

MGT 411 Business Environment in Nepal
BBA, 7th Semester

Course Objectives

The course aims to provide students with a sound understanding of environmental forces affecting business operations and to develop their ability to analyze such environmental forces in the Nepalese context. The focus of the course is therefore to review the major environmental forces and analyze their dynamics applicable to Nepalese business.

Course Description:

The course covers the relevant political, economic, legal, socio-cultural, and technological environmental aspects of Nepal and their effects on Nepalese business. In addition, it covers the regional and global environmental factors influencing Nepalese business scenario.

Course Outcomes

After studying this course, students should be able to:

- analyze and identify the opportunities, limitations, and constraints of business;
- pinpoint the changes in the environment and the impact on Nepalese businesses.

Course Contents

Unit I: Concept of Business Environment

4 hours

Concept and framework of business environment; Components of business environment; Environmental scanning/analysis – concept and methods; Use of environmental analysis in strategic management.

Unit II: Economic Environment

4 hours

Economic dimensions of an economy – economic, socio-economic, and industrial dimension; Basic social and economic indicators for Nepal, Analysis of these dimensions and their impact on business; An overview of the latest economic development plan - its objectives and strategies; Indicators of analyzing economic environment.

Unit III: Economic Policies and Reforms

8 hours

Privatization - meaning of privatization, methods of privatization; Privatization policy and practices in Nepal; Industrial Policy - concept and objectives of industrial policy in Nepal; Trade Policy - concept and objectives of trade policy; Labour and Employment Policy - concept and objectives of labour and employment policy; Tourism Policy – concept and objectives of tourism policy in Nepal; Current monetary policy in Nepal; Fiscal policy in Nepal, Liberalization of the Nepalese economy and its effects on the financial and capital market sectors; Effects of liberalization – emerging business environment in Nepal.

Unit IV: Agriculture, Trade and Industrial Sectors: Performance and Issues **5 hours**

Nepal's agriculture sector – performance and issues; Nepal's industrial sector – export-oriented and import substituting industries, service sector; Industrial sector - performance and constraints; The role of industry in the changing scenario; Nepal's foreign trade – structure and issues in Nepal.

Unit V: Political Environment**5 hours**

Significance of political environment for business; Nepalese political system and its important players (political parties); Government and constitutional bodies; Role of government in business; Basic issues in business-government relations; Risk assessment of political environment particularly with reference to business sector; Issues in Nepalese political environment.

Unit VI: Regulatory Environment**7 hours**

Concept and features of Private Firm `Registration Act; Partnership Act; Companies Act; Industrial Enterprise Act; Foreign Investment Act; Labor Act; Trade Union Act; Mines and Minerals Act; Intellectual property - Patent, Design, Copyright and Trade Mark Act; Consumer Protection Act and regulations.

Unit VII: Socio-Cultural Environment**4 hours**

Socio-cultural environment and its significance for business; Determinants of socio-cultural environment - religion, language, education, family structure and social organizations; An analysis of how socio-cultural environment affects the Nepalese business; Emerging socio-cultural changes and trends in Nepal.

Unit VIII: Environment, Energy and Technology**5 hours**

Business and technology; Human factors and technology; Status of technology adopted by the Nepalese business; Technology transfer issues; IT policy of Nepal; Impact of technological environment on the efficiency and competitiveness of Nepalese business; Energy situation in Nepal; Natural environment and energy management issues in Nepal.

Unit IX: Global Environment**6 hours**

Concept of globalization; Nature and types of globalization; Regional economic groupings of nations - SAPTA, SAFTA, and BIMSTEC - their impacts on the Nepalese business; Foreign Direct Investment in Nepal; World Trade Organization (WTO) – Nepal's membership - opportunities and threats for the Nepalese business.

Basic Texts

1. Pant, P. R. *Fundamentals of Business Environment in Nepal*. Kathmandu: Buddha Academic Enterprises.
2. Agrawal, G. R. *Dynamics of Business Environment in Nepal*. M. K. Kathmandu: Publishers.

References

1. Aswasthappa, K. *Business Environment for Strategic Management*. Mumbai: Himalaya Publishing House.
2. Wetherly, P., & Dorrón, O. *The Business Environment: Themes and Issues*. New Delhi: Oxford University Press.
3. Ghosh, B. N. *Business Environment*. New Delhi: Oxford University Press.
4. Paul, J. *Business Environment: Text and Cases*. New Delhi: Tata McGraw Hill.

MGT 312 Fundamentals of Entrepreneurship **BBA, 7th Semester**

Course Objectives

This course intends to provide students with the essential concepts, principles and skills of entrepreneurship so that students are able to apply them while launching and operating an entrepreneurial venture.

Course Description

To achieve the objective, the course covers the concept and nature of entrepreneurship, entrepreneurial intentions and strategies, creativity and business ideas, identifying and evaluating entrepreneurial opportunities, protecting intellectual property rights and other legal issues, business plan and emerging issues in entrepreneurship.

Course Outcomes

By the end of this course, students should be able to:

- Understand the fundamentals of entrepreneurship;
- Appreciate entrepreneurial intentions;
- Analyze entrepreneurial strategy;
- Know the concepts, nature and process of creativity and innovation;
- Identify and analyze entrepreneurial opportunities;
- Consider legal issues relating to intellectual property rights, licensing, and contracts;
- Write business plans;
- Comprehend emerging issues of entrepreneurship.

Course Contents

Unit I: Introduction

4 hours

Nature and development of entrepreneurship; Entrepreneurial process; Ethics and responsibilities of entrepreneurs; Role of entrepreneurship in economic development of a developing nation like Nepal; Promoting entrepreneurship in Nepal.

Unit II: Entrepreneurial Intentions

5 hours

Sources of entrepreneurship, entrepreneurial intention; Entrepreneurs' background and characteristics; Role models and support system; Entrepreneurial intentions within existing organizations; Managerial versus entrepreneurial decision making; Establishing corporate entrepreneurship in organization.

Unit III: Entrepreneurial Strategy

5 hours

New entry; Generation of new entry opportunity; Entry strategy for new entry exploitation; Risk reduction strategy for new entry exploitation.

Unit IV: Creativity and Business Idea

9 hours

Concept of creativity; Creativity process; Idea generation from trends analysis; Common sources of new venture ideas; Methods of generating ideas and solving problems; Creativity, innovation and entrepreneurship; Innovation: concept, types and classification of new products; Entrepreneurial innovation; Opportunity recognition; Product planning and development process; e-Commerce and business start up.

Unit V: Identifying and Analyzing Opportunities**8 hours**

Concept; Opportunity recognition and opportunity assessment plan; Information sources; Sources of information for start-up entrepreneurs in Nepal; Nature and significance of international entrepreneurship; Domestic versus international entrepreneurship; Technological environment; Culture; Available distribution system; Motivation to go global; Strategic effects of going global; Foreign market selection; Entrepreneurial entry strategies; Entrepreneurial partnering; Barriers to international trade; Implications for global entrepreneurship.

Unit VI: Protecting Idea and other Legal Issues**8 hours**

Concept and nature of intellectual property; Types of intellectual property; Need for legal advice; Patents: concept, types and procedure for obtaining patent rights in Nepal; Trademarks - concept, types and procedure for obtaining trademark rights in Nepal; Copyrights - concept and procedure for obtaining copyrights in Nepal; Concept of trade secrets and steps for protecting trade secrets; Licensing; Product safety and liability; Insurance; Contracts.

Unit VII: Business Plan**5 hours**

Concept and nature of business planning; Business planning process; Concept, nature, scope and significance of business plan; Contents and criteria of a business plan; Information needs; Reasons for failure of a business plan.

Unit VIII: Emerging Issues in Entrepreneurship**4 hours**

Social issues: social entrepreneurship; Gender issues: women entrepreneurship; Minority issues: minority entrepreneurship; Environmental issues - eco-efficiency and ecopreneurship

Basic Text

Hisrich, R. D., Manimala, Mathew J., Peters, M. P., & Shepherd, D. A. *Entrepreneurship*. New Delhi: McGraw Hill.

References

1. Barringer, B. R., & Ireland, R. D. *Entrepreneurship: Successfully Launching New Ventures*. New Delhi: Pearson Education.
2. Roy, R. *Entrepreneurship*. New Delhi: Oxford University Press.
3. Blundel, R., & Lockett, N. *Exploring Entrepreneurship: Practices and Perspectives*. New Delhi: Oxford University Press.
4. Kuratko, D. F., & Rao, T. V. *Entrepreneurship: A South-Asian Perspective*. New Delhi: Cengage Learning.