

**M.Com. Part I Semester I**  
**Business Practices and Environment Special Paper I.**  
**Subject Title -: Organized Trades and Markets**  
**Course Code -: 111**

Unit No.	Name of the Topic	Periods
1	Organized Trade & Markets - Introduction , Meaning and importance - Features of Organized Commodity Markets and Regulated Markets Concept & Objectives of Business - Nature and scope of Business in the – Study of various policies with illustrations - modern context Product buying, selling price and Credit policies.	12
2	Service Sector: - Meaning, Characteristics, types of services, Role, importance and development of Service Sector in India - Business Practices with reference to E-Commerce.	12
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.	12
4	Co-operative Marketing - objectives — Need - features - structure - Functions – Advantages and Role of co-operative marketing , with rural - Direct Marketing for illustrations in areas farmers, Self Help Group, rural development policy, Central Mall, Reliance Mart, Innovative Marketing practices.	12

**Recommended Books:-**

1. Principles of Business, Acharya, Govekar, A.R.Sheth & Co. Organization
2. Principles and Practice of Mamoria Joshi Kitab Mahal Marketing
3. Regulated Markets W.R.Natu
4. Marketing CO-operative, G.S.Kamat, Way Maharashtra State Co-op Union
5. Future Trading and Control Ram Desai
6. Bombay Money Market, H. parekh
7. Commodity Marketing and, P.L.Gadgil, Shubhada Saraswat Distributed Trade
8. Business Environment Text & Cases by Francis Cherybilam
9. Financial Derivatives & Risk Management by O. P. Agarwal.