Volume 1 Annex 4.a: MUSOM Prospectus.







Mid-Western University
School of Management (MUSOM)

Surkhet, 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 sourthern Asia, in the Himalayas. It is bordered by India by the indian states of Uttarakhand, Uttar Pradesh, Bihar, Weste 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 Bhery 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, 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 societal 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-leaning to invent a successful future of their own hope, love and action. BBA graduates get an opportunity develop their creative connectivity and relationship local, national, 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 mangers, leaders, and reflective decision makers. MBA students





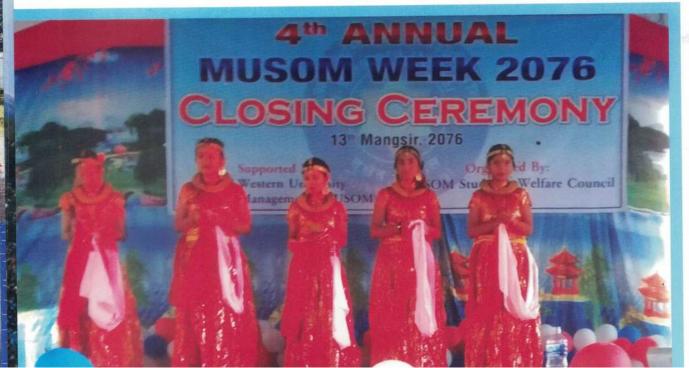


are exposed to the changing trends and practices in the business world to tell a story of their own extraordinary understanding and success. MBA curricular and extra-activities provide the students with the ample opportunities for self-discovery by enhancing skills for professional career. Both BBA and 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 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 teaching-leaning MUSOM action. 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 developing new and curriculum curriculum. Academic Committee is responsible for video conference, virtua class and technical support. MUSOM strongly promotes IT based education to make graduates competent for international market. Communication and international collaboration cel works for promotion of MUSOM across the globe. MUSOM Primary Health Care Initiative and Career Counseling Cel 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





Message From The Vice Chancellor

Mid-Western University School of Management (MUSOM strives to be a model of the business school in Nepal. Thi business school has already proved that it serves the interes and need of local community through its comprehensive BBA and MBA program. The key mission of MUSOM is to explore and utilize local resources and expertise for social changes Faculty members are experienced and trained well to produce productive human capital for local and global market. MUSON graduates get an opportunity to be familiar with corporate business culture and entrepreneurship. With vision of preparing competent professionals, MUSOM encourages students and teachers to look at the changing management education i the context of IT based international management concep and practice. I advise management team of MUSOM to pla further for inclusive management education that can bring marginalized people into the main stream educational system I congratulate MUSOM team for their unity and dedication.

Dr. Masta Bahadur Garanj



# Registrar

Established for quality education, MUSOM is the leading management institute in Karnali Province. MUSOM has als created an image of responsible and technical busine school to lead youths of the Karnali Province into the rec life management practice for wide ranging rural communitransformation. MUSOM does not only focus on classroom learning, but it orients its graduates for social justice. It take students beyond bookish knowledge and university was to make them rethink and rebuild local business practic in line to rapidly changing international trends in the field of commerce and political management. I think MUSOM always ready to educate young leaders with new emergin methods and research projects. Nobody needs to have doub about academic programs of MUSOM. I thank MUSOM facul members and leaders for their unified participation in cours of MUSOM day to day academic operation,

#### **Governing Council Chairman**

Having realized corporate necessities of the emerging commercial sectors, MUSOM aims at supplementing the commercial sectors with skilled graduates who would be innovative to explore and manage challenges of the changing business environment of the country.

I feel honored to chair the MUSOM Governing Council. I am happy to guide dedicated team of MUSOM committed to achieving its academic vision through interdisciplinary approaches to management education. BBA and MBA at MUSOM are comprehensive programs for business management in Nepal. Blending theory and practice, both academic programs are designed for quality management education. Focusing on participatory pedagogy and case method, MUSOM leads its students into a variety of learning activities through project work, presentation, field visit, and discussion. Along with its students' active involvement in activities, MUSOM provides opportunities to its faculty members for research, publication, international visit, higher study and community contribution. I ensure MUSOM will launch new programs to address the issues and challenges of Karnali province and people through collaboration with the government of Karnali Province.

I congratulate MUSOM students and faculty members for their dedication to developing MUSOM as a center of excellence.

Prof. Dr. Prem Raj Pant





#### **Director**

The world is unexpectedly changing in terms of commerce economics, technology, IT network, politics, and intellectup ractice. Environmental changes tremendously affect the www.human beings think and act. Today education is to mayoung leaders think about exiting and upcoming challeng and opportunities with their active involvement in the act managing challenges and fully utilizing opportunities for shared story of success. Realizing issues of contemporary work MUSOM has been made an autonomous business school Mid-Western University to offer interdisciplinary management education that can restructure outdated higher management education.

Having realized unprecedented changes and developme in management education across the globe, I am happe to share about academic vision, mission, and strategic visualized by MUSOM academic leadership. MUSO has the vision for becoming the center of excellence f management education. Its mission is to make vision com true by providing inclusive management education base on the scientific teaching and research. Community base method, case method, virtual education, world class research and publication, and interactive classroom sharing ar some strategies to accomplish vision and mission of MUSON MUSOM faculty members are really motivated and dedicate towards interactive teaching leaning. They lead their studen into the world of innovative thinking and action to understan dynamics of local and global socio-economic change MUSOM MBA and BBA students involve actively in explorin and resolving their real life-difficulties. They do not just lear business related concepts, practices, skills, and managemer orientation. Furthermore, they acquire applicable knowledge and wisdom derived from logic, technology, IT, and fundamental insights of cultural realities. MUSÓM inspire its graduates to be the master of their decision for success It offers intellectual freedom to its faculties and students fo new intellectual discovery and truth. MUSOM allows student to promote basic human values for the intellectual diversity peace, and justice.

MUSOM leadership advocates for new rural community based academic management program. I humbly request all stakeholders to support MUSOM for inclusive management education in Karnali Province. I would like to welcome young leaders of Karnali Province to join MUSOM for the most practical management education. MUSOM is ready to help young people for becoming dreamer and outstanding professional through academic program, research and publication.

#### **MBA Program Coordinator**

It is a great privilege and an honor to serve as program coordinator of Master in Business Administration (MBA) at MUSOM, Surkhet, Nepal. In the very history, MUSOM has been nominated as a best business school in Karnali. Over the years, MUSOM has grown to become leading management institute that attracts most excellent and brightest students from the entire and across nation.

MUSOM MBA is a program designed for experienced and more disciplined undergraduates of different faculties that are ready for senior management positions and become young entrepreneurs. This rigorous two year full-time program will provide you with a unique opportunity to nurture your ideas and implement them into the business & management domain. This program provides intense class discussions, multiple case analyses, conduct seminar & workshops; develop industrial relationship and studying a wide variety of subjects, you will be able to choose a career which fits your academic & professional aspirations.

As program coordinator, I am more than persuaded that you will be able to choose MUSOM that will Train you to be management leaders, socially responsible citizens and creative & innovative young entrepreneurs. I look forward to your academic journey and wish you the very best.

Bhupal Bikram Kathayat
Assistant Professor





#### MUSOM Structure anda Governance

MUSOM consists of different committees. Governing council is the top level managerial decision making body which is responsible towards university executive council. Management council, academic committee, financial committee, selection committee, exam committee, and other regulating bodies are the parts of the MUSOM structure and governance.

#### MUSOM Governing Council Chariman

Prof. Dr. Prem Raj Pant

#### Members

Prof. Dr. Dev Raj Adhikari
Dr. Masta Bahadur Garanja
Prof. Dr. Shyam Krishna Shrestha
Asso. Prof. Bir Bahadur Paudel
Mrs. Mohan Maya Dhakal
Dr. Amrit Kumar Sharma Gaire
Mr. Dipak Singh Rawat
Mr. Padam Bahadur Shahi

#### **Member Secretary**

Dr. Sushil Kumar Shahi

# Academic Programs

**BBA Program** 

BBA program at MUSOM is designed to develop the business related conceptual, practical knowledge and holistic leadership skills that all successful managers need. It provides a basis for life time learning and continuous career development. The program's strength lies in its ability to develop the quantitative and qualitative problem solving skills through coursework, case study, seminar, workshop, debate, publication, field visit, and internship. It also provides necessary knowledge and skills for success in an entry-level career and graduate study. It helps the students develop a wider understanding of the challenges business leaders face, the some dimensions of the business world, and the impact they can have on their local community through the leadership.

Objectives:

- > To produce result-oriented and competent business leaders
- > To encourage the students to enhance communication skills
- To expose them to emerging business related technology and networking system
- To improve the students' social, conceptual, analytical, and technical skills

Key Features of the BBA Program

- Interactive and Reflective Teaching Learning Environment
- Interactive drid Reflective reactining Learning Environment

- Scholarship
- Career Counseling and Out-reach Orientation
- Guest Lectures and Interaction by Faculty of National and International Reputation
- Internship with Focus on Local, National, and Multinational Placement Opportunities
- Globally Competitive Courses
- Undergraduate Collaborative Research through MUSOM RMC
- Primary Health Care Service
- Industry Visit and Education
- Job Placement
- Video Conferencing Classes
- Virtual Class
- Community Visit
- MUSOM Annual festival
- MUSOM Volunteer Placement Program

#### **BBA Admission Procedure**

Eligibility:

Students from any stream who have completed Grade 12 or equivalent level with a minimum of Grade "C" in all subjects or 50% overall aggregate score may apply for the program.

#### **Admission Procedure**

#### **Step 1: Required Documents**

An applicant must complete the application form with copies of the following documents:

- Transcripts and certificates of Grade 12 or equivalent examinations
- Certificate and transcript of Grade 10 (SLC or equivalent)
- Character certificate (SLC and Grade 12)
- Provisional certificate
- Migration certificate
- Citizenship certificate

#### Step 2: Written Test

Shortlisted candidate will have to appear for a written test to evaluate qualitative, quantitative and communication abilities.

#### Step 3: Interview

Candidates who pass the written test will be called for interview.

To apply for admission, you need to consider the following things:

- Visit the school, obtain the form, complete it and submit it to the school's front desk with all the required documents.
- Download the application form from the https://www.mwu.edu.np/ print it , complete it and submit it to school's front desk with required documents.

#### **BBA Course Structure**

Duration 4 Years Level: Bachelor Program

# **Course Description**

BBA at MUSOM is taught through multimedia project, community case project, case method, seminar, workshop, guest lecture, and undergraduate research project.

**Total Credit Hours-120** 



#### Year1/Semester-I

Subject Code	Title of the Subject	Credit Hours
MGT 311	Principles of Management	03
MGT 312	Financial Accounting	03
MGT 313	Basic Mathematics	03
MGT 314	Micro Economics	03
MGT 315	Computer in Management	03
MGT 316	Business English	03
MGT 317	Microsoft Office (Practical) (Non Credit)	00
	Total Credit Hours	18

#### Year1/Semester-II

Subject Code	Title of the Subject	Credit Hours
MGT 321	Business Communication	03
MGT 322	Business Statistics-1	03
MGT 323	Financial Managment-1	03
MGT 324	Marketing Management	03
MGT 325	Macroeconomics	03
	Total Credit Hours	15

#### Year II/Semester-III

Subject Code	Title of the Subject	Credit Hours
MGT 331	Business Law	03
MGT 332	Human Resources Management	03
MGT 333	Cost Accounting	03
MGT 334	Tourism and Hospitality Management	03
MGT 335	Financial Management	03
EX TOTAL A LIEU	Total Credit Hours	15

## Year II/Semester-IN

Subject Code	Title of the Subject	Credit Hours
MGT 341	Organizational Behavior	03
MGT 342	Business Statistics-II	03
MGT 343	Business Ethics '	03
MGT 344	E-Commerce	03
MGT 345	Fundamentals of Investment	03
	Total Credit Hours	15

# Year III/Semester-V

Subject Code	Title of the Subject	Credit Hours
MGT 351	International Business Environment	03
MGT352	Strategic Management	03
MGT 353	Management Accounting	03
MGT 354	Research Methodology	03
MGT 355	Banking and Insurance Management	03
	Total Credit Hours	15

#### Year III/Semester-VI

Subject Code	Title of the Subject	Credit Hours
MGT 361	Management Information System	03
MGT 362	Auditing	03
MGT 363	Entrepreneurship Development	03
MGT 364	Project Management	03
MGT 365	Introduction to Sociology	03
	Total Credit Hours	15

#### Year IV/Semester-VII

Subject Code	Title of the Subject	Credit Hours
MGT 371	Operation Research	03
MGT 372	Consumer Behavior	03
MGT 373	Taxation in Nepal	03
MGT 374	Business Environment in Nepal	03
MGT 375	Internship	03
	Total Credit Hours	15

#### **MBA Programs**

# MUSOM MBA Program Value Systems and Working Principles

The MBA program at MUSOM has been crafted on a blend of a select universal value systems and working principles as stated below:

Collaboration and partnerships: Promotion

#### Year IV/Semester-VIII

Subject Code	Name of the Subject	Credit Hours
MGT 381	Project Report	03
	Specialization Areas (Any Three subjects from any one group)	09
	Total Credit Hours	12
	Specialization Areas	Credit Hours
	Finance	09
MGT 385	Corporate Finance	03
MGT 386	Working Capital Management	03
MGT 387	Financial Institutions and Market	03
	Marketing Management	09
MGT 388	Service Marketing	03
MGT 389	Sales Management	03
MGT 390	Advertising Management	03
	Human Resource Management	09
MGT 391	Human Resources Development	03
MGT 392	Compensation Management	03
MGT 393	Industrial Relations	03



of effective cooperation and partnerships with the industries, education institutions, governments, development agencies, internal academic departments, beneficiary communities and professional societies is our collaborative commitment in action while designing and delivering management education

Compliance: Our actions are always guided to comply with prevailing national and international rule of law and system practices to safeguard natural environment and promote the empowerment of gender, social inclusion and access from every respect of diversity.

Equality and harmony: Aligned with the University's mandate, the MBA program stands for universal ideology of non-alliance and equal treatment with respect and dignity at individual, institutional and national levels to build and promote everlasting harmonious relationships by the help of our teacher-staff, students and rest of providers.

Integrity, openness and respect: The entire institutional mission shouldering MBA program at MUSOM has been crafted with an assumption of honesty, dedication and fairness. We embrace freedom of ideas, inquiry, and expression. We value our differences, our environment, and our individual and collective contributions to proclaim the universal relevance of this crucial academic program.

Learning organization: As the Institution has been proposed as a learning organization, the overall

programs at MUSOM are always open to listen to constructive criticisms and feedback to initiate and sustain continued improvement. Initiating change for sustainable development is one of the core institutional values. We strive to be better for everyone, always by driving out fear of failure and dominance in all respects.

Responsiveness and accountability: Each member responsible for nurturing MBA program at MUSOM serves responsively abiding with the norms and values on socio-ethical responsiveness and obligation. We have an expectation that our people always strive to be the first to respond in every situation. We commit to take initiatives and share our responsibility for exemplifying excellence. We are responsible for making our community ever better, through our words and actions in nurturing our valuable graduates and dealing with others.

**Rich in commitment:** MUSOM bears a rich culture of fulfillment of its commitment towards all stakeholders, always. So, our collective effort at MBA program is always vested on delivering more than promised to cherish a shared happiness in each instance.

#### **Eligibility for Admissions**

Following are the eligibility criteria for admission in BBS Program:

- a. Completion of undergraduate level of education in any discipline with at least 2.00 CGPA in aggregate of grading system, or having at least 45% aggregate in percentage based evaluation system.
- b. Passed in MUSOM Admission Test:

Criteria for Grading in MUSOM Admission Test

i. Bachelor's level results: 100 points\*

ii. Written test: 100 points

iii. Group Discussion: 50 points

Total: 250 points

#### **MBA Course Cycle**

Subject Code	First Semester Title of the Subject Core Courses	Credit Hours
MGT 511	Foundation of Management	03
MGT 512	Critical Thinking	-03
MGT 513	Communication for Managers	03
MGT 514	Financial and Management Accounting	03
MGT 515	Research Methodology	03
MGT 516	Quantitative Approach to Management	03
	Total	18

Subject Code	Third Semester Core Courses	Credit Hours
MGT 531	Strategic Management	03
MGT 532	Production and Operation Management	03
MGT 533	Total Quality Management	03
MGT 534	Entrepreneurship and Technology Management	03
MGT 535	Corporate Law	03
MGT 536	International Business and Strategy	03
	Total	18

	Fourth Semester Title of the Subject	Credit
Subject Code	Specialization Courses (Any Three Subjects from Any One Group)	Hours
	Finance (Courses in Finance)	09
MGT 546	Financial Intuition and Market	03
MGT 547	Strategic Financial Management	03
MGT 548	Security Analysis and Portfolio Management	03

Subject Code	Second Semester Title of the Subject Core Courses	Credit Hours
MGT 521	Marketing Management	03
MGT 522	Management Information System	03
MGT 523	Managerial Economics	03 👟
MGT 524	Financial Management	03
MGT 525	Human Resource Management	03
MGT 526	Organizational Behavior	03
ING. DE	Total	18

Subject Code	Human Resources Management  (Courses in Human Resource Management	09 Credit Hours
MGT 549	Compensation and Benefit Management	03
MGT 550	Performance Management	03
MGT 551	Human Resources Development	03
	Marketing (Courses in Marketing)	09
MGT 552	Brand Management	03
MGT 553	Sales Management	03
MGT 554	Service Marketing	03
MGT 555	Internship	03
MGT 556	Graduate Research Project	04
MGT 557	An Introduction to Nepal (AIN)*	00
	Total	16
	Aggregate	70

<sup>\*</sup>Enriched Credit Hour up to 03 will be assigned for (AIN)

# MUSOM Pedagogy: Teaching-Learning Methods

MUSOM educates and leads its students using context based teaching methods and strategies. The basic philosophy of teaching at MUSOM is participatory and advisory approach. Students have an opportunity to participate in each learning work and activity. All MUSOM faculties have

the freedom to contextualize teaching methods to enhance student's centered learning environment. MUSOM students the chance to promote themselves as a master of their own career through the following teaching-learning methods:

- Regular Lecture
- Guest Lecture
- Distinguished Lecture

- Seminar and Conference
- Project Work and Field Visits
- Presentation
- Workshop
- Case Study
- Social Work
- Group Work
- Internship
- Research and Publication
- Thesis

MUSOM Research Management Cell (RMC)

MUSOM RMC is a permanent functional unit of the MUSOM to manage research programs and activities for faculty members and students. Its main responsibility is to provide support to MUSOM research projects in developing research support

policy and activities, innovation support programs, and quality monitoring. It is responsible for publication of national and international publication. It is guided by policies and rules of UGN Nepal. It is responsible for regular meeting and functioning. It conducts programs such as faculty research, mini research and collaborative research.

# **MUSOM Student's Alumni**

MUSOM Alumni enhances an energetic and vibrant community of alumni and friends across country. Its main purpose it to bring together all MUSOM graduates for academic and social networking which can benefit all.



Message From The

# **President of Teacher's Welfare Council**

It is a matter of pride for me to be a part of MUSOM since its inception four years ago. Increasing attraction of young students toward MUSOM in its undergraduate and graduate programs is catalyzing all the teachers working here toward higher level of sincerity responsibility and dedication. Being a responsible teacher are particularly as the president of Teachers Welfare Council of MUSOM alignment of interests of both the teachers and the students with the mission of this institution to be a centre of excellence has been major concern. The Council is committed to working together with all students and management of MUSOM to enhance academ quality for professional growth of the students. Cultural transformation of MUSOM through development of cutting edge skills, right attitude and values in all faculties of MUSOM is primary focus of the Council would like to extend best wishes, on behalf of the Council, to all the who get enrolled at MUSOM in pursuit of successful career.

Rishi Keshar Khai Assistant Pr

# MUSOM Teacher's Welfare Council

Teacher's Welfare council serves MUSOM faculty members as a helping hand. It is

MUSOM as a center of excellence addressing teacher' relevant needs of providing advocacy for the wide range opportunities for career development.

# **President of Student's Welfare Council**

MUSOM definitely is a gem of Karnali Province with its best facilities, friendly at 1 mentors and dynamic learning culture. Every single staff here is dedicated to bring out the best in you and grow you into a responsible change maker in the society. MUSOM has given me immense apportunities, polished my knowledge and changed my thinking and outlook towards so many things. Past two years have been incredible and I will never step back from saying that choosing MUSOM is the if the best decision I have made.

Thank you MUSOM for giving me so many good memories, friends, and broadening my horizons.

# **MUSOM Student's Welfare Council**

MUSOM Student's Council works to help tudents studying at MUSOM. It leads programs to motivate students for shaping their future with new energy and insights.

#### **MUSOM Parent's Council**

MUSOM Parent's Council strives to bring together all parents for having common goals and interests to upgrade MUSOM students in terms of social responsibility and integrity.

### MUSOM Career Orientation Resourc Proposed Service

High-Tech Auditorium
Digital Lab
E-library
Smart Tutorial Room
Electronic Attendance
E-banking Service

# MUSOM Career Path and Professional Development

How will you make your career success? MUSOM is not your final destination, but is an intellectual avenue that provides

personalized career resources to help you get success for years to come.

- Your Personalized Experience
- Career Visioning
- Meet with a Career Coach
- Industry Visit and Education
- Internship
- Focused Job Search

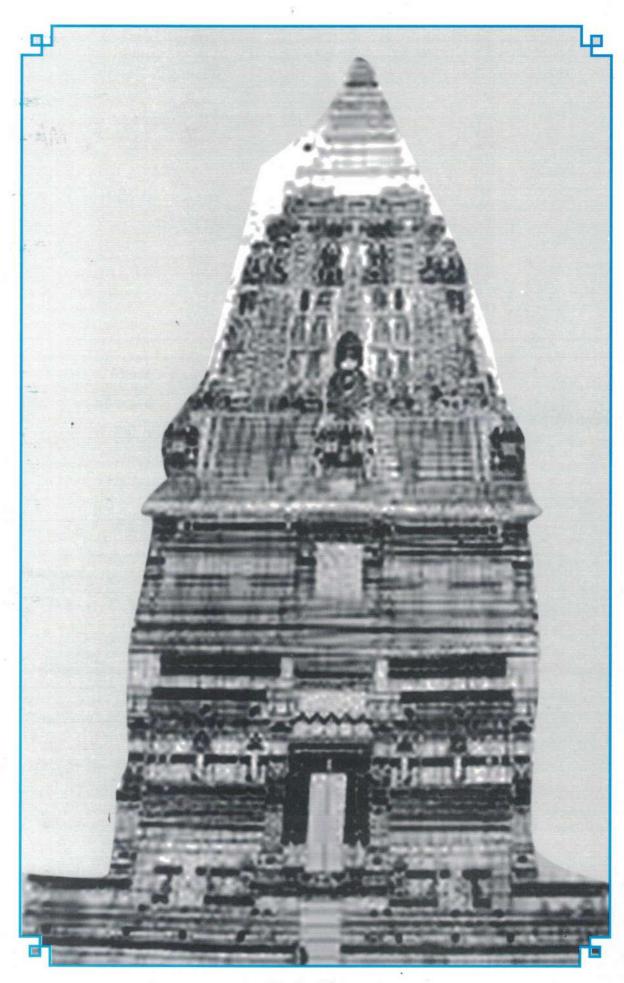
#### After MUSOM

Alumni Experience

# Undergraduate Development Program at MUSOM

- Workshop, seminar, and conference orientation
- o Video Conference
- Virtual Class
- Community Visit
- Primary Health Care Service
- International Exposure
- MUSOM Annual festival
- MUSOM Volunteer Placement Program





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