2. Dr S Gurusamy –Security Analysis & Portfolio Management –Vijay Nicole Imprints Pvt Ltd, Chennai.
3. Gupta L.C. : Return of Equities – The Indian Experience, (New Delhi OXFORD).
4. Bhalla V.K. : Investment Management and Portfolio Management & (S.Chand & Co. Delhi).
5. Fisher & Jordon : Security Analysis and Portfolio Management.
6. Preeti Singh : Security Analysis, Himalaya Publishing House
7. Avadhani V.A. : Investment and Securities Markets in India.
8. SEBI, 1992.Guidelines
9. Jack dark Francis (1990).Investment : Analysis and Management, McGraw Hill
10. Gara.K.L : Stock Exchanges in India.
11. Yasasway : Equity Investment Strategy.

ELECTIVE –II
(B) : QUANTITATIVE TECHNIQUES

OBJECTIVE :

**To acquaint the students with the Statistical tools and techniques for managerial decisions.
(Theory & Problems)**

UNIT I

Meaning of Quantitative Techniques – Role of Quantitative Techniques – Advantages and Limitations of Quantitative Techniques – Correlation Analysis
– Simple – Partial and Multiple –Regression Analysis – Time Series .

UNIT II

Probability – Problems applying Additional and Multiplication Theorem – Mathematical Expectations – Theoretical Distributions – Binomial – Poisson – Normal Distribution.

UNIT III

Significance Tests in Small Samples (t test) – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test- Analysis of Variance (One way and two way classification).

UNIT IV

Linear Programming – Graphical Method – Simplex Method – Transportation Problems – Initial Basic Feasible Solution - Modi Method
– Assignment Problems.

UNIT V

Interpolation and Extrapolation – Methods of Interpolation – Binomial Expansion method – Newton’s Method – Lagrange’s Method – Parabolic Curve Method – Extrapolation – Vital Statistics – Life Tables.

Note: 50 marks problem; 25 marks Theory REFERENCES

1. S.P. Gupta, Statistical Methods - Sultan Chand & Sons, New Delhi - 600 002.
2. S. Gurusamy, Operations Research, Vijay Nicole Imprints Pvt. Ltd, Chennai.
3. D. Joseph Anbarasu, Business Statistics –Vijay Nicole Imprints Pvt. Ltd., Chennai.
4. C.R.Kothari, Quantitative Techniques –Vikas Publishing House, New Delhi.
5. Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
6. Hooda, R.P: Statistics for Business and Economics, Macmilla 3rd edition, New Delhi.
7. Hein, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, Delhi

