

CHOICE BASED CREDIT SYSTEM
BA Group II: Elective Courses
COOPERATION

One elective to be selected by the students of BA – Cooperation during I to III Semesters.

Course IV is an Open Elective to be selected by other students.

Semester/ Paper	Examination	Int. Assmnt marks	Total marks	Credits	Teaching work load
Elective Course – I BASCPCE 131: Insurance	40	10	50	1	2hrs.
Elective Course – II BASCPCE 181: Advertising and Salesmanship	40	10	50	1	2hrs
Elective Course – III BASCPCE 231: Office Management	40	10	50	1	2hrs
Elective Course – IV BASCPCE 281: Co-operative Management	40	10	50	1	2hrs

ELECTIVE Courses:

Scheme of Examination

Max marks 40

Duration of Exam. 2hrs

Int. assessment 10

Sl. No.	Type of Assessment	Weightage
1.	Internal Assessment: Two tests & assignment	20% (10 marks)
2.	Question paper pattern: There will be three parts. Part A – Answer any two questions of 10 marks each out of four questions. Part B - Answer any four questions of 03 marks each out of five questions. Part C - Answer any four questions of 02 marks each out of six questions	80% (40 marks)

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Elective Papers
SUBJECT: CO-OPERATION
Paper - I
BASCPCE 131: Insurance

02 Hours per week

Maximum Marks: 50

Objectives of the course:

- To acquire professional skill on insurance.
- To study the principles and importance of insurance.
- To understand the nature of various types of insurance.

Module I

Insurance: Meaning, functions, nature and principles of insurance, need and importance of insurance to individuals and business – Insurance as a social security Tool.

05 Hours

Module II

Life Insurance: Features of a life insurance contract – classification of policies —surrender value – bonus option – policy condition – annuity contracts. Marine Insurance: Contract of marine insurance – elements of marine insurance – classes of policies - policy conditions – clause in a marine insurance policy – marine losses.

10 Hours

Module III

Fire Insurance: Features of a fire insurance – kinds of policies – policy conditions – payment of claims – Motor insurance – Burglary – Personal accident insurance – Health Insurance –Liability Insurance- Bancassurance.

10 Hours

Reference Books:

1. M. N. Mishra, Insurance Principles And Practice, S. Chand & Co, New Delhi, 2000
2. M.N.Mishra, Modern concepts of Insurance, S.Chand&Co., 2000 P.S . Palandi,
3. Insurance in India, Response Books – Sagar Publications, 2000

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Elective Papers

SUBJECT: CO-OPERATION

Paper - II

BASCPCE 181: Advertising and Salesmanship

02 Hours per week

Maximum Marks: 50

Objectives of the course

- To impart skill on advertising and salesmanship.
- To study on the significance and advantages of advertisement.
- To understand the importance of salesmanship and sales promotion

Module I

Advertising: Introduction - definition- meaning- objectives and significance. Advantages of advertising. Advertising Media: Importance - Selection of media – kinds of media - merits and demerits. 10 Hours

Module II

Salesmanship- meaning- objectives- importance. Duties of a sales manager. 07 Hours

Module III

Sales Promotion - definition- objectives- importance – kinds of promotion- advantages and limitations. 08 Hours

Reference Books:

1. Pillai, R.S.N., & Bhagavathi, Marketing, S.Chand and Co. 1996.
2. Chunawala and Reddy, Advertising and Marketing Research, Himalaya Publications, New Delhi.1996.
3. Sinha, J.C.,Principles of Marketing and salesmanship, S.Chand and Co. New Delhi, 1980
4. Richard R. Still& Edward W. Cundiff, Sales Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1999.

CHOICE BASED CREDIT SYSTEM

Elective Papers

SUBJECT: CO-OPERATION

Paper - III

BASCPCE 231: Office Management

02 Hours per week

Maximum Marks: 50

Objectives of the course

- To acquire the skill on office management as a career
- To study the principles of office management.
- To know the principles of office organisation and record management.

Module I

Office: Meaning – Functions – Importance – Elements - Office Management: Meaning, Definition and Elements and Principles – Office manager and his functions. 08 Hours

Module II

Office Organisation: Meaning – Objectives – Principles. Office Location – Principles of office location – Factors determining office location - office building – Office Layout – Open and Private Office. 08 Hours

Module III

Office Machines and Equipments: Objects of mechanism – Types of office machines. Office forms – Forms designing and control. Records Management – Filing – essentials of a good filing system – classification and arrangement of files – methods of filing – indexing – types – selection of suitable indexing system.

09 Hours

Reference Books

1. B.S. Raman, Office Management and Communication, United Publishers Mangalore.
2. Chopra, Office Managements kalyal Publishers, New Delhi.

CHOICE BASED CREDIT SYSTEM

Elective Papers

SUBJECT: CO-OPERATION

Paper - IV

BASCPOE 281: Co-operative Management

02 Hours per week

Maximum Marks: 50

Objectives of the Course:

- To understand the meaning, definition, principles and functions of management
- To analyse the role of planning and organisation in co-operatives.
- To discuss about the register of co-operative societies and his role in co-operative management.

MODULE I

Management: meaning –definition –principles and functions of management. Co-operative management: definition –main features –objectives- application of scientific principles to the co-operative management. **9 Hours**

MODULE II

Planning: meaning and definition – objectives and importance –steps in planning – planning function in co-operatives. Delegation of authority: importance –features and steps –delegation of authority in co-operatives. Office organisations –important aspects of office organization – problems of office organisation in co-operatives. **10 Hours**

MODULE III

Registrar of co-operative societies and his role in co-operative management.

06 Hours

Books for reference:

1. H.R. Mukhi – Co-operative in India & Abroad.
2. S.Nakkiran – Co-operative Management.
3. Anegundi- The Karnataka societies Act 1959 and Rules there under 1960.
4. B.S Mathur – Co-operative the India.
5. Trivedi- Co-operative law and Administration