

**BBA
First Year
First Semester**

ENG 101.3 (Credit hours 3)

English I

BBA, First Year, First Semester

Course Objectives:

This course contains informative reading to improve reading skills, exercises to help improve listening skills, effective writing exercises to develop useful techniques in writing and realistic creative writing to give an opportunity to express oneself. The course aims to develop the overall skills in the use of English language. Specially it aims to:

1. *revise and consolidate on what the students have already learnt in their +2 or higher secondary course;*
2. *develop and extend their knowledge further;*
3. *develop their reading, listening and writing skills;*
4. *orient them towards creative writing;*
5. *polish students "problem areas" of English grammar;*
6. *develop their vocabulary skills; and*
7. *develop the knowledge and practice of functional language needed in different situations.*

The method of teaching should be student-centered and activity oriented. Extensive use of audiovisuals and workbook should be made.

Course Contents:

- | | |
|---|-----------------|
| 1. Module I
Desert Island, Around the world, That's show business!, Food and drink, Crossing the Channel | 16 hours |
| 2. Module II
Buildings and homes, Put it in writing, The third age, It takes all sorts., Communication | 16 hours |
| 3. Module III
The English- speaking world, Travelers, Love Stories, On business, Here is the news | 16 hours |

Text Book:

1. Jones, Leo: *Cambridge Advanced English*, Cambridge: CUP.

References:

Dictionary, Video and Cassettes

MTH 101.3 (Credit hours 3)

Business Mathematics I

BBA, First Year, First Semester

Course Objectives:

This course aims to provide introductory understanding of the various mathematical tools used in business applications.

Course Contents:

- 1. Basic Arithmetic and Algebraic Skills** **8 hours**
Manipulation of exponents (law of indices), Solving linear simultaneous equation (up to 3 variables), Simple logarithmic calculation, Compound interest, Compound depreciation, Annuities, Permutation and combination
- 2. Set Theory and Real Number System** **8 hours**
Types of set, Venn diagram, Set operations, Number of elements in a set, Applications, Real number system. Open and closed intervals, Absolute value, Linear inequalities and their graphs
- 3. Functions and Graphs** **10 hours**
Definition of function, Injective, surjective and bijective functions, Inverse function, Linear, Quadratic and Polynomial functions, Exponential and logarithmic functions, Trigonometric functions, Graphs and applications of each type of functions
- 4. Limit and Continuity** **6 hours**
Sequence, Limit of a sequence, Limit of function, Continuity and discontinuity of function
- 5. Differentiation** **9 hours**
Definition of derivative, Techniques of differentiation, Derivative of algebraic, exponential, logarithmic and simple trigonometric functions, Higher order derivatives, Maxima and Minima of function of one variable. Applications related to rate measures
- 6. Polynomial and Quadratic Equation** **7 hours**
Polynomial and polynomial equation, Factor and remainder theorem, Fundamental theorem of algebra (without proof), Number of roots of a polynomial equation, Quadratic equation, Nature of roots, Relation between roots and coefficients, Formation of a quadratic equation with given roots

Text Book:

1. Budnick, Frank S.: *Applied Mathematics for Business, Economics and the Social Sciences*, Fourth Edition, McGraw-Hill, Inc.

Reference Books:

1. Goldstein Larry J., David C. Lay and David I. Schneider: *Calculus and its Applications*, Prentice Hall.
2. Bajracharya, Bhanu C.: *Business Mathematics*, M.K Publishers & Distributors.
3. Bajracharya D.R., et al: *Basic Mathematics-I*, Sukunda Pustak Bhawan (For unit 6)
4. Shrestha and Thakurathi: *Applied Mathematics*, Buddha Academic Enterprises

ACC 101.3 (Credit hours 3)

Financial Accounting I

BBA, First Year, First Semester

Course Objectives:

This course aims to provide students with the basic concepts and practices of financial accounting with a view to develop their skills in preparing and presenting the financial statements of an organization as a part of the accounting information system.

Course Contents:

- 1. Introduction** **4 hours**
Concept of accounting, forms of business organizations and nature of business activity; users of accounting information and their needs; fields of accounting; financial statements: the tools for communication; generally accepted accounting principles; qualitative characteristic of accounting information; objectives of financial statements; the accounting profession
- 2. Recording, Handling and Summarizing the Accounting Information** **9 hours**
Role of source documents, Recording of transaction and events, the accounting equation; the double entry system; analysis of transactions; rules of debits and credits for assets, expenses, liabilities, capital and income; cash accrual and hybrid system of accounting; journal – general and special including cash and bank books; role of vouchers, T - accounts; trial balance; concepts of the annual report and financial statements
- 3. Income Statement** **4 hours**
Concepts of income statement; major components of income statements: revenues, cost of sales, gross margin, administrative expenses, selling and distribution expenses, gains and losses, net income and retained earnings; formats of income statements; retained earning statements, preparation of income statement (vertical multi-step format)
- 4. Balance Sheet** **4 hours**
Concepts of balance sheet; major components of balance sheet: assets, liabilities and stockholders' equity; preparation of balances sheet (vertical, classified format)
- 5. Work Sheet** **8 hours**
Accrual and adjusting entries; T-accounts, opening and closing entries; preparation of Income statement and Balance sheet with adjustments using a work sheet.
- 6. Statement of Cash Flows** **8 hours**
Cash flows and accrual accounting; purpose of the statement of cash flows; operating, investing and financing activities; formats of statement of cash flows; preparation of cash flow statement (vertical format)
- 7. Annual Report** **2 hour**
Meaning and components of an annual report
- 8. Accounting Information System and the Use of Computers in Accounting** **9 hours**
Accounting information system in modern business organizations; role of computers in accounting; recording transactions, extracting ledger, trial balance and presenting the financial statements received from the accounting package; using computerized accounting software; retrieving various reports from the system

Text Book:

1. Porter, Gary A. Norton, Curtis L.: *Financial Accounting: The Impact on Decision Makers*, The Dryden Press, USA.

Reference Books:

1. R. Narayanswamy: *Financial Accounting: A Managerial Perspective*, Prentice Hall of India.
2. Accounting Package
3. Sharma, Narendra, Acharya, C: *Financial Accounting*, Budha Academic Centre

MGT 101.3 (Credit hours 3)

Principles of Management

BBA, First Year, First Semester

Course Objectives:

This course aims to familiarize students with the fundamental principles of management with a view to develop their understanding of the functions of management, evolution of management theories, globalization of management and emerging concepts in management.

Course Contents:

- 1. Introduction** **4 hours**
Concepts of management, The management process and function, Types and roles of managers, Managerial levels and skills, Emerging challenges for management
- 2. Management Theories** **6 hours**
Scientific management school, Administrative management, Behavioral School, Management science school, Systems approach, Contingency approach
- 3. Environmental Context** **5 hours**
Concept of environment, External environment and internal environment, Organization- environment relationships, Managerial ethics, Social responsibility, Emerging business environment in Nepal
- 4. Planning and Decision Making** **6 hours**
Planning: an overview, Importance of planning, Purpose and functions of organizational goals, Types of planning, Concept of strategic planning, Situational analysis, Managerial decision making: nature of decision making, styles and conditions of decision making, group decision making, tools for planning and decision making
- 5. Organizational Design and Structure** **8 hours**
Meaning, Principles and approaches to organizing, job design, Departmentation, Nature and types of organization design, Situational influence on organizational design, informal organization, Authority, power and responsibility, Delegation and decentralization of authority, Emerging concepts in organizing
- 6. Leadership and Motivation** **5 hours**
Understanding individuals in organization, Nature, functions and styles of leadership, Approaches to leadership, The motivational process, The need-hierarchy and motivation-hygiene theories, Motivation through employee participation
- 7. Communication and Team Work** **6 hours**
Concept, nature, and forms of organizational communication, Informal communication, Interpersonal communication, barriers to communication, Groups and teams: concept and characteristics, Interpersonal and inter-group conflicts, Managing conflicts
- 8. Control and Quality Management** **4 hours**
Elements of control, Nature and types of control, Managing control in organization, Information for effective control, MIS and DSS, TQM, Factors effecting quality. Deming management
- 9. International Management** **4 hours**
Globalization - concept, nature and forms. Methods of globalization, Changing international management scenario. Multinational companies - meaning and types, effects and benefits

Text Books:

1. Griffin, R.: *Management*, ATTBBS, Delhi.
2. Pant, P.R.: *Principles of Management*, Buddha Academic Enterprises.

Reference Books:

1. Robbins P. and Coulter, M.: *Management*, Prentice Hall of India.
2. Stoner, J.A., R,E, Freeman and D.R. Gilbert: *Management*, Prentice Hall of India.

CMP 101.3 (Credit hours 3)

Computer Application

BBA, First Year, First Semester

Course Objectives:

This course aims to provide students with a skill in word processing, spread-sheet, data base, and use of power point, internet and e-mail. Students are required to undertake a project work under the supervision of the course director/teacher that will form the third internal evaluation test.

Course Contents:

- 1. Introduction to Personal Computer** **8 hours**
History of computers, PC at a glance, Building blocks of PC, PC software, Micro, mini, main and super computers, Applications of computer, The input accessories, Considerations in buying a computer, Computer networking (simple definition of different types of network; star, ring, and bus typology)
- 2. Operating System** **8 hours**
What is an operating system, The DOS (involve different commonly used commands), Disadvantage of DOS, Windows operating system; setting, properties and installation guides, Software tools (utility programs)
- 3. Word Processor** **8 hours**
Learn to use help, Opening, creating, saving, saving documents in different formats and printing documents, Password protection, Customization of MS Word to user's requirements, Checking spelling, thesaurus and grammar, Editing, formatting and changing appearance of the page and merging documents, Importing graphics and creating drawing objects, Creating tables, Embedding and linking, Creating a hyperlink, Working with a long document, Customizing document (e.g. bullet and numbering, header and footer, printing area, putting a picture, and other techniques), Familiarization with Macro and Mail merge
- 4. Spreadsheet** **8 hours**
Working with workbooks and worksheet, Entering data and selecting cells, Editing work-sheet data, Creating formula and working with charts, Creating drawing and working with pictures, Validating cell entries, sorting and conditional formatting, Making decision using Excel, Pivot tables. Graphs
- 5. Presentation** **4 hours**
Rudiments of presentation, Creating presentation slides using Microsoft power point, Different techniques of presenting slides, Arranging and sorting slides, Animation and other effects
- 6. Database** **4 hours**
Basic concepts of database, Table design, Form and report design using a single table
- 7. Internet and E-mail** **2 hours**
MS Outlook and its configuration to setup e-mail account, Search engines
- 8. Project Work** **6 hours**
Students are required to perform regular reporting and presentation in all of the above MS Office techniques. The student, with the consent of the course coordinator must submit a project that incorporates the use of MS Word, MS Excel and MS Power Point

Text Book:

1. Busby, Michael and Russel A. Stultz: *Microsoft Office 2000*, BPB Publications.

Reference Books:

1. Ram B.: *Computer Fundamentals*, Willey Eastern Publication.
2. Saxena S.: *A First Course in Computers*, Vikas Publishing.

BBA
First Year
Second Semester

ENG 102.3 (Credit hours 3)

English II

BBA, First Year, Second Semester

Course Objectives:

This course aims to develop writing skills in the students. It functions as a mini-rhetoric offering extensive advice on planning, writing and revising, including brainstorming, clustering, journal writing, and editing. The course introduces students to the various modes of writing and with enough examples it teaches how to distinguish between the various modes and comprehend an essay's content, understand the writer's purpose and audience, recognize the stylistic and structural techniques used to shape the essay, and their sensitivity to the nuances of word choice and figurative language. In addition, there are ample "Writing Assignments" and "Collaborative Writing Activity" for the students to apply what they have learnt.

Course Contents:

Module I

16 hours

1. Introduction

Reading to Write

2. The Writing Process

Invention, Arrangement, Drafting and Revision

3. Narration

Sandra Sisneros, Only Daughter; Donna Smith-Yackel, My Mother Never Worked

4. Description

Mark Twain, Reading the River; N. Scott Momaday, The Way to Rainy Mountain

Module II

16 hours

5. Exemplification

Robert M. Linlinfeld and William L. Rahje, Six Enviro-Myths
Richard Leaderer, English is a Crazy Language

6. Process

Alexander Petrunkevitch, The Spider and the Wasp; Larry Brown, On Fire

7. Cause and Effect

Norman Cousins, Who Killed Benny Paret?
Marie Winn, Television: The Plug-In Drug

8. Comparison and Contrast

Bruce Catton, Grant and Lee" A Study in Contrast
Deborah Tannen. Sex, Lies, and Conversation

9. Classification and Division

Allen Pace Nilsen, Sexism in English: A 1990s Update
Stephanie Ericsson, The Way We Lie

Module III

16 hours

10. Definition

Judy Brady: I Want a Wife
Burno Bettelheim. The Holocaust

11. Argumentation

Structuring an Argumentative Essay
Tomas Jefferson, The Declaration of Independence
Debate Casebook: Multicultural Education

12. Combining the patterns

Lars Eighner, On Dumpster Diving

13. Using and Documenting Sources

Paraphrasing, Summarizing, and Using Quotations, Avoiding Plagiarism, Using APA Style to Cite and Document Sources

Text Book:

1. Kirszner, G. Laurie & Stephen R. Mandell: *Patterns for College Writing: A Rhetorical Reader and Guide*, 7th ed. New York: St. Martin's Press

MTH 102.3 (Credit hours 3)

Business Mathematics II

BBA, First Year, Second Semester

Course Objectives:

This Course aims to provide students with a sound understanding of calculus and linear algebra for business decisions.

Course Contents:

- 1. Applications of Derivatives** **5 hours**
Revenue, Cost and Profit Applications, Marginal approach to profit maximization, Elasticity, Market model
- 2. Functions of Several Variables** **6 hours**
Functions of variables, Partial derivatives, Partial and total differentials, Higher order differentials
- 3. Optimization: Functions of Several Variables** **7 hours**
Maxima and minima of functions of several variables, Lagrange multiplier and constrained optimization, Competitive equilibrium of a firm, Monopoly price and output, Discriminating monopolists
- 4. Integration and its Applications** **10 hours**
Indefinite integrals, Techniques of integration, Definite integrals, Improper integrals, Applications, Ordinary differential equations
- 5. Series** **4 hours**
Series; geometric series, Taylor series
- 6. Vector** **5 hours**
Vector; vector spaces, Linear dependence, Basis
- 7. Matrices and Determinant** **11 hours**
Types of matrices, Matrix operations, Matrix representation of equations, Determinant, Inverse of a matrix, Cramer's rule, Applications of matrix algebra, Input Output model.

Text Book:

1. Budnick, Frank S.: *Applied Mathematics for Business, Economics and the Social Sciences*, Fourth Edition, McGraw-Hill, Inc

Reference Books:

1. Yamane, Taro: *Mathematics for Economist: An Elementary Survey*, Second Edition, Prentice Hall of India.
2. Chiang, Alpha C.: *Fundamental Methods of Mathematical Economics*, McGraw-Hill International.
3. Goldstein Larry J., David C. Lay and David I. Schneider: *Calculus and its Applications*, Prentice Hall of International
4. Shrestha and Thakurathi: *Mathematics for Business and Economics*, Buddha Academic Enterprises

ACC 102.3 (Credit hours 3)

Financial Accounting II BBA, First Year, Second Semester

Course Objectives:

This course aims to equip students with the knowledge and skill in handling financial accounting system. Specifically it aims to acquaint students with the

- *Recording, accounting, valuation and disclosure in the financial statements of the inventories and the cost of goods sold;*
- *Accounting and disclosure of cash, cash equivalents and receivables;*
- *Accounting and disclosure of non-current assets and liabilities;*
- *Accounting and disclosure of current liabilities; and*
- *Accounting and presentation of owners' equity and dividends.*

Course Contents:

- 1. Accounting for Inventories and Cost of Goods Sold** **8 hours**
The nature of inventory; cost of goods sold model; inventory valuation and income measurement; inventory costing methods; choice of a method; methods of inventory estimation; effect of inventory valuation method on the cost of goods sold; disclosure in the financial statements
- 2. Accounting for Cash, Cash Equivalent and Receivables** **8 hours**
Cash and cash equivalent: components of cash and cash equivalents; preparation of the bank reconciliation statement and the need for adjustments to accounting records; petty cash, balance sheet presentation cash and cash equivalent. *Accounts receivable:* valuation of accounts receivables, methods to account for uncollectible amount, balance sheet presentation; *Notes receivable:* interest bearing notes, non-interest bearing notes, presentation of the notes receivable and related aspects in the financial statements
- 3. Accounting for Non-current Assets** **11 hours**
Concepts of capital, revenue and deferred revenue expenditure; types of operating assets; acquisition of operating assets and the capitalization process; depreciation: concepts, methods, and accounting (straight line and diminishing balance method including accelerated depreciation method), disposal of assets and accounting for gains and losses; disclosure in the financial statements
- 4. Accounting for Current Liabilities** **5 hours**
Accounts payable; notes payable, tax payable, warranties and accrued liabilities; balance sheet presentation
- 5. Accounting for Non-current Liabilities** **9 hours**
Bonds payable: issuance of bonds, characteristics of bonds, factors affecting bond price, premium or discount on issuance of bonds, bond amortization, redemption of bonds, disclosure in financial statements. Accounting for leases: Operating and financial lease; balance sheet of presentation
- 6. Accounting for Stockholders' Equity and Dividends** **7 hours**
Stockholders' Equity: components of the stockholders' equity section of the balance sheet; Stocks: types of stock, issuance of stock, stock issued for cash and non-cash consideration and on a subscription basis, treasury stock, retirement of a stock; presentation in the financial statements; Dividends: meaning and types of dividend-cash dividend, cash dividend for ordinary stock and preferred stock; stock dividend and stock split, disclosure in financial statements

Text book:

1. Porter, Gray A. and Norton, Curtis L, *Financial Accounting: The Impact on Decision Makers*, The Dryden Press, USA.

Reference Book:

1. Narayanaswamy, R., *Financial Accounting: A Managerial Perspective*, Prentice Hall of India, New Delhi.

ECO 101.3 (Credit hours 3)

Microeconomics

BBA, First Year, Second Semester

Course Objectives:

This course aims to acquaint students the basic fundamentals of micro economic theory. It enhances the skills of the students in tabular and graphic interpretation of the economic concepts with respect to business decisions.

Course Contents:

- 1. Introduction** **3 hours**
Introduction to economic theory: Problem of scarcity, Introduction to microeconomics and macroeconomics, Function of microeconomic theory, Comparative statics and dynamics, Positive and normative economics
- 2. Demand, Supply and Equilibrium** **7 hours**
Meaning and Concept of Demand, Individual demand (Law of demand and Demand curve), Market demand curve, Meaning and Concept of Supply, Individual supply (Law of Supply and Supply Curve), Market supply curve, Shifts in demand and supply curves and the changes in equilibrium
- 3. Measurement of Elasticities** **4 hours**
Price elasticities of demand, Arc and point elasticity, Total expenditure (revenue) and elasticity, Income elasticity, cross elasticity and price elasticity of supply
- 4. Consumer Demand Theory** **10 hours**
Cardinal approach of utility, Consumer equilibrium, Ordinal approach of utility, Indifference curve, Marginal rate of substitution, budget line, consumer equilibrium, income consumption curve, price consumption curve, Separation of substitution and income effect from price effect for normal, inferior and Giffen good
- 5. Theory of Production** **7 hours**
Production function, Production with one variable input: total, average and marginal product, Law of diminishing marginal returns, Production function with two variable inputs: Isoquants, marginal rate of technical substitution, Law of returns to scale, Isocost lines, Optimum Combination of inputs, Expansion path
- 6. Costs of Production** **4 hours**
Short-run total, average and marginal cost curves, Geometry (shape) of short-run cost curves with their relationships, Long-run average and marginal cost curves: derivations and their shapes
- 7. Concept of Revenue Curves** **2 hours**
Nature of revenue curves in various markets, Total, average and marginal revenue curves, Relationship between average and marginal revenue curves in different market situations
- 8. Product Pricing** **7 hours**
Perfect competition; pricing under perfect competition; equilibrium in short run and long run, Monopoly; pricing under monopoly, short and long period, Monopolistic competition; pricing under monopolistic competition; short and long period, Comparison among various market structures
- 9. Theory of Factor Pricing** **4 hours**
Factor pricing in perfectly competitive markets, factor pricing in imperfectly competitive markets, Bilateral monopoly

Text book:

1. Mankiw, N. Gregory: *Principles of Microeconomics*, The Dryden Press, Harcourt Brace College Publishers

Reference Book:

1. Dominick Salvatore: *Theory and Problems of Microeconomics*, 3/ed, Schaum's Outline Series, McGraw-Hill, Inc, Singapore.

CMP 103.3 (Credit hours 3)

Programming Language

BBA, First Year, Second Semester

Course Objectives:

This course aims to introduce students to the imperative programming principles and acquaint them with the C programming language.

Course Contents:

- 1. Historical Development** **2 hours**
History of computing and computers, Types of computers (analog and digital), Generations of computers
- 2. Introduction to Computer Systems** **4 hours**
Fundamental concepts of computer, Memory, hardware, software and firmware, Block diagram of digital computer, Computer peripherals
- 3. Programming Preliminaries** **10 hours**
Introduction to program and programming language, Types of programming language, Generations of programming languages, Program design methodology, Software development: Stages of software development, Text editor; Assembler, Compiler, Interpreter, Algorithms, Flowcharts, Pseudo codes, ASCII
- 4. Introduction to C** **16 hours**
C Basics; variables and constants, The simple data types in C. Operators, Header files, Input and Output statement: Unformatted I/O, Formatted I/O, Type conversion, Loops and Decisions (For loop, while loop, Do while loop, Nested loop Case-break and continue statements, If Else, Else-If and Switch statements), Functions (Variables, Returning a value from a function, Sending a value to a function, Arguments, Preprocessor directives, C libraries, Macros, Header files and proto typing), Recursion
- 5. Arrays and Strings** **4 hours**
Initializing arrays, Multidimensional arrays, String; functions related to the string
- 6. Structures and Unions** **3 hours**
Initializing structures, Nested type structure, Arrays and structures, Unions
- 7. Pointers** **4 hours**
Pointer data type, Pointers and Arrays, Pointers and Functions, Pointers and Structures
- 8. Files and File handling** **5 hours**
Opening and creating a file in different modes (Read, Write and Append)

Text Book:

1. Rajaraman, V.; *Computer Programming in C*, Prentice-Hall of India, New Delhi

Reference Books:

1. Kelley, A. & Pohl I: *A Book on C*, Addison Wesley Longman Singapore Pvt. Ltd.
2. Yshavant Kanetkar: *Let Us C*, BPB Publication, New Delhi.

**BBA
Second Year
Third Semester**

ENG 103.3 (Credit hours 3)

Business Communication

BBA, Second Year, Third Semester

Course Objectives:

This course aims to impart to students the knowledge of effective written and oral communication skills for handling business operations.

Course Contents:

- 1. Communication in Workplace** **5 hours**
The role of communication in business, business communication model, perception and reality, communication malfunctions
- 2. Fundamentals Business Writing** **5 hours**
Adaptation and selection of words, construction of clear sentences and paragraphs, writing for effect
- 3. Quality of Effective Correspondence** **6 hours**
Objectives of business letter, primary goal, conversational style, you-viewpoint, positive language, courtesy, emphasis by position and sentence structure, coherence in letter, problems of cultural difference, ethics and public relations writing
- 4. Business Correspondence** **10 hours**
Direct inquiry, indirect situations, persuasive requests and collections, sales and applications, memorandums
- 5. Business Report Writing** **6 hours**
Basic of report writing and readability management, report structures, graphics and visual aspects of report writing
- 6. Public Speaking and Oral Reporting** **5 hours**
Making formal speeches: Selection of topic, presentation method, audience analysis, appearance and bodily action, use of voice and visual aids, Oral reporting: definition, differences between oral and written reports, planning the oral report, problems for speeches and oral reports
- 7. Additional Oral Communication Activities** **5 hours**
Conducting and participating in meetings, using the telephone, interview, listening
- 8. Nonverbal Communication** **3 hours**
Definition, classification of nonverbal communication
- 9. Selected Topics** **3 hours**
Technology-enabled communication, tools for presentation, cross-cultural communication

Text Books:

1. Lesikar, Raymond V. and John D. Pettit Jr.: *Business Communication: Theory and Practice*, Irwin Inc: India.
2. Lesikar, Raymond V., John D. Pettit Jr. and Marie E. Flatley: *Business Communication*, Irwin.

STT 101.3 (Credit hours 3)

Business Statistics

BBA, Second Year, Third Semester

Course Objectives:

This course aims to provide students with a thorough understanding of descriptive and inferential statistical tools used in business decision making.

Course Contents:

- 1. Introduction** **3 hours**
Statistics and data, quantitative and categorical variables, fundamental elements of a statistical analysis
- 2. Data collection** **4 hours**
Sources of data, experimental research, survey research, questionnaire, data preparation- editing, coding, and transcribing
- 3. Tables and Charts** **3 hours**
Steam-and-leaf display, frequency distribution, relative frequency distribution, cumulative polygon, timeplots
- 4. Summarizing and Describing Numerical Data** **6 hours**
Measure of central tendency: mean, median, mode and mid-hinge. Measures of variation: range, inter quartile range, standard deviations, and coefficient of variations. Shape, five-number summary and box-and-whisker plot
- 5. Probability** **7 hours**
Basic concepts, counting rules, objective and subjective probability, marginal and joint probability, addition rule, conditional probability, multiplication rules, Bayes' Theorem
- 6. Discrete Probability Distribution** **6 hours**
Random variables, mean and standard deviation of discrete random variables, mathematical expectation, binomial distribution, Poisson distribution
- 7. Continuous Probability Distribution** **5 hours**
Normal distribution and its applications, assessing normality, normal approximation of binomial and Poisson distribution
- 8. Estimation of Population Parameters** **6 hours**
Law of large numbers, central limit theorem, statistical confidence, confidence intervals, confidence for means and populations
- 9. Hypothesis Testing** **8 hours**
Testing of significance, p-value approach to hypothesis testing, connection between confidence intervals and hypothesis testing, comparing two means (two sample z and t- test procedures), comparing two proportions, power

Text Books:

1. Levin, Richard I. And David S. Rubin: *Statistics for Management*, Prentice-Hall of India
2. Berenson, Mark L. and David M. Levine: *Business Statistics: Concepts and Applications*, Prentice-Hall, Inc

SOC 101.3 (Credit hours 3)

Sociology

BBA, Second Year, Third Semester

Course Objectives:

This course aims to provide students with the basic concepts of sociology along with the knowledge about cultural and social institutions and processes.

Course Contents:

- 1. Introduction to Sociology** **4 hours**
Meaning of sociology, Nature of sociology, Methods of sociology (Scientific methods and limitations, Sociology as a science), Subject matter of sociology
- 2. Theories** **8 hours**
Meaning of perspective and their uses in sociology, Major theoretical perspectives of sociology: Functionalist, Conflict and Interactions: Basic assumptions their strength and weakness. Relationship of business management with social sciences (Sociology/ anthropology)
- 3. Basic Concepts in Sociology** **14 hours**
Society: meaning, nature and types (Pre-industrial and industrial society), Community: meaning and nature. Culture: meaning, characteristics and functions, Cultural contents (Material and non material culture) and Elements of culture (Norms values, beliefs, knowledge, technology, signs). Group: meaning, nature, importance, and classification of groups (Primary and secondary) and factors enforcing group formation. Organization: meaning, nature, formal organization and Weber's bureaucracy. Social institutions: meaning, nature, functions and types (primary and secondary)
- 4. Basic social institutions** **10 hours**
Marriage: meaning, characteristics, function and types (Monogamy, polygamy, endo and exogamy), factors effecting marriage (Industrialization, organization, education, legislation). Family: meaning, characteristics, types (Nuclear and joint, patriarchal and matriarchal, functions, nuclearization and changing functions of family. Kinship: meaning, rule of descent, kinship usages (Rule of avoidance and joking relationships)
Education System: meaning of education, function of education (Functionalist's view and conflict view). Religion: meaning (Religion as a system of beliefs and practices), sacred and profane, functions of religions (functionalist and conflict approach). Political system: meaning and basic features of democracy and totalitarianism, meaning and functions of welfare state. Economic System: capitalism and socialism, meaning and basic features with their strengths and limitations
- 5. Socialization** **3 hours**
Meaning of socialization, Primary socialization (Theory of Freud, Mead, Cooley and Piaget), Agents of socialization, Impact of man on society and impact of society on man. Personality: meaning, static and dynamic nature of personality, factors determining personality (Biological and environmental i.e socio-cultural)
- 6. Social Stratification** **3 hours**
Meaning of social differentiation, inequality and social stratification, Nature and types of social stratification (meaning and characteristics of caste, class, ethnic and gender inequality with reference to Nepal)
- 7. Social Control** **3 hours**
Crime and deviance: meaning and their differences. Merton's type of Anomie.
Concept of social sanction, conformity, meaning and nature of social control, types of social control (formal and informal): Agencies of social control (formal and informal i.e law, education, coercion, norms and values, religion)
- 8. Social Change** **3 hours**
Meaning, nature, causal factors (population, social organization, environment, technology) and Conflict approach to social change

Text Book:

1. Shankar Rao, C.N.: (2000), *Sociology: Primary Principles* (3rd edition), New Delhi: S. Chand & Company.

Reference Books:

1. Calhoun, Light, Keller: *Sociology* (6th ed.). New York: McGraw Hill.
2. R.M Mac Iver and C.H. Page: *Society: An introductive analysis*
3. M. Heralamabous with RM Held: *Sociology: Themes and Perspectives*
4. Rishikeshav Raj Regmi: *The essentials of Sociology*

ACC 103.3 (Credit hours 3)

Management Accounting

BBA, Second Year, Third Semester

Course Objectives:

This course aims to provide an understanding of cost and cost behavior and develop an ability to use cost information for planning and control decision.

Course Contents:

- 1. Introduction** **4 hours**
Concept, scope and objectives of managerial accounting; changing role of management accounting in a dynamic business environment; managerial versus financial accounting, managerial accountant in an organization, controllership accounting responsibility and limitation, managerial accounting as a career.
- 2. Basis Cost Management, Allocation and Product Cost Determination** **9 hours**
Cost concepts, manufacturing costs, manufacturing costs flows, product costs in service industry, firms and non-profit organizations; cost behavior patterns, variable cost and fixed costs, direct, controllable and uncontrollable costs. Opportunity costs sunk costs, differential costs marginal and average costs; cost estimation; product cost definition for manufacturing, service and retail industries; need for accurate determination of product costs, target analysis; analyzing cost to activities.
- 3. Income Recognition, Measurement and Reporting** **3 hours**
Absorption and variable costing, reconciliation under absorption and variable costing
- 4. Cost- Volume-Profit Analysis** **10 hours**
Assumptions behind breakeven analysis, breakeven formula derivation and significance, profit volume graph and its usefulness, contribution margin and its interpretations, goal setting and breakeven analysis, multiple products and breakeven rules, cost structure and operating leverage, introduction to activity-based costing.
- 5. Planning and Control Systems** **10 hours**
Budgeting and profit planning, master budgeting, cash budgeting, flexible budgeting, concept of responsibility accounting.
- 6. Alternative Decision Making** **6 hours**
Make or buy, drop or continue, accept or reject a special offer, replacement of assets.
- 7. Capital Expenditure Decisions** **6 hours**
Concept of present value, discounted, cash-flow analysis, methods for making investment decisions.

Text Book:

1. Hilton, Ronald W: *Managerial Accounting*. Tata McGraw- Hill.

Reference Books:

1. Horngren, Charles T., Gary I., Sundem, and William O. Stratton: *Introduction to Management Accountancy*, Prentice- Hall of India
2. Bajracharya, Ojha, Goet, Sharma: *Management Accounting in Nepal*, Asmita Publishers, Kathmandu, 2005.

ECO 102.3 (Credit hours 3)

Macroeconomics

BBA, Second Year, Third Semester

Course Objectives:

This course aims to familiarize students with the overall economic system and basic concepts of macroeconomics.

Course Contents:

- 1. Nature and Scope of Macroeconomics** **3 hours**
Meaning and Concept of macroeconomics; Basic issues in macroeconomics: unemployment, inflation, business cycles, and economic growth; Scope and importance of macroeconomics; Distinction and interdependence between microeconomics and macroeconomics
- 2. Circular Flow of Income and Expenditure** **4 hours**
Circular flow with saving and investment, Circular flow in a three-sector closed economy, Adding foreign sector: Circular flow in a four-sector open economy, Importance of the circular flow
- 3. National Income: Concept and Measurement** **7 hours**
Meaning and definitions of National income, Various concepts of National income: Gross Domestic Product / Output / Income, Gross National Product / Output / Income, Net Domestic / National Product, GDP/GNP/NNP at market price, GDP/GNP/NNP at factor cost, Real and Nominal GDP/GNP/NNP, Methods of computing/measuring GDP/GNP/NNP: Income method, Expenditure method, Value added method, Personal income, Disposable Income, and Per Capita Income, Difficulties in the measurement of National income, Importance of National income analysis
- 4. Classical Theory of Employment** **2 hours**
Classical theory of employment and output, Summary of the classical model (including Say's law and Quantity theory of money), Keynes's criticism of classical theory
- 5. Principle of Effective Demand** **2 hours**
Aggregate demand price, Aggregate supply price, Determination of effective demand, Importance of effective demand, Repudiation of Say's law and Full Employment Theory
- 6. Consumption Function and Saving Function** **2 hours**
Meaning of consumption function, Keynes's psychological law of consumption, Meaning and significance of Marginal Propensity to Consume (MPC) and Average Propensity to Consume (APC), Determinants of the consumption function, Measures to raise the propensity to consume, Saving function
- 7. The Investment Functions** **3 hours**
Meaning of capital and investment, Types of investment: Induced vs. Autonomous Investment, Determinants of investment, Marginal Efficiency of Capital (MEC), Marginal Efficiency of Investment (MEI); Relation between MEC and the MEI
- 8. Income Determination in Closed and Open Economy (Goods Market Equilibrium)** **3 hours**
Meaning and concepts goods market, Two-sector economy: Determination of the equilibrium level of income (Goods market equilibrium) with aggregate expenditure and aggregate output, Equilibrium with saving and investment, Equilibrium level of income in three-sector and four-sector economy.
- 9. The Concept of Multiplier** **2 hours**
Concept of multiplier: investment multiplier, government expenditure multiplier, tax multiplier, export multiplier, and import multiplier, working principle of the multiplier in simple two sector economy, Determination of multiplier in two-, three- and four-sector economy, Leakages of multiplier, Importance of multiplier.
- 10. Theories of Interest Rate (Money Market Equilibrium)** **4 hours**
Concept of money market, Classical theory of interest and its criticism, Loanable funds theory of interest and its criticism, Keynes's liquidity preference theory of interest

- 11. IS and LM Function: General Equilibrium of Product and Money Markets** **4 hours**
The product (goods) market, Deriving the IS Curve, The money market, Deriving the LM Curve, General equilibrium of product and money market with IS and LM curves, Shift in the IS and LM functions, Changes in general equilibrium, Simultaneous shift in the IS and LM function
- 12. Macroeconomic Equilibrium** **2 hours**
Derivation of aggregate demand curve (AD), Derivation of aggregate supply curve (AS), Equilibrium with AD-AS, change in macroeconomic equilibrium with shift in AD and AS
- 13. Theories of Inflation** **5 hours**
Meaning of inflation, measures of inflation: CPI, WPI, GDP Deflator, inflationary gap, Causes of inflation: Demand-pull inflation, Cost-push inflation, Mixed demand pull cost-push inflation, Effects of Inflation, The Phillips curve: The short-run relationship between unemployment and inflation
- 14. Business Cycles** **1 hour**
Meaning of business cycles (economic fluctuations), Phases of a typical business cycle: Recovery; prosperity; recession, and depression, Counter cyclical measures.
- 15. Fiscal and Monetary Policies** **4 hours**
Objectives, tools and policy measures in developing countries

Text Book:

1. Mankiw, N. Gregory: (1997). *Macroeconomics* (3rd ed.), New York: Worth Publishers

Reference Book:

1. Donbush, Rudiger; Fisher, Stanley; and Startz, Richard: (2001); *Macroeconomics* (8th ed.), New Delhi: Tata McGraw Hill.

**BBA
Second Year
Fourth Semester**

LOG 101.3 (Credit hours 3)

Fundamentals of Logic

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to develop the ability of critical reasoning of students so that they gain the skill to argue well and detect good and bad arguments.

Course Contents:

- 1. Basic Logical Concepts and language Functions** **5 hours**
Meaning of logic, Propositions. Premises and arguments, Complex arguments, Arguments identification: conclusion and premise indicators, contextual arguments, unstated propositions, Deduction and induction, Validity and Truth, Arguments and explanations
- 2. Analysis of Arguments** **4 hours**
Arguments diagrams, Passage analysis of complex argumentative passages, Problem solving, Problem in reasoning, Retrograde reasoning
- 3. Languages Functions** **3 hours**
Basic functions of language, Discourse: forms of discourse, Emotive and cognitive meaning, Agreement and disagreement
- 4. Definitions and Fallacies** **4 hours**
Kinds of definitions and disputes and their resolutions, Denotations and connotations, Concept and types of fallacies, Relevance, presumption and ambiguity
- 5. Deduction** **16 hours**
Theory of deduction, Categorical propositions and classes, Square of opposition, Categorical syllogism, Nature of syllogistic arguments, Syllogisms testing with Venn- diagram, Syllogistic rules and fallacies, Syllogistic arguments in ordinary language, Symbols logic, Symbols for conjunction, negation, disjunction and punctuation, Statement forms, Material equivalence, Methods of deduction: Proving validity and invalidity using quantification theory
- 6. Induction** **8 hours**
Argument by analogy, Appraising analogical argument, Refutation, Casual connections, Cause and effect, The Mill's method, Method of difference, Method of residues, Method of concomitant variation
- 7. Science and Hypothesis** **8 hours**
The values of science, Scientific and unscientific explanation, Evaluation of scientific explanations, Scientific investigation stages, Pattern of scientific investigation, Experiments and ad hoc hypothesis

Text Book:

1. Irving M. Copi and Carl Cohen (11th ed.): *Introduction to Logic*, Pearson Education.

Reference Book:

1. Patrick J. Hurley: *A Consise Introduction to Logic*, Wadsworth Thomson Learning

STT 102.3 (Credit hours 3)

Data Analysis and Modeling

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to acquaint with major statistical and quantitative tools used in modeling and analysis of business decision involving alternative choices.

Course Contents:

- 1. Relationships** **7 hours**
Scatterplot, least square regression - assumptions, statistical model, correlation - statistical model and inference, the question of causation, prediction and confidence intervals for estimating regression parameters
- 2. Multiple Regressions** **8 hours**
multiple regression analysis, selection of predictor variables, multi-colinearity, standard error of estimate, prediction and confidence intervals, model building, curvilinear models, qualitative variables, stepwise regression, residual analysis.
- 3. Time Series Analysis** **5 hours**
Index number, decomposition of a time series
- 4. Forecasting** **6 hours**
Choosing the appropriate forecasting technique, moving average, exponential smoothing, forecasting using time series model
- 5. Linear Programming** **15 hours**
Problem formulation, graphical solution, special cases, some standard LP models with application in business, sensitivity analysis and duality
- 6. Network Models** **7 hours**
Transporation and assignment problems, PERT and CPM

Text Books:

1. Mark L. Berenson, David M. Levine and Timothy K.Krehbiel: *Basic Business Statistics* (Ninth edition), Pearson
2. G D Eppen, F J Gould and CP Schmidt: *Introductory Management Science*, Prentice- Hall

Reference Books:

1. Levin, Richard I., David S. Rubin, Joel P. Stinson and Everest S. Gardner (Jr): *Quantitative Approaches to Management*, McGraw-Hill.
2. Siegel, Andrew F.: *Practical Business Statistics*, Irwin.
3. Taha, Hamady, A.: *Operations Research. An Introduction*, McMillan.

PSY 101.3 (Credit hours 3)

Psychology

BBA, Second Year, Fourth Semester

Course Objectives:

The course aims to provide students with the knowledge of psychology, the basis of human behavior and the different psychological process.

Course Contents:

- 1. Definition of Psychology as a Behavioral Science** **5 hours**
Definition and Meaning; Meaning of Behavior, S-R and S-O-R Paradigms; Overt vs. Covert Behavior; Psychology as Empirical Science; Methods of studying Psychology; Scope of Psychology; Contribution of Psychology in different fields
- 2. Biological Bases of Behavior** **5 hours**
Human Body: Neuron as the Basic Unit of the Nervous System and functions Neuron, Division of Nervous System – Central and Peripheral, Sympathetic Systems and their functions
- 3. Learning and Memory** **6 hours**
Learning: meaning types of learning, classical conditioning, trial and error, operant conditioning, insightful learning: reinforcement and learning, schedules of reinforcement, incentives and feedback, transfer of learning.
Memory: meaning, memorization process, types of memory, meaning of forgetting, types and its causes
- 4. Emotions and Motivation** **6 hours**
Emotions: meaning, nature, types; development and differentiation of emotions: meaning, concept of motives, types of motives and hierarchy of motives, conflict of motives, frustration, stress and coping of emotions as motives
- 5. Sensation, Attention, and Perception** **10 hours**
Sensation as a raw material for experience, Various types of senses: visual, auditory, olfactory, kinesthetic, vestibular and other senses. Attention: meaning factors of attention, types of attention, span, fluctuation and division of attention, distraction. Perception: meaning laws of perception and perceptual grouping. Errors in perception: illusions, hallucinations and delusions
- 6. Thinking and Problem Solving** **6 hours**
Thinking: meaning, types of thinking, convergent and divergent thinking. Process of concept formation: abstraction, generalization and discrimination. Meaning of problem solving, step of problem solving and set in problem solving
- 7. Intelligence** **5 hours**
Concept, Types of intelligence: general and specific, intelligent quotient (IQ). Measurement of intelligence: major tests of intelligence (Benet –Simon Test)
- 8. Personality** **5 hours**
Concept and nature. Personality and culture relationships. Factors influencing personality development. Assessing personality: self-report test, situational and projective tests (Rorschach Ink- Blot Test and TAT)

Text Book:

1. Mangal, S.K: *General Psychology*, Sterling Publishers Pvt. Ltd

Reference Books:

1. Morgan, C. and J.W.King: *Introduction to Psychology*, Tata McGraw-Hill.
2. Hilgard, Atkinson and Atkinson: *Introduction to Psychology*, Oxford and IBH, India.

RCH 101.3 (Credit hours 3)

Research Methodology

BBA, Second Year, Fourth Semester

Course Objectives:

This course aims to familiarized students with the basic concepts of research methodology as used in business administration with a view to develop their capability to conduct small research projects and write effective research reports.

Course Contents:

- 1. Research in Business** **5 hours**
Research in business administration, Applying scientific thinking to business administration problems, The research process, Role of research in business administration, Nature of business research, Ethics in business research
- 2. Review of Literature** **6 hours**
Concept and need for review of literature, Steps in review of literature, Organizing library findings, Evaluating the literature, Recording references, Developing a theoretical framework
- 3. Sampling** **4 hours**
Concept of sample and sampling, Sampling process and problems, Types of samples: probability and non probability sampling, Determination of the sample size, Sampling and non-sampling errors
- 4. Measurement and Scaling** **5 hours**
Variable and its types, Nature of measurement, Reliability and validity, Nature of scaling, Response methods, Scale construction
- 5. Research Designs** **6 hours**
Descriptive (historical, exploratory, case study and developmental), Comparative (correlational and causal-comparative), Experimental, and Qualitative research designs
- 6. Problem and Hypothesis Formulation** **6 hours**
Concept of a problem, Steps in problem formulation, Research questions, Characteristics of a well formulated problem, Concept and formulation of hypothesis
- 7. The Research Proposal** **2 hours**
Topic selection, criteria of topic selection, purpose of research proposal, contents of research proposal.
- 8. Data Collection Instruments** **6 hours**
Methods of collecting primary data, Questionnaire designing, Research interview, Exploration and use of secondary data, Coding, editing, and tabulating
- 9. Data Analysis** **4 hours**
Presenting data in tables, graphs and diagrams, Use of descriptive and inferential statistical techniques in data analysis and interpretation of results, Concept and importance of qualitative data analysis
- 10. Research Report Writing** **4 hours**
Concept and purposes of report writing and presentation, Types of reports, Components and layout of various types of reports, Essentials of a good report

Text Books:

1. Donald Cooper and Pamela Schindler: *Business Research Methods* (Sixth edition), TataMcGraw-Hill
2. Howard K. Wolff and Prem R. Pant: *Social Science Research and Thesis Writing*, Buddha Academic Publishers and Distributors

FIN 101.3 (Credit hours 3)

Finance I

BBA, Second Year, Fourth Semester

Course Objectives:

The two core courses on Finance, Finance I and Finance II, aim to provide students with basic understanding of important concepts in finance and investments. For students choosing to specialize in finance, the two core courses give them solid foundation. For students choosing to concentrate on other areas of management, the two core courses equip them adequately to understand financial decisions and communicate effectively with finance managers or finance professionals.

Course Contents:

- 1. Earnings and Cash Flow Analysis** **3 hours**
Inadequacy of accounting numbers; Emphasis on Free Cash Flow; Interpretation of Financial Ratios.
- 2. Liquidity and Working Capital Management** **3 hours**
Working capital and its components; Cash conversion cycle; Managing cash, inventories, and receivables.
- 3. Concepts of Return and Time value of Money** **9 hours**
Compound interest, compounding frequency and their implication on future values of an investment; Periodic interest rate and effective annual interest rate; Discounting and present values of cash flows; Valuation of level and growth perpetuities, annuities; Nominal return, inflation, and real return; Nominal and real interest rate/ discount rate.
- 4. Introduction to Concept of Risk** **9 hours**
Concept of Expected Value, Variance, Standard Deviation, and Covariance of Returns; Limitation of Variance as a measure of risk; Normal distribution and adequacy of expected return and variance.
Concept of diversification; Use and limitations of diversification in risk reduction; Market versus unique risk; Assets versus portfolio risk.
Capital Asset Pricing Model (CAPM) and beta as a measure of asset risk.
- 5. Valuation of Default Risk Free Bond** **6 hours**
Price and yield relationship of a bond; Price risk of a default risk free bond; Coupon rate and price risk; maturity and price risk.
- 6. Valuation of Common Stock** **6 hours**
Book value, Liquidation value, Replacement Cost Value, Dividend Discount Model of stock valuation. Growth stocks and income stocks; Earning per share and P/E multiple; growth, reinvestment, ROE and stock Price; Market Efficiency and Stock Price Behavior
- 7. Capital Investment Decisions** **6 hours**
Superiority of Net Present Value (NPV) over pay back period, accounting rate of return, internal rate of return (IRR), discounted payback period, and profitability index.
Estimating cash flows: sunk cost, opportunity cost, cannibalization, sales creation and the concept of incremental cash flows.
Capital Replacement Decision; Optimal Timing of Investment; Comparing investment with different lives; Capital Rationing Problem. Sensitivity and Scenario analysis;
- 8. Capital Structure and Theories of Capital Structure** **6 hours**
Modigliani and Miller's (MM) irrelevance proposition of Capital Structure; Static Tradeoff Theory of Capital Structure; Pecking Order Theory; Impact of debt on incentive and agency problems. Cost of Capital and Weighted Average Cost of Capital

Text Book:

1. Brealey, R.A., Myers S.C., Marcus A.J.: *Fundamentals of Corporate Finance*, McGraw- Hill International edition.

Reference Books:

1. Brigham, E.F., Gapenski, L. C., and Ehourhardt: *Financial Management: Theory and Practice*, Harcourt College Publication, 9th edition.
2. Van Horne, J.C., and Wachowicz, JR.: *Fundamentals of Financial Management*, Prentice- Hall India Ltd.

**BBA
Third Year
Fifth Semester**

MGT 102.3 (Credit hours 3)

Organizational Relations

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide students with an understanding of the basic concepts of individual and group behavior and relations in the context of organizations and systems.

Course Contents:

- 1. Organizational Behavior** **8 hours**
Concept of OB; Contributing disciplines to OB; Challenges and opportunities in the field: Emerging trends in OB (improving quality and productivity, improving people's skills, managing workforce diversity)
- 2. Determinants of Individual Behavior** **15 hours**
Attitudes; Beliefs; Values; Needs and Goals; Perception: meaning and factors affecting perception; Personality: personality traits, determinants of personality, personality and behavior; Motivation: meaning, need theories, reinforcement theories, equity theories and expectancy theories; Organizational commitment
- 3. Interpersonal and Group Behavior** **15 hours**
Groups: definition, stages of group development, group structure, group tasks, group norms; Understanding work teams, types of teams, factors in managing teams; Leadership: concepts and theories (Trait; Behavioral: OHP state, Michigan, Managerial grid; Contingency Theories: Fiedler Model, Hersey & Blanchard, Path goal theory), current issues in leadership (Trust; Emotional intelligence); Communication: functions and types, communication and process, current issues in communication; Inter-group conflict: nature and causes, managing such conflicts
- 4. Organizational Relations and Dynamics** **10 hours**
Organizational design, technology, work design and job autonomy; Work stress, managing stress; Organizational Culture, creating and sustaining culture; Organizational change and development, OD process, OD intervention

Text Book:

1. Robbins, Stephen P.: *Organizational Behavior: Concepts, Controversies and Applications*, Prentice-Hall of India.

Reference Books:

1. Arnold, H.J. and D. C. Feldman: *Organizational Behavior*, McGraw Hill.
2. Davis, K. and J. W. Newstrom: *Human Behavior at Work: Organization Behavior*, McGraw-Hill.
3. Dwivedi, R. S.: *Human Relations and Organizational Behavior*, Macmillan India.
4. Agrawal, G.R.: *Organizational Relations in Nepal*, M.K. Publishers, Kathmandu.

MKT 101.3 (Credit hours 3)

Principles of Marketing

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide concepts and principles of marketing with a view to develop students' skill in analyzing marketing opportunities and taking decisions in the key areas of the marketing mix.

Course Contents:

- 1. Introduction** **4 hours**
Meaning and core concepts of marketing: Marketing management concept: demand management and customer relationships. Marketing management cycle: analysis, planning, implementation and control. Marketing management philosophies: production, product, selling, marketing and societal marketing concepts. Marketing challenges in the new millennium.
- 2. Marketing Process and Environment** **4 hours**
Marketing process: targeting consumers and developing marketing mix. Marketing environment: micro and macro environmental factors affecting marketing.
- 3. Marketing Information System and Buyer Behavior** **6 hours**
Marketing information system: concept and components. Consumer behavior: buying process and determinants. Business buyer behavior: buying process and determinants.
- 4. Market Segmentation and Targeting** **4 hours**
Market segmentation: levels of market segmentation, bases for segmenting consumer and business markets. Market targeting: evaluation and selection of market segments. Positioning: concept and implementation
- 5. Product** **9 hours**
Concept and levels of product, Product classifications, Product life cycle, New product development process, Individual product decisions: product attributes, branding, packaging, labeling and product support services, Product line and mix decisions. Service marketing: nature and characteristics of service, service marketing strategies – service-profit chain, service differentiation, service quality, and service productivity
- 6. Pricing** **5 hours**
Concept of price and pricing, Internal and external factors affecting price, Pricing approaches: cost-based, value-based, and competition-based pricing. New product pricing, Product mix pricing. Price adjustment strategies, Price changes: initiating and responding to price changes
- 7. Distribution** **8 hours**
Concept of distribution, Channel functions. Channel levels for consumer and business markets. Channel design decisions. Channel management decisions. Marketing logistics: nature, importance, and goals; major logistics functions; integrated logistics management
- 8. Promotion** **8 hours**
The marketing communication process, The promotion mix strategy: push vs. pull strategies. Advertising: objectives and budgets, message and media selection. Personal selling: nature and importance. Relationship marketing, Sales promotion: objectives and tools. Public relations: nature and tools

Text Book:

1. Gary Armstrong and Philip Kotler: *Marketing An Introduction*, Pearson Education Asia

Reference Books:

1. Kotler, Philip and G. Armstrong: *Principles of Marketing*, Prentice-Hall of India.
2. Koirala, K.D.: *Fundamentals of Marketing Decisions*, M.K. Publishers.
3. Agrawal, Govind Ram: *Marketing in Nepal*, Educational Enterprises (P) Ltd.

MIS 101.3 (Credit hours 3)

Management Information System

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide the fundamental concepts of Information system to a management student from the business and operation perspective. It also enhances student's knowledge about different steps of systems and developments.

Course Contents:

- 1. Information and Data** **4 hours**
Data, Information: functions, cost and values; Difference between data and information, Components of an Information System (People Resources, Software Resources, Hardware Resources, and Network Resources), Information Technology and its importance, Business and Technology Trends
- 2. Computer Software** **5 hours**
Application Software and its type: Types of application software, Software suits, types of personal application software. Programming Languages: Machine Language, Assembly Language, Procedural languages, Object Oriented languages, HTML, System Software: System Control Software, System Support Programs: Software issues: Software evaluation and Selection, Software Licensing, software upgrades, share ware, free ware and open source code software. Enterprise Software and CAD Tools
- 3. System Analysis and Design** **7 hours**
System Analysis: Concept of system analysis; system lifecycle, System selection process: problem identification, performance definition, feasibility analysis, system recommendations; System Design: Concept, System Design Life Cycle, phase documentation, review of the system design
- 4. Database Resources Management** **5 hours**
File structure and its concepts, Online, real time and batch processing, Database Concept (character, field and records), Types of Databases (Operational , Distributed, external and hypermedia), Data warehouse, Data mining, Data Dictionary, Query Language (Select, Update and Insert), Database Administration and Data Planning.
- 5. Electronic Commerce** **5 hours**
Foundations of Electronic commerce, Business to Consumer Applications, Business to Business Applications, Consumers, Market Research and Customer Support, Infrastructure and Payments, Security, Legal and Ethical issues in Electronic Commerce, Transaction Processing Systems
- 6. Decision Support Systems** **5 hours**
Business and Decision support, Decision structure, Features of DSS, Components of DSS, Development life cycle of DSS, Benefits and Risks of DSS, Expert system and DSS.
- 7. Telecommunication and Networks** **5 hours**
Telecommunication system: Communication Processors. Communication Media and Channels, Communication Carriers and Channels. Networks: Local Area Networks, Wide Area Networks, Protocols (Simple definition), Types of Data Transmission. Client Server Architecture
- 8. Implementing IT: Ethics, Impact, and Security** **4 hours**
Ethical Issues, Impacts of IT on Organization and Jobs, Impacts on Individual at work, Protecting Information Systems
- 9. Computer Based Information System (case study)** **8 hours**
Students should prepare at least three case studies examining a corporate house and present these to the general class taking into consideration the following outline:

Workplace Productivity

- A survey of techniques for improving the productivity of practices and procedures in the workplace.

- Teaming (e.g., encouraging employees' participation in group activities, brainstorming, and making meetings more effective) and problem solving (e.g., simplifying work; charting work-flow processes; diagramming causes and effects).

Software and Hardware Concepts

- A survey of computer systems. Emphasis is on the interrelationships of hardware architecture, system software, branded, clone computers, application software and pricing schemes.
- Study also covers the effects of the design of hardware and system software on the development of application programs in a business environment.

Office Automation

1. An examination of office information systems and decision-support systems as emerging critical elements of data and information systems for business uses.

Multimedia Design and Evaluation for Information Systems Managers

2. An investigation of microcomputer-based multimedia systems and their application.
3. Emphasis is on concepts and techniques for creating professional presentations using sound, clip art, video, and text.

Text Book:

1. Jawadekar W.S.: *Management Information System*, Tata Mc-Graw Hill, 1998

Reference Books:

1. Sadagopan S.S.: *Management Information System*, PHI, 1997
2. James A O'Brien: *Management Information System*, Tata Mc-Graw Hill, 2004
3. Turban, Rainer, Potter: *Introduction to Information Technology*, Wiley, 2000

FIN 102.3 (Credit hours 3)

Finance II

BBA, Third Year, Fifth Semester

Course Objectives:

The two core courses on Finance, Finance I and Finance II, aim to provide students with basic understanding of important concepts in finance and investments. For students choosing to specialize in finance, the two core courses give them solid foundation. For students choosing to concentrate on other areas of management, the two core courses equip them adequately to understand financial decisions and communicate effectively with finance managers or finance professionals.

Course Contents:

- 1. Economics of Financial System 3 hours**
Basic needs served by the financial system: payments, resource transfer, risk trading, the technology adopted in serving these needs: delegation, credit submission, polling, netting.
- 2. Interest Rates and Risk Premiums 3 hours**
Interest rates and their determination, term structure of interest rates and theories of term structures; real and nominal interest rates.
- 3. Financial Intermediaries 9 hours**
Depository institutions, their functions, and risks associated with their management -- liquidity risk, market or interest rate risk, credit risk, operations risk and other risks. Moral hazard and adverse selection problems in lending and insurance services. The economics of regulation of financial services. Structure of Nepalese Financial Markets and their regulation.
- 4. Introduction to Derivatives 6 hours**
Call options and put options and comparison of their payoff patterns with that of bonds and stocks. Determinants of option values; valuation of options using a) Black-Scholes Formula, b) Binomial Model; Put call parity relation. Forward Contract and Future Contract; Marking to market and the margin account; Convergence of Forward and Future Price to Spot Price; The difference between Forward and Future Contract.
- 5. Application of options on capital Budgeting 3 hours**
Flexibility in capital budgeting and the use of decision trees. Computing the value of options to expand and option to abandon.
- 6. Warrants and Convertibles 3 hours**
Conversion value, straight bond value and market value of convertible bond. Effect of conversion on earning dilutions; Reasons for issuing convertibles and warrants; Valuation of warrants; Comparison of convertibles and warrants.
- 7. Raising Capital 9 hours**
Cost and Benefit of Debt vs Equity; Private Placement vs General Public Offering; Venture Capital; Lease Financing
- 8. Special Topics 12 hours**
Mergers and Acquisitions: Their Motives, their problems, their benefits; The problems and prospects for M&A in some industries in Nepali Market.
Foreign Direct Investments and Foreign Portfolio Investments: Problem and prospects in Nepalese context.
Foreign Exchange Risk and Exposures
Exchange rate risk and exposure, nature of exchange rate risk and exposure, exposure on domestic assets and liabilities and operating income.

Text Books:

1. Brealey, R.A., Myers S.C., Marcus A.J.: *Fundamentals of Corporate Finance*, McGraw- Hill International edition.
2. Kohn, Meir: *Financial Institutions and Markets*
3. Levi, Maurice D., *International Finance*, McGraw- Hill International editions.

Reference Books:

1. Brigham, Gapenski and Ehourhardt: *Financial Management*
2. Moyer, McGuigan and Kretlew: *Contemporary Financial Management*

MGT 113.3 (Credit hours 3)

Nepalese Business Environment

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide students with a sound understanding of environmental forces affecting business operations and to improve their ability to analyze such environmental forces on Nepalese Business. This course intends to provide students with a review of major environmental forces concept and a basic understanding of how these forces affects the operations of Nepalese Business.

Course Contents:

- 1. Environmental Analysis** **6 hours**
 - Concepts of Nepalese Business Environment
 - Components of Nepalese Business Environment
 - Environmental Scanning/Analysis (including some practical examples)
 - Environmental Analysis and its use in Strategic Management

- 2. Political Environment** **9 hours**
 - Introduction to political environment
 - Political parties and political structure in Nepal
 - Relationship between political structure and the economy
 - Government and its branches: legislative system executive system, and other constitutional bodies
 - Basic Issues in business-government relations, Government ownership of Nepalese business
 - Problems of Nepalese political environment
 - Impact analysis of overall Nepalese business by citing above political environment particularly with reference to business sector

- 3. Environment Regulations** **6 hours**

A brief overview of the following Acts

 - Foreign Investment and Technology Transfer Act 1992
 - Companies Act 1999
 - Private Firm Registration Act 1958
 - Industrial Enterprise Act 1992
 - Income Tax Act 1974
 - Value Added Tax Act 1996
 - Labor Act 1992
 - Partnership Act 1964
 - Mines and Minerals Act 1985
 - Patent Design and Trade Mark Act 1965

- 4. Economic Environment** **11 hours**
 - Economic dimensions of an economy- Analysis of these dimensions and their impact on business
 - An overview of the Tenth Plan - its objectives, targets and strategy
 - An analysis of how five year plans affect the Nepalese business operations?
 - Concept of monetary policies, current monetary policy in Nepal, and its effects on business.
 - Privatization: meaning of privatization, methods of privatization: share sales, management contract, lease, assets and business sales, others
 - Privatization policy and practices in Nepal and their affects
 - Liberalization: meaning, requirement of liberalization, internal/external liberalization, and effects of liberalization on Nepalese business
 - Industrial Policy: Concept and objective of industrial policy in Nepal
 - Trade Policy: concept and objective of trade policy, export/import trade policy
 - Employment Policy: concept and objectives of employment policy
 - Tourism Policy: concept, objectives and characteristics of tourism policy in Nepal.

- An overview of Nepal's industrial sector – structure, performance and problems.
- Natural environment and energy situation in Nepal
- Emerging business environment in Nepal

5. Socio-Cultural Environment

4 hours

- An introduction to socio-cultural environment
- Socio-cultural components: attitude and belief, religion, language, education, family structure and social organizations
- An analysis of how socio-cultural environment affects the Nepalese business

6. Global Environment

8 hours

- Concept of Globalization
- Categories of globalization: World trade (export/import), portfolio management, direct investment, multinational companies
- Regional economic groupings of Nations
- SAFTA, SAPTA and BIMSTEC - their impacts on the Nepalese business
- World Trade Organization (WTO) – Nepal's membership: opportunities and threats for the Nepalese business
- Growth potential of Nepalese business in South Asia

7. Technological Environment

4 hours

- Introduction
- Business and Technology
- Human factors and technology
- Technology policy
- Present level of technology adopted by the Nepalese business
- Impact of technological environment on the efficiency and competitiveness of Nepalese business

Text Books:

1. Pant, Prem R. (2005): *Business Environment in Nepal*. Buddha Academic Publishers and Distributors.
2. Agrawal, Govind R. (2002): *Dynamics of Business Environment in Nepal*, Kathmandu: M. K. Publishers.
3. Aswasthappa, K. (1999): *Business Environment for Strategic Management*. Mumbai: Himalaya Publishing House.

**BBA
Third Year
Sixth Semester**

MGT 105.3 (Credit hours 3)

Entrepreneurship

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to provide fundamental concepts of Entrepreneurship and deals with issues related to the establishment, development, and management of a small enterprise. It provides students with real world examples and practical hands on exercises, and provides practical guidelines for developing a business plan to launch and run a successful business.

Course Contents:

1. Overview of Entrepreneurship 7 hours

Nature of development of entrepreneurship, definition of entrepreneurship and entrepreneur, Role of entrepreneurship in economic development: entrepreneurship, entrepreneurship, Family business and succession strategies, sources of business idea, the entrepreneurial decision process, types of start-ups, the fundamental issues in entrepreneurship

2. The Entrepreneurial and Intrapreneurial Mind 9 hours

The entrepreneurial process: identify and evaluate the opportunity, develop a business plan, determine the resources required, manage the enterprise, managerial versus entrepreneurial decision making: strategic orientation, commitment to opportunity, commitment of resources, control of resources, management structure, entrepreneurial venturing inside a corporation, causes for interest in intrapreneurship. Climate for entrepreneurship, intrapreneurial leadership characteristics

3. The Environment for Entrepreneurship 7 hours

The context of entrepreneurship, government policies, infrastructures, and assistance for entrepreneurship, international opportunities for entrepreneurs: small business venturing exporting, networking, franchising, and strategic alliances, e-entrepreneurship, e-commerce challenges and strategic, websites assistance for entrepreneurs ethics and social responsibility

4. Creativity and Business Idea 6 hours

Nature of creative process, role of creativity, sources of new ideas-consumers, existing companies, distribution channels, R & D techniques of idea generation, Business incubation: concept, importance, methods

5. Business Development plan for a new venture 9 hours

Defining the business plan, scope and value of the business plan; structure and components of business plan, measuring plan progress, updating a plan reasons for the failure of some businesses

6. Managing Early Growth and Challenges 10 hours

Managing the early growth of the new venture: to grow or not to grow, dimensions and strategies for expansion and growth, challenges and opportunities of global expansion, economic implications of growth, hitting the growth wall, financial strategies to support growth, organizational changes during growth, entrepreneurial skills and strategies: record keeping and financial controls, inventory control, human resources, marketing skills, strategic planning skills

Text Books:

1. Hisrich, Robert D. and Michael P. Peters: *Entrepreneurship*.
2. Furatko, Donald F. and Harold P. Welch: *Strategic Entrepreneurial Growth*, Harcourt Publishers: New York.
3. Agrawal, G.R., *Entrepreneurship and Small Business Management in Nepal*, M.K. Publisher, Kathmandu, 2005.

MGT 106.3 (Credit hours 3)

International Business BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to help the students in understanding the basics of international business and its environment, and develop the analytical skills required to compete effectively in this environment.

- 1. Overview of Global Business** **4 hours**
Meaning of international business and globalization, drivers of globalization, overview of changing global picture: declining trade barriers and change in communication, information and transportation technologies
- 2. International Trade Theories** **7 hours**
Adam Smith's Theory of Absolute Advantage, David Ricardo's theory of comparative advantage, Heckscher-Ohlin's theory of factor endowment, Raymond Vernon's product life-cycle theory, new trade theory based on economies of scale, theory of national competitive advantage: Porter's diamond.
- 3. Global Business Environment** **10 hours**
Political, Economic and Legal Environment
Political systems: individualism vs. collectivism; democratic vs. totalitarian, legal system: property rights, protection of intellectual property, product safety requirements, economic environment: market economy, command economy & mixed economy, interconnection of political, legal and economic system followed by a country, impact of differences in system on international business

Cultural Environment
Meaning of culture, values and norms, determinants of culture: social structure, religion, education, language, aesthetics, history and geography, impact of differences in culture on international business

Multinational Companies
Concept and characteristics of MNCs and their impact on host countries (political, economic and cultural)
- 4. World Trading System & Regional Trade Agreements** **9 hours**
Tariff and non-tariff trade-barriers, international financial system: exchange rate, exchange control and trends of exchange rate systems, role of international financial institutions: World Bank, IMF and ADB. Evolution of GATT and WTO. Regional groupings: EU, NAFTA, ASEAN and SAARC
- 5. International Strategic Management** **5 hours**
Types of strategies: international strategy, multidomestic strategy, global strategy, transnational strategy, advantages and disadvantages of these strategies.
- 6. Entry Into International Business and Strategic Alliances** **6 hours**
Market entry decisions: timing of entry, scale of entry and strategic commitments, entry modes: exporting, licensing, franchising, joint ventures. Choice of entry mode, comparison of green-field and acquisition, advantages and disadvantages of strategic alliances
- 7. International Marketing** **7 hours**
International marketing management, international market positioning, product policy, pricing issues, promotion issues, and distribution issues: international distribution and channels of distribution.

Text Book:

1. Robert Bennett: *International Business*, Pearson Education

Reference Books:

1. John Daniels and W H Radebough: *International Business: Environments and Operations*, Pearson Education
2. Czinkota, Michael R, Ron Kainon: I.K, L Moffett, M.H. *International Business*, Thompson South-Western.
3. Hill, Richard: *International Business: Concepts & Issues*, Tata McGraw Hill, 5th edition

MGT 104.3 (Credit hours 3)

Operations Management

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to acquaint students with current operations management practices and research results and with the core concepts, tools, models and managerial considerations used in making operations management decisions.

Course Contents:

- 1. Introduction** **3 hours**
Definition, operations functions and its environments, operations objectives, operations system, the life cycle approach, historical development of operations management, productivity and competitiveness
- 2. Manufacturing Environment** **3 hours**
Product design, frequency of decision changes, process selection, automation, process flow design
- 3. Service Environment** **3 hours**
Nature and importance of services, designing service organization, service blue printing, service guarantees
Total Quality Management: Philosophical elements, quality specification and quality costs, statistical quality control, process control, acceptance sampling, ISO 9000
- 4. Supply Chain Management** **3 hours**
Supply chain strategy, supply chain design strategy, outsourcing, and mass customization
- 5. Forecasting** **6 hours**
Demand management, components of demand, qualitative techniques in forecasting, time series analysis, causal relationship forecasting
- 6. Capacity Planning** **3 hours**
Important capacity concepts, capacity planning
- 7. Product Design and Process Selection** **5 hours**
Concept, classification, process and approaches, designing products for manufacture and assembly, process selection, flow design, nature of services as a product, service-system design matrix, emerging issues in products design
- 8. Aggregate Sales and Operations Planning** **6 hours**
Overview of sales and operations planning activities, the aggregate operations plan, aggregate planning techniques, yield management
Waiting Line Theory: Economies of the waiting line problem, the queuing system, waiting line characteristics, simple waiting line models
- 9. Inventory Systems** **5 hours**
Inventory costs, independent vs. dependent demand, inventory systems, basic model types, EOQ models, problems in determining realistic costs, materials requirement planning systems and its structure
- 10. Japanese operation management** **3 hours**
Features of Japanese operation management, Elements of JIT system, stabilizing schedule, elimination of waste, JIT implementation requirement, Flexible manufacturing system, Concept of Kanban and Kaizen
- 11. Waiting Line Theory** **3 hours**
Economies of the waiting line problem, the queuing system, waiting line characteristics, simple waiting line models
- 12. Total Quality Management** **5 hours**
Philosophical elements, quality specification and quality costs, statistical quality control, process control, acceptance sampling, ISO 9000

Text Books:

1. Chase, Richard B. and Nicholas J. Aquilano: *Production and Operations Management: A life cycle approach*, Irwin.
2. Adam, Everett E. Jr and Ronald J. Ebert: *Production and Operations Management*, Prentice Hall of India.

MGT 103.3 (Credit hours 3)

Human Resource Management

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to familiarize the students with the basic concepts and functions of HRM in the context of Nepal.

Course Contents:

- 1. HRM in Context 7 hours**
Concept, nature, objectives, and functions of Human Resource Management; Personnel Management Vs. Human Resource Management; Human Resource Management system; Importance of Human Resource Management; The changing world of work and the changing role of Human Resource professionals; Human resource strategy-concept and perspectives; Environment of Human Resource Management in Nepalese organization; International perspective of Human Resource Management; Ethical issues in Human Resource Management
- 2. Meeting Human Resource Requirements 8 hours**
Human resourcing and Human Resource planning concepts and importance; Human Resource Information System and Human Resource Inventory importance and uses, succession planning; job analysis, job specification, job description; Attracting a high performing workforce-recruitment and selection, internal and external recruitment, Testing and selecting employees-selection tests and tools; Classification and differential placement
- 3. Developing Human Resources 6 hours**
Concept and importance of developing Human Resource; Employee socialization; Determining training needs; Considerations in design of the training programmes-on-the-job vs. off-the-job training; Developing managers-methods of management and leadership development; Mentoring; Empowerment; Evaluating training effectiveness
- 4. Performance and Effectiveness 4 hours**
Role of Human Resource in a firm's competitiveness; Concept and methods of evaluating employee performance; Emerging concepts and issues in performance appraisal; Career development
- 5. Compensation 8 hours**
Concept; Compensation programmes; job evaluation system-methods and process; The compensation structure; Incentive system-gain –sharing incentive plans, employee benefits and services; Retirement programmes; Retirement benefits; Executive compensation; Compensation in Nepal-government regulations, minimum wages, social welfare factors, and incentive compensation; Emerging concepts and issues in compensation management
- 6. Occupational Health and Safety 3 hours**
Concepts, importance, legal provisions, practices and emerging issues in OHS
- 7. Managing Employee Relations, Change and Communication 4 hours**
Human Resource Management Communications – concept, Human Resource Management Communications communication programme; Employee handbook, Mechanism of effective communications; Organizational culture, change and human resources; job stress factors; Spirituality in the workplace; Participation, partnership and employee involvement
- 8. Industrial Relations 8 hours**
Changing nature of the employment relationship; Industrial relations – concept; Trade unions; Employers associations; Labor legislation in Nepal along with important provisions; Collective bargaining-concept and process; Disciplinary actions; Grievance handling; Conflict management –unilateral, joint and third party decisions; Dismissal redundancy and outplacement; Current situation of IR in Nepal; Emerging concepts in industrial relations

Text Books:

1. Decenzo, D.A. and Robbins, S.P.: *Human Resource Management*, Prentice-Hall, India.
2. Dessler, Gary.: *Human Resource Management*, Prentice-Hall, India

LAW 102.3 (Credit hours 3)

Business Law

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to provide students with a sound understanding of major laws affecting the operation of business enterprises in the context of Nepal.

Course Contents:

- 1. Introduction** **5 hours**
Nature, types and source of law; meaning and sources of business law in Nepal; importance of legal environment; the court system, jurisdiction, and civil procedures in Nepal
- 2. Essentials of Nepalese Contract Law** **6 hours**
Valid, Void voidable contracts; essentials of a valid contract; offer and acceptance; consideration; privacy of contract; free consent; contingent contract; performance of contract; termination of contract; breach of contract and remedies
- 3. Bailment and Pledge** **3 hours**
Meaning of bailment and pledge; rights and duties of bailor/bailee and pledger/pledge; pledge by non-owner, finder of lost goods; discharge of liability
- 4. Indemnity and Guarantee** **3 hours**
Contract of indemnity and guarantee; rights and duties of surety
- 5. Laws Relating to Sale of Goods** **4 hours**
Meaning and feature of the contract of sale of goods; types of goods; conditions and warranties; transfer of ownership; unpaid seller; performance of the contract of sale of goods
- 6. Law of Agency** **4 hours**
Nature and modes of creating of agency, rights and duties of agents, sub-agents, principal, substitute agent, procedure of registration in agency business
- 7. Incorporation and Management of Companies under the Company Act** **9 hours**
Incorporation, registration, shares and debentures, board of directors and board meeting, minutes and resolution, auditing, dissolution, winding up, liquidation
- 8. Important Provisions of other Major Laws** **9 hours**
Industrial Enterprises Act, Foreign Investment and Transfer of Technology Act, Arbitration Act, Financial Institutions Act, Insurance Act, Cyber Laws, legal provisions relating to negotiable instruments, Insurance Act
- 9. Laws Relating to Intellectual Property rights** **5 hours**
Major provisions of TRIPS Agreement (patent, design, trademark, geographical condition etc.) legal regime of T.T under TRIPS, Nepalese IPRS laws vis-à-vis TRIPS

Text Books:

1. Smith, L.Y., G.G. Roberson, R.A. Mann, and B.S. Roberts: *Business Law*, West publishing Co.
2. *Nepal Acts Collections* (several volumes).

Reference Books:

1. Abbot, K.R. and N. Pendlebury: *Business Law*, ELBS.
2. Shrestha Ram Prasad: *Legal Environment of Business In Nepal*
3. Kalika, S.N.: *Business Law*, Buddha Academic Enterprises Pvt. Ltd

**BBA
Fourth Year
Seventh Semester**

MGT 111.3 (Credit hours 3)

Strategic Management I BBA, Fourth Year, Seventh Semester

Course Objectives:

This course aims to introduce the students to the fundamental concepts of strategic management. The course also aims to develop skills in students to develop a mission statement, perform an external audit, conduct an internal assessment, and formulate strategies through cases and experiential exercises.

Course Contents:

- 1. Strategic Management 7 hours**
Definition: Dimensions of strategic decisions, Levels of strategy, Characteristics of strategic management decisions, Formality in strategic management, Value of strategic management, Role of chief executives in strategic management
- 2. External Environmental Analysis and Forecasting 5 hours**
Components of remote environment: economic, social, political, legal (legislation and regulations), technological (PEST analysis), Linking strategy with ethics and social responsibility
- 3. Establishing Company Direction 6 hours**
Developing business mission and strategic vision; Communicating the strategic vision; Setting performance objectives; Strategic objectives versus financial objectives. Strategic intent; Strategy making pyramid: Corporate strategy, Business strategy, Functional strategy and operational strategy. Uniting the strategy making effort
- 4. Industry and Competitive Analysis 6 hours**
Methods of industry and competitive analysis, Five forces of competition, Driving forces, Environmental scanning techniques, Strategic group maps, Monitoring competition, Key factors for competitive success evaluating
- 5. Evaluating Company Resources and Competitive Capabilities 8 hours**
Strengths and resources capabilities, Weakness and resource deficiencies, Competencies and capabilities, Market opportunities, Threats to future profitability, Strategic cost analysis and value chains, Benchmarking, Competitive capabilities to competitive advantage
- 6. Strategic Options 10 hours**
Generic strategies: Low cost provider strategy, Differentiation strategy, Best-cost provider strategy, focused strategy. Grand Strategies: Concentration, Market development, Product development, Innovation, Horizontal integration, Vertical integration, Joint Venture, Concentric diversification, Conglomerate diversification, Retrenchment/turnaround, Diversification, Liquidation
- 7. Strategic Analysis and Choice 6 hours**
Evaluating and choosing strategies, Industry environment and strategy choices, Evaluating and choosing to diversity

Text Books:

1. Pearce, John A. and Robinson, Richard B: *Strategic Management*, AITBS, Delhi.
2. Thomson, Arthur A. and Stickland III: *Strategic Management*, Tata Mcgraw-Hill, New Delhi

Reference Book:

1. Agrawal, G.R.: *Business Strategy & Strategic Management in Nepal*, M.K. Publisher Kathmandu

**BBA
Fourth Year
Eighth Semester**

MGT 112.3 (Credit hours 3)

Strategic Management II

BBA, Fourth Year, Eighth Semester

Course Objectives:

This course aims to expose strategic management implementation concepts and also to familiarize them with major strategic issues in the context of today's global dimension of business. Cases will be used to provide students with a balanced mix of service industries, multi-business firms, technology-focused firms, and global competition.

Course Contents:

- 1. Review of Strategy Formulation** **4 hours**
A brief review of the concept and process of strategic management, Environment analysis, Industry and competitive analysis, Strategy options and strategic analysis and choices
- 2. Global Business Environment** **6 hours**
Concept, Types and analysis of global business environment, Foreign market analysis and entry strategy, Cross-country differences, Strategy options for entering and competing in foreign markets, Strategic alliances and joint ventures, Networking strategies
- 3. Strategic Analysis and Choices in a Multi-business Company** **6 hours**
Concept and nature of multi-business company, Rationalizing, diversification and integration, Behavioral considerations affects strategic choice, Building shareholders' value, Analysis of external dependence, Internal political considerations
- 4. Operationalizing Strategy** **6 hours**
Concept and nature of strategy implementation, Short-term and long-term objectives, Policies, Functional tactics to operationalize strategy, Resource allocation, Managing conflicts, Employee empowerment
- 5. Institutionalizing Strategy** **6 hours**
Concept, Structuring an effective organization, Organizational leadership, Organizational culture, Matching structure with strategy, Building resource strengths and organizational capabilities, Managing the internal organization to promote better strategic execution, Installing support systems and supportive reward system.
- 6. Strategic Control and Evaluation** **8 hours**
Concept of control in strategic management, Types of control, Quality control, Role of strategic information system, Activity based costing, Measures of corporate performance, Measures of functional and divisional performance, Problems of measuring performance, Guidelines for proper control, Strategic audit to evaluate and control perforce.
- 7. Contemporary Strategic Issues:**
 - a. Internet Era** **4 hours**
The internet technology and participants: The demand for internal service and suppliers of technology and services, strategic challenges of competing technologies, Impact of Internet on competitive rivalry, barriers to entry, buyer power, supplier power
 - b. Managing Information Technology and Innovation** **3 hours**
Technology sourcing, Product portfolio, Evaluation and control
 - c. Entrepreneurial Ventures and Small Business** **3 hours**
Importance of small business and entrepreneurial ventures, Use of strategic planning and strategic management models, Issues in environmental scanning and strategy implementation from the perspective of small business
 - d. Not-for-profit Organization** **2 hours**
Concept and nature of not-for-organization, Importance of revenue sources, Usefulness of strategic management concept and techniques for not-for-profit organization

Text Books:

1. Pearce, John A. and Robinson, Richard B: *Strategic Management*, AITBS, Delhi.
2. Thomson, Arthur A. and Stickland III: *Strategic Management*, Tata Mcgraw-Hill, New Delhi
3. Wheelen, T.L and Hunger, J.D: *Strategic Management and Business Policy*, Pearson Education, New Delhi