

M. Com. Course (2019 Pattern) Semester: I
Group – E (Business Practices & Environment)
Subject - Organized Trades and Markets
Course Code: 111-I

Objectives of the course:

- 1) To understand the concepts of organized trade and markets, community markets, regulated markets and business.
- 2) To understand service sector and its role.
- 3) To know about FDI
- 4) To understand cooperative marketing.

Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
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.	<ul style="list-style-type: none"> • To understand the nature and scope of modern business • To understand the relevance and working of different types of organised markets, reasons for regulating them and challenges associated with the same. • To understand various types of business policies in modern context
2	Service Sector:	Meaning, Characteristics, Types of services, Role, Importance and development of Service Sector in India - Business Practices with reference to E-Commerce.	<ul style="list-style-type: none"> • To understand the nature, role and importance, progress and contribution of service sector in India • To understand the concept of E-Commerce and its need in today's business world
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 -	<ul style="list-style-type: none"> • To gain the fundamental knowledge about FDI and its role in retail trade • To evaluate the performance of FDI in

		Arguments for and against State Trading - Role of State, Trading Corporation (STC) - State and privatization of trading Activities. Mall administration & organization – Super Markets.	development of business sector in India <ul style="list-style-type: none"> • To understand the role of State and Trading Corporations in modern trading activities
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	<ul style="list-style-type: none"> • To understand the fundamental knowledge regarding nature and role of cooperative marketing in rural areas • To study the need of direct marketing, Self Help Group in context of rural areas • To gain fundamental knowledge about Innovative marketing practice and Mall Culture
