

M.Com. 111 Organized Trades and Markets and Modern Business Practices

Unit No.	Unit Title	Contents
1	Organized Trade & Markets :	Introduction, Meaning and Importance - Features of Organized Commodity Markets and Regulated Markets Business - Concept - Objectives - Nature and scope of Business in the Modern context – Study of various policies with illustrations – Product Buying, Selling Price and Credit Policies.
2	Service Sector:	Meaning, Characteristics, Types of services, Role, Importance and development of Service Sector in India - Business Practices with reference to E-Commerce.
3	State in Trade	FDI – Meaning, importance & objectives, Role of FDI in retail trade with illustrations. Arguments for and against FDI. Concept of State Trading - Arguments for and against State Trading - Role of State, Trading Corporation (STC) - State and privatization of trading Activities. Mall Administration & Organization – Super Markets.
4	Co-operative Marketing	Objectives, Need - Features – Structure - Functions – Advantages and Role of Co-operative marketing with illustrations in Rural areas - Direct Marketing for farmers, Self Help Group, Rural Development Policy, Central Mall, D Mart, Reliance Mart, Innovative Marketing practices
5	Chambers of Commerce and Trade Associations	Maharashtra Chamber of Commerce, Industries and Agricultural and their local branches, Maratha Chamber of Commerce, Industries & Agriculture, Indian Merchants, Objectives and Functions, Federation of Indian Chamber of Commerce and Industries (FICCI) -Role and Functions
6	Public Enterprises and Public Utilities	Objectives, functions and Organization of public Enterprises and Public Utility – Management practices of Public enterprises in India – Efficiency – Autonomy and control of public Enterprises – recent practices and policies in public Enterprises and Public Utilities
7	Agricultural Business Practices	Characteristics of Agriculture Business – Nature of Indian Agriculture –Government policies related to agricultural business - Problems and prospects of Agricultural Business – Agricultural Taxation policy, Agricultural products and Farms Services - Nature and disposal of Agricultural By - products - Farm waste - cost of recycling of farm waste
8	Allied agricultural businesses	Dairy Poultry – Bio – Manures, etc. WTO and its impact on agri-business practices

Reference Books:

Sr. No	Title of Book	Author/s	Publication	Place
1	Principles of Practice of Marketing	C.B. Mamoria	Kitab Mahal	New Delhi
2	Commodity Marketing	P.L. Gadgil	Shubhada Sarswat, Distributive Trade	Pune
3	Business Environment Text & Cases	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.	Mumbai
4	Regulated Markets	W.R. Natu	Asia Publishing House	Mumbai
5	Financial Derivatives & Risk Management	O. P. Agarwal	Himalaya Publishing House Pvt. Ltd.	Mumbai
6	Principles of business organization	Acharya, Govekar, A.R. Sheth & Co	Bombay A.R. Sheth and Co.	Mumbai
7	Bombay Money Market.	B. AParekh	Bombay A.R. Sheth and Co.	Mumbai