

BERHAMPUR UNIVERSITY
M.Phil./Pre Ph.D. Course Work (Commerce)

COURSES OF STUDIES

Semester-I (16 credits)

PAPER – CC I Research Methodology **(04 credits)**

PAPER – CC II Quantitative Techniques in Business Research. **(04 credits)**

PAPER-CC III Seminar Presentation **(04 credits)**

(Presentation with a Review Report Based on Review of 05 Important research papers publish in reputed Journals)

Paper-CE 1 Elective course One paper to be selected from the following elective courses

(A) Derivatives & Risk Management

(B) Consumer Behaviour & Marketing Research

SEMESTER-II (16 Credits)

PAPER – CC IV Review of Research Progress (through) PPT (04 credits)

(Four presentations based on the Dissertation)

Dissertation 12 Credit

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Semester-I

PAPER CC– I (4 credits)

Research Methodology

- Unit – I Scope and objective of social research
 Methods of social research
 Problem of objectivity in social research
 Research problems selection and formulation
- Unit – II Hypothesis: Their nature and role in social research
 Concepts
 Research design
 Problem of measurement
- Unit – III Methods of data collection: primary and secondary
 Observation
 Experimentation
 Interview method
 Questionnaire method
 Sampling method and techniques
- Unit – IV scaling technique
 Processing of data
 Analysis of data and interpretation
 Presentation of research report

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PAPER –CC- II (4 credits)

Quantitative Techniques in Business Research

- Unit – I Introduction to Q.T.; Importance of Q.T. in business.;
Classification of Q.T. ; Limitations of Q.T.
- Unit – II Permutation and Combination, Matrices, Probability, Addition,
and Multiplication Laws of Probability Baye's Theorem.
- Unit – III Correlation and Regression Analysis (Simple, Multiple and Partial)
Student T, Z Test, Chi-square Test and F Test.
- Unit – IV Analysis of Variance one way, Two way Classifications, Forecasting
Methods, Uses and Limitations.

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PAPER –CC- III (4 credits)

Seminar Presentation

(Presentation with a Review Report Based on Review of 05 Important research papers publish in reputed Journals)

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One paper to be selected from the following elective courses

PAPER –CE- I (4 credits)

DERIVATIVES AND RISK MANAGEMENT

UNIT I Introduction: Meaning and purpose of derivatives; Forward contracts, future contracts, options, swaps and other derivatives; Uses of Derivative in Derivative Market Operation:

UNIT-II Future: Definition; Features; Reading Future Prices; Different Types of Futures; Basis; Theories of Future Prices; Spread; Types of Spreads, Determination of Future Price.

UNIT-III Option: Types of option; option trading; margin; valuation of options; binomial option pricing model; Black-Scholes model for call option; valuation of put option; index option; option market-exchange traded option, over the counter options, quotes, trading, margins, clearing regulation and taxation; future prices and spot prices; forward prices vs future prices; future vs options.

UNIT IV SWAPS: Mechanics of interest rate swaps, valuation of interest rate swaps; Currency swaps and its valuation; Credit risk and swaps.

References:

1. Chance, Don M: An Introduction to Derivatives, Dryden press, International Edition.
2. Chew, Lilian: Managing derivative risk, John Wiley, New Jersey.
3. Das Satyajit: Swap & Derivative Financing, Probus,
4. Hull J. Options: Future and other derivatives, Prentice Hall, New Delhi.
5. Kolb Robert W: Understanding Future Markets, Prentice Hall Inc., New Delhi
6. Kolb Robert: Financial Derivatives, New York Institute of Finance, New York

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PAPER –CE- I (4 credits)

CONSUMER BEHAVIOUR & MARKETING RESEARCH

UNIT-I: Introduction of individual consumer behavior: definition, major factors influencing Consumer behavior – cultural, social, personal and psychological factors.

UNIT-II: Individual consumer buying process– Stages of consumers buying decision process, problem recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior,

UNIT-III: Organizational buying behavior: Industrial market characteristics, factors influencing Industrial buyer's behavior, stages of industrial buyer's process, reseller buyer behavior, government buyer behavior.

UNIT-IV: Meaning, characteristics, Nature of marketing research, Objectives of Marketing Research, Scope of Marketing Research, Marketing research process, Advantages of marketing research, Limitations of Marketing Research.

References:

1. D. L. Loudon, J. Albert Della Bitta : Consumer Behavior; Concepts and Applications, Tata McGraw Hill Publishing Company Limited
2. 2. D. I. Hawkins, R. J. Best, and K. A. Coney: Consumer Behaviour: Building Marketing Strategy, Tata McGraw-Hill Publishing Company Limited.
3. 3. F. R. Kardes : Consumer Behavior and Managerial Decision Making, Prentice Hall of India Private Limited
4. 4. Henry A. : Consumer Behavior and Marketing Action, Thomson Asia Pte Ltd.
5. 5. K.K. Srivastava, S. Khandai : Consumer Behavior in Indian Context, Galgotia Publishing Company.
6. 6. L. G. Schiffman, L. L. Kanuk, & S. R. Kumar:Consumer Behavior, Pearson Education Inc
7. Research For Marketing Decisions ,Green & Tull, Prentice Hall
8. Marketing Research; Measurement & Method, Tull & Hawkins, Prentice Hall
9. Marketing Research ,G C Beri, Tata Mcgraw Hill
10. Marketing Research, Debashish Pati, Universal Press
11. Marketing Research: Text & cases, R Nargundkar, Tata Mcgraw Hill

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Semester-II

PAPER CC– IV (4 credits)

REVIEW OF RESEARCH PROGRESS (THROUGH) PPT

Four presentations based on the Dissertation:

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| Unit-I | Presentation of Research Proposal (Overall) |
| Unit-II | Presentation on Review of Literature on the Dissertation topic |
| Unit-III | Presentation on the Methodology and Plan of Research Finding |
| Unit-IV | Presentation of Final Dissertation or Pre-submission of Dissertation |

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Dissertation (12 credits)