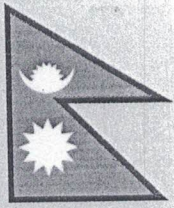
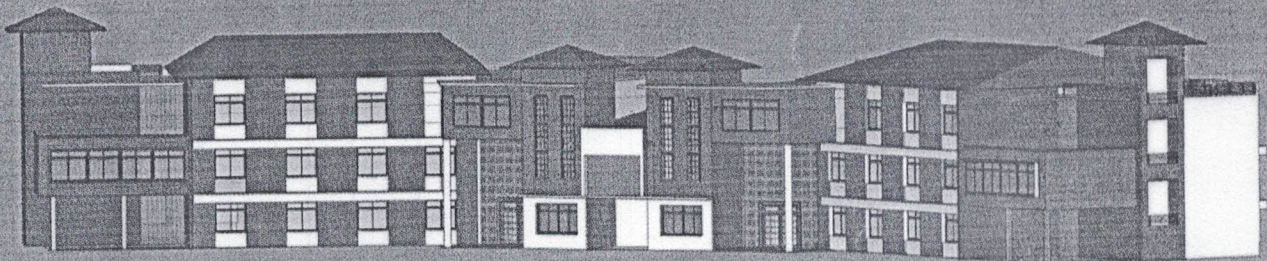


Volume 2

Annex 2.1e: Strategic Thrusts of MUSOM;  
Program Prospectus, (pp. 1-4)



**IMU** SCHOOL OF  
MANAGEMENT



**Mid-Western University  
School of Management (MUSOM) ,  
Surkhet, Nepal**

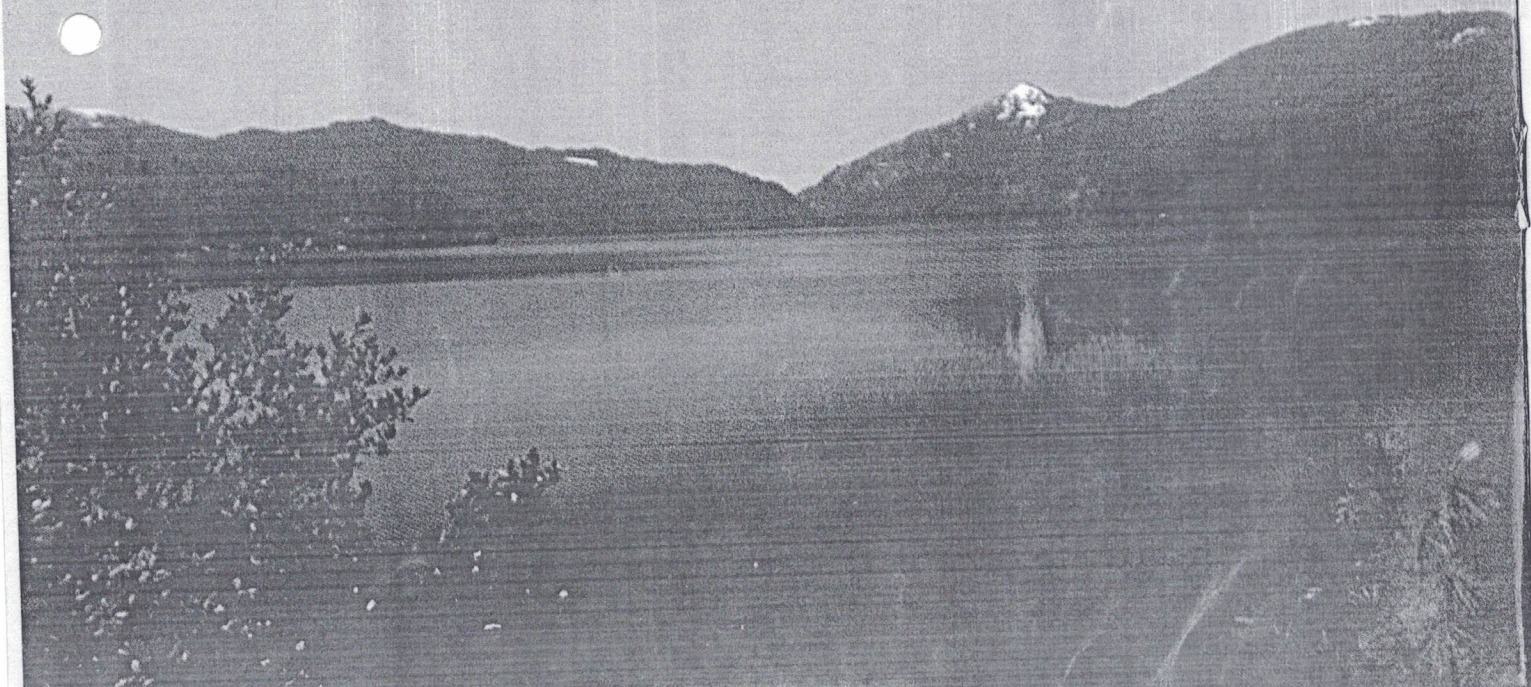
## About Karnali Province of Nepal

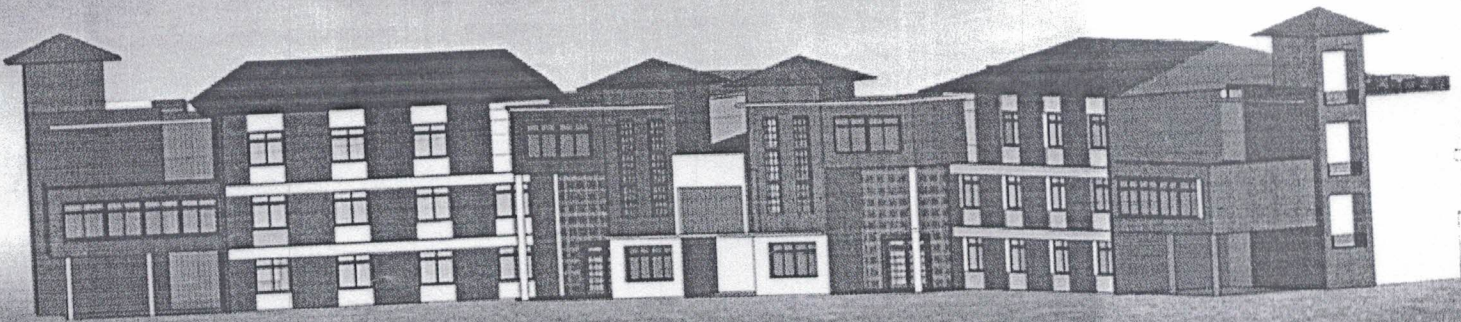


We all Nepalese believe in unity in diversity which governs our diverse cultures, ethnic communities, and spiritual practices, providing the unified way to a single nation. It is landlocked country in southern Asia, in the Himalayas. It is bordered by India by the Indian states of Uttarakhand, Uttar Pradesh, Bihar, West Bengal, and Sikkim and China with Tibet Region. With its long history of sovereign country in the world, Nepal is committed to offering opportunities and promoting peace globally.

Karnali Province is the mother of Nepalese cultural civilization with the origin of Khas Nepali language and traditional religion that celebrates deity of many forms. Being the sixth province of federal democratic Nepal, it is home to medical herbs, minerals, hilly peak Mahavu, valley, beautiful Rara Lake, Karnali and Bheri river, famous cultural heritage Kankrebihar, bullbule lake, and cultural diversity with population 1, 570, 418. With its low literacy rate in the nation, Karnali province aims to develop the world class academic institutions through collaboration with foreign academic institutions by providing opportunities for the young people from across nations and world to promote peace and harmony.

We at MUSOM, the Best Business School of Karnali, situated at the central part of Surkhet valley, strive to be relevant in terms of the changing time, offering contemporary knowledge and skills to the students and encouraging them for being contextually conscious managers, decision makers and entrepreneurs.





### MUSOM: A Center for Contemporary Management Education

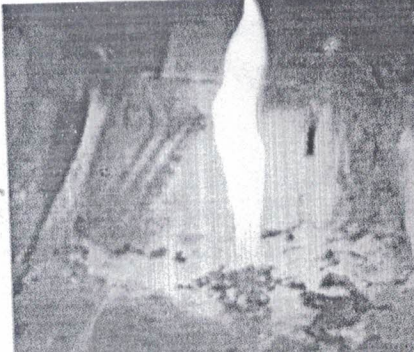
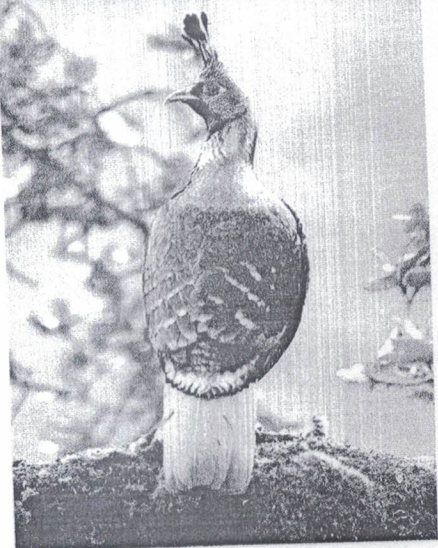
Mid-Western University School of Management (MUSOM) is the autonomous business school of Mid-Western University. MUSOM, located in a beautiful Surkhet Valley of Karnali Province Nepal, is dedicated to excellence in providing contemporary management education through interdisciplinary approaches to management education and research. Established in 2072 B.S. the school is committed to developing young leaders who can work for innovation and social transformation with a focus on practical knowledge and wisdom.

The structure of MUSOM comprises Mid-Western University Senate at the top followed by Executive Council which leads Governing Council of MUSOM. The academic leadership of MUSOM consists of Governing Council led by senior Professor of Management, educationist, social activist, industrialist, local government Mayor and Deputy Mayor, researchers, planner, entrepreneur, guest lecture, and

visiting faculty. University Senate and executive council are responsible for overall financial and physical infrastructure development of the school. MUSOM's academic leadership is responsible for the strategic vision and smart academic programs for promotion of quality management education across the globe.

The school offers a two-year full time MBA and a large full-time four-year BBA program with a focus on real-world practice. BBA program takes young students through organized class room activities and motivates them to move beyond limitations of class room teaching-learning to invent a successful future of their own hope, love and action. BBA graduates get an opportunity to develop their creative connectivity and relationship with local, national, and international corporate financial organizations and industries under the supervision of faculties, industrial leaders, technocrats, government representatives and educationists.

MBA program is designed to produce multidimensional managers, leaders, and reflective decision makers. MBA students



are exposed to the changing trends and practices in the business world to tell a story of their own extraordinary understanding and success. MBA curricular and extra-activities provide the students with the ample opportunities for self-discovery by enhancing skills for professional career. Both BBA and MBA programs encourage young students to be a leader, a master, and a decision maker in their desired sector with full confidence and commitment. MUSOM is the place where graduates learn to think and act differently. MUSOM human resource is designed with the scientific culture for quality management education. MUSOM faculties are competent and professional in the field of their own specialization. They are familiar with emerging trends and practices in management. They believe in the philosophy of moral values and action. MUSOM teaching-learning process is interactive with focus on what Albert Einstein said "Education is not learning of facts, but training of mind to think."

MUSOM helps to educate young business leaders who make a difference in the world. By providing need based faculty support, MUSOM seeks to create

necessary knowledge that shapes business concept and practice. MUSOM RMC has the mission to facilitate the creation of the scholarly necessary knowledge to achieve MUSOM's mission for providing quality education through undergraduate, graduate, and faculty research.

MUSOM is comprised of different academic and finance committees. Academic committee is responsible for planning, implementing and monitoring intellectual growth of MUSOM. Finance Committee develops and executes financial plan of MUSOM. Curriculum Committee assists in revisiting exiting curriculum and developing new curriculum. Academic Committee is responsible for video conference, virtual class and technical support. MUSOM strongly promotes IT based education to make graduates competent for international market. Communication and international collaboration cell works for promotion of MUSOM across the globe. MUSOM Primary Health Care Initiative and Career Counseling Cell support to achieve MUSOM's mission for primary treatment of students, faculty members, and staff.



## Vision

MUSOM sets the standard for community research based management education. We are committed to creating and sustaining the conditions that motivate MUSOM students to explore and experience an innovative educational journey that is intellectually, socially, and personally transformative.

## Mission

The mission of MUSOM is to train students for our society through our commitment to the transformative power of a management education.

## Award

MUSOM as Best Business School of Karnali Province; Award Received in the 5th NEWBIZ Business Schools Conclave & Awards 2019

## Achievement

International Business Conference 2019 on "Emerging Issues in Management Transformation" held on 14th & 15th of July, 2019 at Hotel Stay Valley View, Surkhet, Karnali Province

