

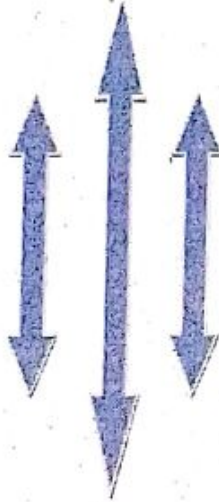
Volume 3

Annex 3.16d: Syllabus of All Program of  
MUSOM; BBA and MBA.



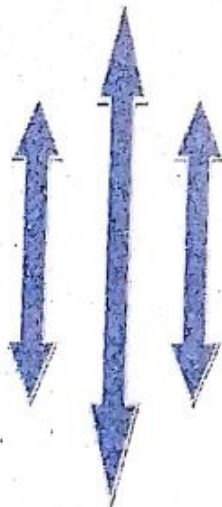
# Mid-Western University

Faculty of Management



**Bachelor in Business Administration (BBA)**

(4 Years Programme)



**Syllabus**

2075

**MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2075 (2018)**

**Mid-Western University**

**Faculty of Management**

**BBA Program with Specialization**

Total Credit Hours - 120

Year I/ Semester -I

Subject Code	Name 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	Computers in Management	03
MGT 316	Business English	03
MGT 317	Microsoft Office (Practical) (Non Credit)	00
	<b>Total Credit Hours</b>	<b>18</b>

Year I/ Semester -II

Subject Code	Name of the Subject	Credit Hours
MGT 321	Business Communication	03
MGT 322	Business Statistics-I	03
MGT 323	Financial Management-I	03
MGT 324	Marketing Management	03
MGT 325	Macroeconomics	03
	<b>Total Credit Hours</b>	<b>15</b>

Year II/ Semester -III

Subject Code	Name of the Subject	Credit Hours
MGT 331	Business Law	03
MGT 332	Human Resource Management	03
MGT 333	Cost Accounting	03
MGT 334	Tourism and Hospitality Management	03
MGT 335	Financial Management-II	03
	<b>Total Credit Hours</b>	<b>15</b>

Year II/ Semester -IV

Subject Code	Name 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
	<b>Total Credit Hours</b>	<b>15</b>

**MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT**  
**BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2075 (2018)**

**Year III/ Semester -V**

Subject Code	Name of the Subject	Credit Hours
MGT 351	International Business Environment	03
MGT 352	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	Name 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	Name 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

**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 Resource Development	03
MGT 392	Compensation Management	03
MGT 393	Industrial Relations	03

**BBA Ist Semester**

<b>Course Title</b>	<b>Principles of Management</b>
<b>Course Code Number</b>	<b>MGT 311</b>
<b>Year/Semester</b>	<b>I/I</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course is an introduction to the management function. It presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals it will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control.

#### **Enabling Objectives**

After the completion of all the learning units of this course, participants will be able to:

- Understand the historical development, theoretical aspects and practice application of basic managerial process
- Understand the foundations of planning and effective decision-making.
- Identify essential elements associated with individual and group behavior, work teams, motivation and rewards, leadership styles, and interpersonal communication.
- Analyze the importance of the controlling function and operations management in an organization.

### **Unit 1**

**LH 6**

#### **Introduction**

Meaning, Functions, Principles, Importance, Nature and Scope of Management, Basic Managerial Roles and Skills, Relations of Management with other Disciplines, Management as a Science, Art or Profession, Approaches to Management- Classical, Behavioral System and Contingency Approaches

**Unit 2**

**LH 8**

**Planning**

Meaning, Nature, Purpose, Functions, Types and Steps, Limitations, Management by Objectives, Meaning, Importance of Decision Making, Process and Types of Decision Making

**Unit 3**

**LH 8**

**Organizing and Departmentation**

Organizational Chart, Formal and Informal Organization, Organizing Principles, Span of Management, Factors Determining Effective Span, Definition and Types of Authority, Responsibility and Accountability, Delegation, Meaning of Departmentation, Departmentation by Function, Territory, Product/Service, Customer Group and Matrix Organization

**Unit 4**

**LH 9**

**Staffing and Directing**

**Staffing:** Definition, Human Recourse Management, Factors Affecting Staffing, Recruitment, Selection, Training, Performance Appraisal, Job Design

**Directing:** Nature, Principles, Function, Techniques and Importance

**Unit 5**

**LH 10**

**Motivation and Leadership**

Nature, Process and Significance of Motivation, Theories of Motivation (The need hierarchy, hygiene and two factor theory), Managing and Leading, Leadership Styles, Leadership Traits, Leadership Theories, Significance

**Unit 6**

**LH 7**

**Management Control**

Meaning, Nature, Purpose, Process of Controlling, Types of Control (Feed Forward Control, Concurrent Control, Feedback Control), Prerequisites of Effective Control System, Resistance to Control, Controlling Techniques, Budget and Non-Budgetary Control Devices

### References

1. Robbins, (2009), Fundamentals of Management: Essential Concepts and Applications, 6th Edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr.(2010) Management, 8th Edition, Pearson Education.
3. Koontz, H. (2008) Essentials of Management, Mc Graw Hill Education.
4. Gupta, C. B (2008), Management Concepts and Practices, Sulatan Chand and New Delhi

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination



<b>Course Title</b>	<b>Financial Accounting</b>
<b>Course Code Number</b>	<b>MGT 312</b>
<b>Year/Semester</b>	<b>I/I</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The main objective of the course is to instruct students to apply accounting theory, standards, principles and procedures to practical accounting problems in the elementary topical areas covered in the course. Introduce an Accounting methods and their use as an orderly means of recording, classifying, and presenting useful information from a mass of data derived from transactions and events affecting business.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to;

- To understand and apply the accounting methods in real life business.
- To prepare and presenting the Financial Statement
- To identify and explain the effects of accruals and deferrals in real business setting.

#### **Unit 1**

##### **Introduction**

**LH 4**

Meaning, Objectives Necessity of Accounting, Basic Accounting Terms, Accounting Principles, Accounting Information, Users of Accounting Information, Financial Statement: Concept and Objectives, Generally Accepted Accounting Principles. Accounting Concept: Business Entity, Matching, Cost, Revenue, Money Measurement, Accounting Period, Accounting Vs Book Keeping.

#### **Unit 2**

##### **Recording and Summarizing of the Transaction:**

**LH 12**

Concept, Features and Advantage of Double Entry Book- Keeping System, Accounting Cycle/ Process, Accounting Equation, Types of Accounts, Rules for Debit and Credit, Meaning and Objectives of Journal Entry and Journalizing Ledger: Meaning, Objectives, Account

Formats (T Format and Self Balancing Format), Posting into Ledger, Balancing and Closing of Ledger Accounts. Subsidiary Books: Meaning and Nature, Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book and Petty Cash Book.

**Unit 3**

**LH 6**

**Bank Reconciliation Statement and Depreciation**

Preparation of Simple Bank Reconciliation Statement. Depreciation: Meaning, Need and Important Methods of Charging Depreciation (WDV and SLM)

**Unit 4**

**LH 3**

**Reserve/Provision and Capital/ Revenue Concept**

Concept and Objectives of Reserve and Provision, Maintaining General Reserve, Provision for Bad Debt, Provision for Discount on Debtors and Creditors Concept, Types and Differences in Capital and Revenue, Capital and Revenue Receipts, Expenditures, Profits and Losses

**Unit 5**

**LH 10**

**Final Account**

Nature and Significance of Final Account, Company Final Account: Trading Account, Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet Meaning and Significance of Work Sheet, Adjusting Entries, Opening and Closing Entries, Preparation of Work Sheet

**Unit 6**

**LH 4**

**Income Statement**

Concept and Component of Income Statement, Preparation of Single Step and Multi Step Income Statement, Statement of Retained Earning

**Unit 7**

**LH 7**

**Statement of Cash Flows**

Concept and Significance of Cash Flow Statement, Cash Flows Activities: Operating, Investing and Financing Activities, Preparation of Cash Flow Statement: Direct and Indirect Method

**Unit 8**

**LH 2**

**Annual Report**

Meaning and Component of an Annual Report

**References**

1. R. NarayanSwamy: Finacial Accouting: A Managerial Perspective, Prentice Hall of India
2. Garry A. Porter and Curtis L. Norton (2007) Financial Accounting: The Impact on Decision Makers

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	Basic Mathematics
Course Code Number	MGT 313
Year/Semester	I/I
Credit Hours	03

### Course Objectives:

#### Main Objective .

This Course is intended to give students an understanding of and competence in some further aspects of mathematics which are applicable to the real world. The course contains fundamental ideas of algebra and calculus.

#### Enabling Objectives

After completion of all the learning units of the course, participants will be able to;

- Collect, organize, and represent data sets that have one or more variables
- Understand basic statistics (mean, median, mode, and range) and the meaning of probability.
- Demonstrate proficiency in the use of mathematics to formulate and solve problems.

#### Unit 1

LH 10

#### Sets and Real Number System

Solving of 2 Variable Equations and quadratic Equation, Sets; Introduction Representation, Types, Operations, Number of Elements in a Set and Problems Relating Up to Three Sets, Venn Diagram.

Sets of Number:- Natural Numbers Integers, Rational and Irrational Numbers real Numbers (Introduction and Examples Only) Representation of Real Number on the Real Line. Inequalities and Their Properties Verification Only, Intervals Modulus of a Real Number and Their Properties, Linear Programming

#### Unit 2

LH 7

#### Functions and Graph Mathematics Finance

Introduction, Domain Range, Types of Function (Linear Quadratic, Exponential and Logarithmic) and Their Graphs, Problems Involving

Cost Revenue, Profit / Loss, Inverses Function, Limit of a Function  
(Excluding Trigonometric Function)

**Unit 3**

**LH 24**

**Calculus**

Derivatives and its Application:-

Derivatives of the Function (Including Trigonometric), Second Derivatives, and Their Uses For Optimality Partial Derivatives and its Uses For Optimality of UP to Variables, Marginal Cost / Remove /Profit Elasticity of Demand

**Integration:-**

Integration of Algebraic, Logarithmic and Exponential Function Methods off Integration, Subtraction Integration by Parts, Definite Integrates, Consumers and Produces Purples

**Martix and Determinant**

Introduction, Algebra of Martix (Sum and Product), Word Problems Relating to Matrix Operation, Inverse Matrix, Determinations, Introduction, Properties, Problem Related to Properties Determinants, Grammar's Rules, Application For Up to Three Variables Equations, Word Problems

**Unit 4**

**LH 7**

**Mathematics of Finance**

Laws of Indices, Logarithm Review & Simple Interest (Introduction, Formula, Simple Problem, Compound Interest, Compound Deprecation Annuities

**References**

1. Budnick, F. S (1993), Applied Mathematics for Business, Economic and Social Sciences New Delhi MC GrawHill, INC.
2. Shrestha, K.K and Thagurathi R.K (2008) Applied Mathematics, Second Edition, Buddha Academic Enterprises, Kathmandu.
3. Bajracharya, B.C (2063) Business Mathematics, M.K Publishers and Distributers, Bhotahity, Kathmandu, Nepal.

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

**Course Title** Microeconomics  
**Course Code Number** MGT 314  
**Year/Semester** I/I  
**Credit Hours** 03

**Course Objectives:**

**Main Objective**

This is an introductory course in microeconomics, which covers the fundamental theories of the consumer, the firm, and markets. This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products.

**Enabling Objectives**

After completion of all the learning units of the course, participants will be able to:

- Understands the fundamentals of micro economic theory.
- Underst the principles of economics that apply may to the functions of individual decision makers, both from consumers and producers perspectives.

**Unit 1**

**LH 3**

**Introduction**

Scarcity, Choice and Alternatives, Micro economics:-Meaning, Scope and Types, Basic Concepts:- Positive and Normative Economics, Economic Models, Equilibrium, Application of micro economics in Business Decision Making.

**Unit 2**

**LH 8**

**Theory of Demand Supply and Equilibrium Price**

Demand function, Movement along a demand curve and shift in demand curve, Supply function, Movement along a supply curve and shift in supply curve, Determination of Equilibrium price, Applications:- Effects of Government policies on Equilibrium price (tax, subsidy, price floor, price ceiling) Price Elasticity of Demand:- Meaning,

Degrees and its Measurement (Total outlay method, percentage, Arc and point methods), Application in Business Decision Making, Income Elasticity of Demand:- Meaning, Degrees and its measurement (Percentage, Arc and point methods), Cross Elasticity of Demand:- Meaning, Degrees, and its measurement (percentage and Arc methods), Price Elasticity of Supply:- Meaning, Degrees, and its measurement (percentage, Arc and point methods), Numerical case studies

### **Unit 3 LH 8**

#### **Theory of Consumer's Behaviour**

Cardinal Utility Analysis:- Assumptions, Consumer's Equilibrium, Applications,  
Ordinal Utility Analysis (Indifference curve Analysis):- Assumptions, Properties, Budget Line, Consumer's Equilibrium, price Effect and Income Effects : Normal and Inferior Goods, substitution Effect, Decomposition of price Effect on Income and Substitution Effects, Applications:- Tax and Subsidy, Income leisure choice of worker, Numerical Case Studies

### **Unit 4**

#### **Theory of Firm**

**LH 13**

Production Analysis:- Production Function (with Cobb - Douglas production Function), Production Function with one Variable Input, ISO-quant: MRTS, properties, ISO-cost Line and optimal Employment of Two Inputs, Laws of Returns to Scale, Economies of scope, Numerical Case Studies cost and cost curves, Numerical case studies, Various concepts of cost (Explicit and Implicit costs, opportunity cost, Accounting and Economic costs), Behaviour of short- run Average and Marginal cost curves, Behaviour of Long- run Average and Marginal cost curves, Concept of Economies and Diseconomies of scale concept of L- shaped LAC . Numerical Case Studies

### **Unit 5**

#### **Theory of Product Pricing**

**LH 9**

Business profit VS Economic profit, profit Maximization and Equilibrium of Firm ( TR-TC Approach and MR-MC Approach), Perfect Competition:- Characteristics, Short-run and Long-run Equilibrium,

Monopolistic Competition:- Characteristics, Short-run and Long-run Equilibrium, :- Characteristics, Short-run and Long-run Equilibrium, Price Discrimination:- Conditions and Degrees, Oligopoly:- Characteristics, Concept of Cartel and Price Leadership, Numerical Case Studies.

## Unit 6

LH 7

### Theory of Factor Pricing

Modern Theory of Rent, Marginal Productivity Theory of Wages, Loan-able Funds and Liquidity preference Theories of Interest, Dynamic and Innovation Theories of profit, Earnings and Discrimination, Determinants of Equilibrium wages, The Economics of Labour Market Discrimination, Minimum Wage Laws, Unions and Efficiency of Wages,

### References

1. Kreps, D. (2009) Micro economics of Managers, 1st edition Viva Books Ltd.
2. Dwivedi, D.N. (2008) Managerial Economics, 7th edition, Vikas publishing House
3. Samuelson, P and N Nordhaus W.(2009) Economics, 18th Edition, Mc Graw Hill education

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination



<b>Course Title</b>	<b>Computers in Management</b>
<b>Course Code Number</b>	<b>MGT 315</b>
<b>Year/Semester</b>	<b>I/I</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This module is designed to provide an introduction to computing for students planning a business career or who are likely to work in an office environment. It will provide students with experience in using a range of computer software packages, and help them develop skills in the choice and use of computing tools for various tasks. The main focus of this course is on business applications of software, including word processing, spreadsheets which will be taught during Practical Labs.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to

- Identify different input and output devices computer system
- Understand the basic difference between Internet, Intranet and Extranet
- Understand the business Application of Computer system

#### **Unit 2**

**LH 6**

#### **Computer and Computer Software**

Introduction to Computer, Generations, Characteristics and Components of a Computer, How Computer works; Input and Output Devices (name and function only)

Software Development, Programming Languages, General Software Features and Trends, Relationship between Hardware and Software, Types of Software

#### **Unit 2**

**LH 12**

#### **Internet, Intranet & Extranet**

**Internet:-** Evolution, Application of Internet, World Wide web, web - Browser, E-mail. Search Engine URL and Domain Name System, Internet Protocols - TCP/IP, HTTP, FTP and Telnet, Web pages and HTML

**Intranet:-** Introduction, Characteristics Business Values of Intranet, Drawbacks Technical Infrastructure of Intranet Planning an Intranet.

**Extranet:-** Introduction, Structure of Extranet, Extranet Products and Services, Benefits, Business Models of Extranet Application.

### **Unit 3**

**LH 5**

#### **Geographic Information System**

Introduction, How GIS Works, Geographic References, Vector and Raster Models, Components of GIS, Data for GIS, GIS and Related Technologies, What can GIS do for Your GIS in Everyday Life Global Positioning System (GPS).

### **Unit 4**

**LH 6**

#### **Enterprise Resource Planning (ERP)**

Introduction; History, Reasons for the Growth of ERP Market, Advantages of ERP; Successful ERP Implementation, ERP to ERP II - Bringing ERP to the Enterprise

### **Unit 5**

**LH 7**

#### **Supply Chain Management**

Introduction, Evolution, Elements, Sharing Data and Gut Instincts Electronically, Improvements in SCM, SCM and Retailers, Advantages

### **Unit 6**

**LH 6**

#### **Customer Relationship Management**

Introduction, Function, Components (Operational, Analytical and Collaborative), Use, Futures and Functions of CRM System (Technology Enabled Management, Marketing Resources Management, Segment and List Management, Call Center Management, Trade Promotion Management, Lead Management, Marketing Analytics); Benefit of CRM.

### **Unit 7**

**LH 6**

#### **Computer in Business and Industry**

Introduction, Office Automation, Ergonomics, Office Automation Technologies, Office Automation System (Text Management Business Analysis, Document Management, Networks Communication Management) Transaction Processing, Centralized Transaction Processing,

Client/Server System, Client/Server Software, Distributed Computing, Tools for Management Control (Decision Support System , Executive In formations System, Geographical Information System, On - Line Analytical Processing, Data Ware Housing, Data Mining.

### References

1. Fundamentals of Information Technology, 2nd Edition, Alexis Leon/Mathews Leon, Vikas Publishing
2. Computer House PVT.Ltd. Fundamentals, Fourth Edition, Pradeep K. Sinha, PritSinha, BPB Publications.
3. DewanBhusan (2002), Managing Information Technology, Vikas Publishing House, New Delhi.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Business English</b>
<b>Course Code Number</b>	<b>MGT 316</b>
<b>Year/Semester</b>	<b>I/I</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objective**

#### **Main objective**

The focus of the course is to develop communicative competence, that is, the ability to communicate in English according to the situation, purpose and roles of the participants.

More specially, the course will develop four skills of listening, speaking, reading and writing as well as improving pronunciation and building vocabulary.

#### **Enabling objectives**

After completion of all the learning units of the course, participants will be able to:

- Exchanging personal information
- Describing positive and negative features, making comparisons
- expressing likes and dislikes
- Introduce themselves,

#### **Unit 1**

**LH 3**

##### **People, childhood, reminiscences:**

Introducing yourself, talking about yourself, exchanging personal information, remembering your childhood, asking about someone's childhood

#### **Unit 2**

**LH 5**

##### **Transportation, transportation problems, city services**

Talking about transportation and transportation problems, evaluating city services, asking for and giving information

#### **Unit 3**

**LH 5**

##### **Houses and apartments, lifestyle changes, wishes**

Describing positive and negative features, making comparisons, talking about lifestyle changes, expressing wishes

**Unit 4**

**Food, recipes, instructions, cooking methods**

**LH 4**

Talking about food, expressing likes and dislikes, describing a favorite snack, giving instructions

**Unit 5**

**Travel, vacations, plans**

**LH 5**

Describing vacations plans, giving travel advice, planning a vacation

**Unit 6**

**Complaints, household chores, requests, excuses, apologies**

**LH 5**

Making request, accepting and refusing requests, complaining, apologizing, giving excuses

**Unit 7**

**Technology, instructions**

**LH 5**

Describing technology, giving instructions, giving advice

**Unit 8**

**Holidays, festivals, customs, celebrations**

**LH4**

Describing holidays, festivals, customs, and special events

**Unit 9**

**Life in the past, present, and future, changes and contrasts, consequences**

**LH 3**

Talking about change, comparing time periods, describing possibilities

**Unit 10**

**Abilities and skills, job preferences, personality traits, careers**

**LH3**

Describing ability and skills, talking about job preferences, personality traits

**Unit 11**

**Entertainment, movies and books, reactions and opinions**

**LH3**

Describing movies and books, talking about actors and actresses, asking for and giving reactions and opinions

**Unit 12**

**LH3**

**Requests, excuses, invitations “white lies”**

Reporting what people say, making requests, making invitations and excuses

**Reference**

1. Richards, J.C., Hull, J. & Proctor, S. (2012). *New Interchange 2 (Student Book)*. New Delhi: Cambridge University Press.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

<b>Course Title</b>	<b>Microsoft Office Practical</b>
<b>Course Code Number</b>	<b>MGT 317</b>
<b>Year/Semester</b>	<b>I/I</b>
<b>Credit Hours</b>	<b>00</b>

### **Course Objectives:**

#### **Main Objective**

This course is designed to provide students with experience in using a range of computer software packages, and help them develop skills in the choice and use of computing tools for various tasks. The main focus of this course is on business applications of software, including word processing, spreadsheets which will be taught during Practical Labs.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to

- perform different activities like inserting table, footnotes, creating, printing and editing MS word documents
- create spreadsheet and insert different builtin functions and logical operation formula.
- make powerpoint slides for presentation.

#### **Unit 1**

**LH 15**

##### **MS Word**

Creating, Navigating and Editing Word Documents, Formatting Text of a Document, Formatting, Viewing and Printing a Document, Inserting and Removing Page Breaks, Insert Header and Footers Viewing a Document, Insert and Removing Page set up of a Document, Printing a Document, Working With Tables and Graphics, Working With Objects, Mail Merge and Labels, Spelling and Grammar Tools, Autocorrect, auto Format, Inserting Endnotes and Footnotes, Working With Comments, Inserting Comments, Creating Index and Tables From the Content of Document, Counting Words Macro Saving Documents With Passwords

#### **Unit 2**

**LH 23**

##### **Introduction to Excel**

- Concept of Workbook, Worksheet, Work Space

- Formatting Workbook, Conditioning Formatting, Sorting Data
- What if analysis, Goal Seek, Scenario, Project Work Sheet, Types of Errors, Functions & Formulas :-
- Mathematical Round, Ceil Floor, Fact, Subtotal, Sum, Submit
- Logical - AND, OR, Not
- Statistical :- Min, Max, Avg, Count if
- Text Concatenate, Exact, Find Left, Right, Len Lower, Upper, Trim
- Took Up :- Hlook up, Vlookup
- Date and time:- Date, Day, Days 360, Hour, Minute, Now, Second Time.

### Unit 3

LH 10

#### Ms Power Point

Creating, Browsing & Saving Presentation, Editing & Formatting Slides, Linking Multiple Slides Using Hyperlinks and Advance Buttons, Using Slide Layouts, Adding Notes to the Slides, Editing and Formatting Slides, Working With Slide Masters, Inserting Objects on the Slide, Animating Objects, Slide Transitions, Choosing Preset Animations, triggering Animations, applying Sound Effects to Animation Effects, Playing Videos, Rehearsing Timings, Slide Show, Slide Show Options (Using Pen Pointer, Highlighter), Pack & go, Custom Show

#### References

1. Microsoft Office 2003 Complete, BPB Publication
2. Office 2003 in Simple Steps Dream Tech Press
3. Microsoft Office XP - Fast & Easy, Diane Koers, Prentice Hall of India Private Limited, 2001.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination



# **BBA IInd Semester**

Course Title	Business Communication
Course Code Number	MGT 321
Year/Semester	I/II
Credit Hours	03

### Course Objectives:

#### Main Objective

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.

#### Enabling Objectives

After completion of all the learning units of the course, participants will be able to:

- Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands.
- Write effective and concise Business letters and memos,
- Prepare informal and formal reports,
- Demonstrate competency in the fundamentals of business Letters Writing, reporting, Proposal and research.
- Demonstrate understanding of the Business etiquette.

#### Unit 1

LH 6

#### Introduction

Introduction to Business Communication: Basic Form of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs, Media of Communication, Types of Communication, Barriers to Communication, Enhancing Speaking, Listening and Reading Skills. Comments, Creating Index and Tables From the Content of Document, Counting Words Macro Saving Documents With Passwords

#### Unit 2

LH 8

#### Correctness of Communication

The Nature of Correctness, Standards For Punctuation, Standards for Grammar (Adjective-Adverb Confusion, Subject-Verb Agreement,

Adverbial Noun Clause), Sentence Fragment, Pronouns, Tense, Words Often Confused, Word often Misspell.

### Unit 3

LH 14

#### Business Correspondence

Memos (Purpose and Criteria for Writing Memos), Email-Importance and Techniques of Writing Email Letters-Components, Letter Formats and Criteria for Different Type of Letters,( Letter of Inquiry, Cover Letter, Good News Letters, Bad News Letters, Persuasive Request Letters, Complaint Letters, Adjustment Letters, Sales Letters, Letters of Acknowledges),Circular Notice Agenda and Minutes of Meetings.

### Unit 4

LH 14

#### Report and Proposals

Report: Definition, Purpose, Types of Reports (Trip Reports, Progress Reports, Lab Reports, Incident Reports, Meeting Minutes), Process, (Pre Writing Research Techniques, Writing and Rewriting)

Proposals: Definition, Purpose, Title Page, Cover Letter, Tables of Contents, List of Illustration, Abstract, Introduction, Discussion, Glossary, References, Appendix, Process (Pre Writing, Writing, Rewriting).

### Unit 5

LH 6

#### Business Etiquette

Business Manners, Office Protocol and Etiquette, Professional Conduct, Use of Courteous Phrases in the Work Place, Proper way to Make Introduction, Business Dress, Grooming, Handling, Business Meeting and Dining Etiquette- Attending Business Fundamentals, Etiquette in Meetings, Banquet Etiquette.

#### References

1. Change, Lillian Hunt and Jeenethe Martin, The Essential Guide to Business Etiquette.
2. Boove, C.L. Thill J.V. and Chaturvedi, M. (2009), Business Communication Today Pearson Education.
3. Technical Communication- Principles and Practice, O.U.P, New Delhi, 2007, Raman Meenakshi and Sharma Sangeeta.
4. Murphy and Hilde Brand, 2008, Effective Business Commu

nication, Mc Graw Hill Education.

5. Mc Geaw, S.J.(2008), Basic Manegerial Skills for All, 8th Edition, Prentice Hall of India.
6. Wren and Martin (2008), English Grammar and Composition, Saltan Chand and Sons.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	Business Statistics - I
Course Code Number	MGT 322
Year/Semester	I/II
Credit Hours	03

### Course Objectives:

#### Main Objective

This course is designed to familiarize students with the scope and application of statistical analysis. It focuses on the application of data analytic, quantitative tools in business decisions.

#### Enabling Objectives

After completion of all the learning units of the course, participants will be able to:

- Disseminate the Knowledge of descriptive as well as some Inferential Statistical tools focusing in Business and Management decision making problems.
- Explain the concepts and statistical techniques used to analyze business data.
- Use the essential tools of applied statistics, including data analysis, basic probability, probability models (distributions), sampling theory, point and confidence interval estimation, hypothesis testing, analysis of variance, linear regression and correlation, and multiple regression.
- Apply statistical methodology properly in their future academic and professional careers.
- Use statistical analysis as decision support in all areas of business; customer service, production operations management, and quality control

### Unit 1

#### Introduction to Statistics

LH 3

History and Development of Statistics, Definitions of Statistics, Fundamental Elements of Statistical Analysis, Scope and Laminations of Statistics, Misuse of Statistics.

**Unit 2**

**LH 4**

**Measurement and Scales**

Nominal, Ordinal, Interval and Ratio Scales, Variable, Types of Variable: Quantitative and Categorical Variables; Discrete and Continuous Variables.

**Unit 3**

**LH 3**

**Data Sources**

Primary and Secondary Sources of Data, Procedures of Collecting Primary Data, Measure Sources of Secondary Data, Data Quality, Editing and Coding of the Data.

**Unit 4**

**LH 3**

**Presentation of Data**

Tabulation, Graph of Frequency Distribution, Histogram, Frequency polygon, Frequency Curves, Graph of Times Series Data, Stem and Leaf Display, Pie- Chart.

**Unit 5**

**LH 8**

**Summary Measures**

Measures of Central Tendency : Mean, Median, Quartiles, Mode  
Measures of Variation: Rang, Inter-Quartile Range, Standard Deviation, Coefficient of Variation, Shape of The Distribution Skewness and Kurtosis and Kurtosis Using Moments, Exploring Data Analysis : Box and Whisker Plots, Five Number Summary .

**Unit 6**

**LH 5**

**Probability**

Concept of Probability, Approaches of Probability, Additive Law of Probability, Multiplicative Law of Probability, Marginal and Joint Probabilities, Baye's Theorem and Their Applications.

**Unit 7**

**LH 3**

**Random Variables**

Discrete and Continuous Random Variables, Mathematical Expectations for Discrete and Continuous Variables.

**Unit 8**

**LH 6**

**Discrete and Continuous Probability Distributions**

Binomial and Poisson distribution, Normal Distribution and Their Applications

**Unit 9**

**LH 4**

**Estimation**

Basic Concept of Sampling: Population, Sampling Frame, Census and Sample Survey, Concept of Statistic and Parameter, Point Estimates and Interval Estimates

**Unit 10**

**LH 9**

**Testing of Hypothesis**

Detail Concepts of Testing of Hypothesis, Types of Errors in Testing of Hypothesis, P-value Approach in Taking Decision and Interpretations, Comparison of Two means, Two Proportions and Chi-square Test for Testing the Independence of Attributes

**References**

1. Levine M. David, Krehbiel C. Timothy; Brenson L. Mark and Viswanathan, P.K. Business Statistics A First Course, Pearson Education, Latest Edition
2. Vohra N.D; (2009) Quantitative Techniques in Management, 4th Edition, M C Graw Hill Education.
3. Vishwa Nathan, P.K. (2008) Business Statistics & Applied Orientation, 1st Edition; Pearson Education.

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Financial Management</b>
<b>Course Code Number</b>	<b>MGT 323</b>
<b>Credit Hours</b>	<b>03</b>
<b>Year/Semester</b>	<b>I/II</b>

### **Course Objectives:**

#### **Main Objective**

The focus of this course is in the area of financial management. This course will enable managers how to interface with accounting and finance departments, help them to understand how firms meet their financial objectives utilizing financial decision-making. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

#### **Enabling Objectives**

At the completion of this course, the students will be able to:

- Develop a foundation of financial management concepts
- Execute the financial statement for financial analysis
- Use the concept of time value of money
- Understand the concept of valuation of financial assets
- Understand how corporations make important investment and financing decisions, and how they establish working capital policies.

#### **Unit 1**

**LH 2**

##### **Introduction**

Nature and Scope of Financial Management, Finance Functions, Goals of Financial Management, Agency Relationship

#### **Unit 2**

**LH 10**

##### **Financial Statement Analysis**

Concept and uses of Financial Statement, Balance Sheet, Income Statement, Statement of Retained Earnings, Statement of Cash Flows: Concept and its Preparation

Financial Ratio Analysis: Types and uses of Financial Ratios, Limitations of Ratio Analysis



**Unit 3**

**Time Value of Money**

Concept and Significance of Time Value of Money, Future Value and Compounding, Present Value and Discounting, Future Value and Present Value of an Annuity, Solving for Interest Rates and Number of Periods, Semi-Annual and Other Compounding Periods, Present Value of Perpetuity, Present and Future Value of an un-even Cash Flow Stream, Loan Amortization Schedule

**Unit 4**

**Bond and Stock Valuation**

Features of Bond, Bond Valuation, Impact of Market Interest Rate on Bond Value, Bond Return Measures  
Features of Common Stock, Common Stock Valuation using Dividend Discount Model, Expected Rate of Return on a Constant Growth Stock  
Features of Preferred Stock, Valuation of Preferred Stock

**Unit 5**

**Capital Budgeting**

Concept and Significance of Capital Budgeting, Classification of Capital Projects, Alternative Ranking Methods of the Investment Proposals: Pay Back Period, Discounted Pay Back Period, Net Present Value, Internal Rate of Return, Modified Internal Rate of Return and Profitability Index

**Unit 6**

**Working Capital Management**

Concept of Working Capital, Importance of Working Capital Management, Cash Conversion Cycle,  
Cash Management: Motives for Holding Cash, Managing Collections and Controlling Disbursement  
Receivables Management: Concept and Determinants of Investment in Receivables, Elements of Credit Policy  
Inventory Management: Basic Inventory Cost, Economic Order Quantity, Reorder Point, and Safety Stock

## References

1. Brigham, Eugene F. & Joel F. Houston (2009) *Fundamentals of Financial Management*. India: South Western Publication.
2. Jamec C Van Horne, John M. Wachowicz, & Saumitra N. Bhauri. (2009) *Fundamentals of Financials Management*. Pearson Education.
3. Pandey, I. M. (2009). *Financial Management*, New Delhi: Vikash Publising House Pvt. Ltd
4. Joshi, K.R., Sharma, D.R., Gupta, M.K., Lamichhane, P., Shrestha, P.M. & Ghimire, T.R. et al. *Fundamentals of Financial Management*, Ayam Publication, Kathmandu, Nepal.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title  
Course Code Number  
Year/Semester  
Credit Hours

Marketing Management  
MGT 324  
I/II  
03

### Course Objectives:

#### Main Objective

This Course is designed to introduce the Concepts and practices of Marketing. The course begins with identifying consumer needs and ends with positioning the product and service.

#### Enabling Objectives

After completion of all the learning Units of the course, participants will be able to:

- Understand the Essentials Elements for Effective Marketing Practice by Introducing Foundation Terms and Concepts that are commonly used.
- Develop a Solid Grass of the Language & Vocabulary of Marketing and the important ways it is changing.
- Comprehend Essentials Elements for Effective Marketing Practice by Introducing Foundation Terms & Concepts that are Commonly Used in Marketing.

#### Unit 1

LH 10

##### Introduction

Meaning and background of Marketing, Marketing Concept (Production, Product, Selling Marketing and Societal Marketing), Function and Process of Marketing, Analyzing Marketing Environment (Micro and Macro), Various Environmental Factors Affecting the Marketing Function, 7p's of Marketing.

#### Unit 2

LH 8

##### Consumer Behavior

Buyer Behavior, Buying Motives, Consumer's Purchase Decision Process, Market Segmentation and Target Marketing, Marketing Strategy, Market Structure, Marketing Mix, Definition of types of Channel, Channel Selection and Problem

### **Unit 3**

**LH 12**

#### **Product and Branding**

Definition, Marketing Characteristics, Consumer Good, Industrial Good, Production Policy, Product Life Cycle (PLC), New Product Development Process, Product Line, Product Mix, Modification and Elimination, Packing, Developing New Products, Strategies, Positioning, Branding (Branding Decisions, Brand Image, Brand Identity, Brand Personality, Positioning and Leveraging the Brands, Brand Equity) and Packaging, Modern Methods of Branding (BTL and ETL).

### **Unit 4**

**LH 6**

#### **Pricing**

Definition, Pricing Policies, Approaches of Pricing, (Cost Based, Value Based and Competition Based Pricing) Factors Influencing Pricing Decisions, Competitors action to Price Changes, Multiproduct Pricing, Marketing Risks.

### **Unit 5**

**LH 12**

#### **Promotion and Supply Chain**

Communication and Promotion Mix (Advertisement, Personal Selling, Sales Promotion, Direct Marketing and Public Relations), Relationship Management, Social Media Advertisement

Supply Chain Management: Meaning, Concepts, Objectives, Role of Physical Distribution, Selection and Management of Distribution Channels

#### **References**

1. Philip Kotler and Gary ArmStrong (2001) Principle of Marketing, 11th Edition, Prentice Hall, India
2. Kotler, ArmStrong, Agnihotri and Haque (2010), Principles of Marketing-A South Asian Perspective, 13th Edition, Pearson Education.
3. Kotler, KoshiJha,(2009) Marketing Management, 13th Edition, Pearson Education.
4. Kumar, Arun and McenakshiN., (2009), Marketing Management, Vikas Publishing House.

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Macroeconomics</b>
<b>Course Code Number</b>	<b>MGT 325</b>
<b>Year/Semester</b>	<b>I/II</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course is an introduction to macroeconomics. This subdivision of economics deals with the economy as a whole: aggregate national income and output, Employment, Income Determination, Business Cycles etc.

#### **Enabling Objectives**

After completion of all the learning Units of the course, participants will be able to:

- Improve economic literacy and ability to apply economic models to analyze world events.
- Analyze economic theory including introductory basic principles of economics, National Income, Price fluctuations, Theories of employment and Income Determination Level.

#### **Unit 1**

**LH 2**

##### **Introduction**

Macroeconomics: Meaning, Scope and Types, Goals and Issues of Macroeconomics, Application of Macroeconomics in Business Decision Making

#### **Unit 2**

**LH6**

##### **National Income Accounting**

Meaning and Various Concepts of NI, Circular Flow of Income and Expenditure (Two, Three and Four Sector Economy), Measurement Methods and Difficulties, Numerical Case Studies

#### **Unit 3**

**LH 3**

##### **Theories of Employment**

Classical Theory of Employment : Say's law of Market, Product

Market Equilibrium, Labor Market Equilibrium and Money Market Equilibrium, Criticisms, Principle of Effective Demand: Aggregate Demand Price, Aggregate Supply Price, Determinations and Importance of Effective Demands.

**Unit 4**

**LH 14**

**Income Determination Model (Keynesian Approach)**

Components: Consumption Function, Saving Function and Investment Function, Paradox of Thrift, Acceleration Coefficient, Multiplier Investment Multiplier (Its Working and Leakages), Tax Multiplier, Government Expenditure Multiplier, Balanced Budget Multiplier, Export Multiplier, Import Multiplier and Foreign Trade Multiplier, Super Multiplier.

Income Determination Model in a Two Sector Economy (AD-AS approach, S-I approach)

Income Determination Model in a Three-Sector Economy (With Tax Government Expenditure and Transfer Payments)

Income Determination Model in a Four-Sector Economy, Numerical Case Studies

**Unit 5**

**LH 6**

**Income Determination Model (IS-L M Framework)**

IS - L H Model with Two Sector Economy, Product Market Equilibrium and Derivation IS Curve, Money Market Equilibrium and Derivation of LM Curve, Determination of Equilibrium Income, Shifts in the IS and LM Functions, IS - LM Model with Three Sector Economy, Money Market Equilibrium With Monetary Policy: Derivation of L M Curve, Product Market Equilibrium With Fiscal Policy: Derivation of IS Curve, Shift in IS and LM Functions, Simultaneous Equilibrium, Numerical Case Studies

**Unit 6**

**LH 7**

**Inflation, Deflation and Stagflation**

Meaning and Types of Inflation, Causes and Effects of Inflation, Computation of Rate of Inflation, Measures to Control, Deflation: Meaning causes and Measures to Control, Concept of Stagflation, Inflationary Gap and Deflationary Gap

**Unit 7**

**LH 2**

**Business Cycles**

Meaning, Characteristics and Phases, Economic Stabilization Policy

**Unit 8**

**LH 8**

**Macroeconomics Policies**

Monetary Policy: Meaning, Instruments and Objectives, Determinants of Money Supply, Role of Central Bank in Economic Development and Financial Reforms, Fiscal Policy: Meaning, Instruments and Objectives,

Budget: Meaning and Components, Process of Budget Formulation, Concept of Deficit Financing and Debit Management.

**References**

1. D.N. Dwivedi (2005), Macro Economics, Mc GrawHil Education
2. Soga, Erol, (2008). Macro Economics, 1st Edition, Pearson Education
3. Mishra, S.K. and Puri, V.K., (2003) Modern Macro-Economic Theory, Himalaya Publishing House.
4. Agrawal, 2010, Macro Economics Theory and Policy, 1st Edition, Pearson Education.
5. Shapiro, E, (2003) Macro-Economics Analysis Mc Graw Hill education

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination



# **BBA IIIrd Semester**

<b>Course Title</b>	<b>Business Law</b>
<b>Course Code Number</b>	<b>MGT 331</b>
<b>Year/Semester</b>	<b>II/III</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course is meant to provide a general introduction to the legal environment that affects individuals, businesses, and business transactions. In addition to providing a general introduction to the Nepalese legal system, it also provides a general framework of the legal principles of business law. Students examine various areas of the law which are integral to operating a business enterprise. Topics include Law of Contract, Contract of Agency, sales of goods, Company Act and Intellectual Property and Arbitration.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to:

- Understand basic legal terminology and concepts used in Business
- Evaluate issues of legal significance in business transactions.
- Apply legal reasoning to situations and form legal conclusions.
- Acknowledge About Company act of Nepal.

#### **Unit 1**

**LH 4**

##### **Introduction**

Concept, Nature, Types and Sources of Law, Classification of Law, Importance and Sources of Business Law, Legal Environment in Business, Court System in Nepal

#### **Unit 2 LH 8**

##### **Law of Contract**

Meaning & Nature of Contract : Essential Elements of Valid Contract, Offer and Acceptance and Consideration; Void, Voidable and Quasi Contract, Contractual Capacity, Rules Regarding Minor's Agreement,

Unsound Mind and Disqualified Person Performance, Termination and Breach of Contract, Remedies for Breach of Contract.

**Unit 3**

**LH 6**

**Contract of Agency**

Models of Creating Agency, Types of Agent, Rights and Duties of Agent, Rights and Duties Principals, Distinction Between Sub-Agent and Substitute Agent, Termination of Agency.

**Unit 4**

**LH 4**

**Bailment and Pledge Contract**

Meaning and Features of Bailment and Pledge, Rights and Duties of Bailor, Bailee and Pledger / Pledgee, Finder of Lost goods, Pledge by Non-owner.

**Unit 5**

**LH 6**

**Indemnity and Guarantee**

Meaning of Indemnity and Guarantee, Rights and Duties of Indemnifier and Indemnity Holder, Difference between Indemnity and Guarantee, Rights and Duties of Surety

**Unit 6**

**LH 4**

**Sales of Goods**

Essential Elements of a Contract of Sale of Goods, Conditions and Warranties, Transfer of Ownership, Rights and Duties of Unpaid Seller

**Unit 7**

**LH 9**

**Company Act**

Meaning and Nature of Company, Types of Companies, Incorporation of the Company Memorandum and Articles of Association, Share Capital and Debentures, Prospectus, Meeting of the Company, Board of Directors, Minutes, Books of Account, Auditing, Liquidation of Company.

**Unit 8**

**LH 7**

**Intellectual Property and Arbitration**

Concept and Nepalese Laws Relating to Patent, Design, Trademark and Copy Right, Meaning and Importance of Arbitration, Power and Duties of Arbitrator

**References**

1. Tulsian P.C. "Business Law", Tata Mc Graw Hill Delhi 2001.
2. Different Nepalese Acts (Contract Act, Company Act, Patent Right Act, Arbitration Act etc.)
3. Kuchhal, M.C (2006), Business Law, Vikash Publishing House, New Delhi

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	Human Resource Management
Course Code Number	MGT 332
Year/Semester	II/III
Credit Hours	03

### Course Objectives:

#### Main Objective

The Course is designed to provide a Broad Understanding of the Role and Importance of Human Resources as an Essential Management Responsibility. This Course Introduces the Major Topic in Human Resource Management and Development.

#### Enabling Objectives

After the completion of all the learning units of the course, participants will be able to:

- Learn the Concepts and Application of HRM
- Familiarized with the Different aspects of Managing Human Resource in the Organization
- Understand the Role of HRM and will be able to practice HRM independently.

#### Unit 1

LH 3

#### Human Resource Management

Meaning, Scope, Functions, Objectives of HRM, Growth and Development of HR in Nepal, Human Resource Manager - Qualities and Evolution, Personnel Management Vs HRM

#### Unit 2

LH 6

#### Human Resource Planning

Types, Needs, Importance, Objectives of HR Planning, HR Information System and Succession Planning, Job Analysis, Job Description, Job Specification, Techniques of HR Demand and Supply Forecasting.

#### Unit 3

LH 7

#### Recruitment and Selection

Recruitment: Purpose and Importance, Recruitment Process, External and Internal Sources of Human Resource.

**Selection:** Meaning, Definition, Selection Process, Types of Interview and Types of Selection Test, Barriers to Effective Selection

**Unit 4**

**LH 2**

**Orientation and Placement**

**Orientation:** Orientation Program, Procedure, Problem of Orientation  
**Placement:** Process, Problems, Principles.

**Unit 5**

**LH 8**

**Training, Development, Promotion and Transfer**

Definition, Identification of Training Needs Management Development, Purpose and Principles of Promotion, Base and Types of Promotion, Transfer: Definition, Reasons, Principles Types.

**Unit 6**

**LH 3**

**Performance Appraisal**

Definition, Needs, Uses and Limitation, Methods of Appraisal (Absolute Standards, Relative Standards Methods)

**Unit 7**

**LH 4**

**Compensation of Human Resource**

Job Evaluation, Wage and Salary Administration, Types of Wage, System of Wage Payment.

**Unit 8**

**LH 9**

**Industrial Relation and Dispute Management**

Trade Union, Nature and Importance, Consequences of Trade Union Movement in Nepal, Hurdles in Trade Unionism in Nepal, Main Provisions of Labour Law in Nepal, Natures of Disputes, Causes of Disputes, Settle of Disputes, Collective Bargaining :-Concept and Process.

**Unit 9**

**LH 6**

**HRM in 21st Century**

New Trends and Challenges to HRM, Globalization and HRM, International HRM, Comparison of HRM and IHRM, HRM in MNCs, Problem of IHRM, HRM out Sourcing, Leading HRM Companies.

### References

1. Decenzo D.A. and Rabbinston, S.P (2007), Fundamentals of Human Resource Management 9th Edition, John Wiley.
2. Durai, Praveen (2010) Human Resource Management, Pearson Education.
3. Aswathappa, K., (2010), Human Resource Management, Mc Graw Hill Education .
4. Jyothi P. and Venkatesh, D. N, (2006), Human Resource Management, Oxford Higher Education

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	Cost Accounting
Course Code Number	MGT 333
Year/Semester	II/III
Credit Hours	03

### Course Objectives:

#### Main Objective

This course is a study of the fundamentals of cost accounting. The accounting functions relative to materials, labor, and factory overhead are treated in detail. Different Methods of Costing are fully explored. Cost Sheet and Reconciliation of Profit are also discussed.

#### Enabling Objectives

After the completion of all the learning units of the course, participants will be able to:

- Acquaint the basic concepts used in cost accounting and various methods involved in cost ascertainment systems.
- Use of costing data for planning, control and decision making.
- Understand the use of activity-based cost systems and strategic cost analysis
- Describe the uses and methods of job order costing and methods of process costing

#### Unit 1

LH 12

##### Introduction

Concept of Cost, Costing, Objectives of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Cost Unit and Cost Centre, Classification of Cost, Segregation of Semi Variable Cost, Cost Control and Cost Reduction.

#### Unit 2

LH 8

##### Elements of Cost

Material, Labor and other Expenses, Accounting for Overhead (Traditional and ABC Method)



**Unit 3**

**Method of Costing**

Job and Batch Costing: Meaning, Features, Advantages and Limitation.  
**Operating Costing:** Meaning, Features and Objectives.  
**Contract Costing:** Meaning, Points Appeared in Contract Costing,  
Contract Account, Profit and Loss Treated in Incomplete Contract,  
Work Certified and Work Uncertified.  
**Process Costing:** Meaning, Features, Normal and Abnormal Loss/  
Gains and Inter Process Costing.

**Unit 4**

**Cost Sheet and Reconciliation of Profit**

LH 10

Cost Sheet: Meaning, Features and Importance, Elements of Cost Sheet, Specimen of Cost Sheet, Quotation Price  
**Reconciliation of Profit:** Definition of Financial and Cost Account, Reasons of Differences of Profit, Reconciliation Statement.

**References**

1. Dutta Mahesh, (2005), Cost Accounting Principle Practices, 1st Edition, Pearson Education
2. Maheshwari, S.N. and Mittal, S.N. (2009), Cost Accounting - Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot.
3. Raja Sekaran, (2010), Cost Accounting, 1st Edition, Pearson Education.

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	Tourism and Hospitality Management
Course Code Number	MGT 334
Year/Semester	II/III
Credit Hours	03

### Course Objectives:

#### Main Objective

This Course aims to provide insights with regard to training in the skills and knowledge necessary for aspiring destination and operations managers in the tourism and Hospitality industry. It is designed to develop skills and knowledge at the cutting edge of an exciting and rapidly growing industry. The course will develop specialist understanding of tourism alongside a detailed study of management and business.

#### Enabling Objectives

After completion of all the learning units of the course, participants will be able to:

- Describe the various segments of the Tourism and Hospitality industry, and explain how they are organized.
- Analyze the various components of the hotel, restaurant and tourism industries and describe how they interrelate.
- Describe the interrelationship of travel, tourism and the hospitality industry
- Students will possess the skills and knowledge necessary for the management and development of a variety of tourism businesses and businesses in related sectors

#### Unit 1

LH 2

#### Tourism Business

Concept, Nature, Importance and Significance of Tourism, Components of Tourism, Tourism Marketing (Research, Marketing Mix and Destination Marketing), Impact of Environment on Tourism, National and International Tourism Organizations

#### Unit 2

LH 4

#### Travel Agency and Tour Operators

Definition and Differentiation, Growth of Travel agency and Tour Operator Business

**Travel Agency:** Meaning, Types and Functions (travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc)

**Tour Operators:-** Meaning, Types, Functions (Negotiation and liaisoning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management), Online Ticket Booking techniques, Popular Travel agencies sites, Procedure for setting up of own Travel Agency and Tour Operating Enterprises

### **Unit 3**

**LH 7**

#### **Hospitality Industry**

Concept, Origin and Development, Changing Trends

#### **Accommodation Industry**

Introduction to Hotels, Need, Importance and Role of hotels, Evolution of Lodging industries, Classification of Hotels

### **Unit 4**

**LH 12**

#### **Front Office**

Introduction and Advantages of Front Office Development, Types of Rooms and Plans, Organization Chart, Duties and Responsibilities, Qualities of Organization Chart, Duties and Responsibilities, Qualities of Front Office Staff .Introduction and Advantages of Front Office Department, Types of Room and Plans Organization Chart, Duties and Responsibilities, Qualities of Front Office Staff.

### **Unit 5**

**LH 8**

#### **House Keeping**

Introduction, Importance and Significance, Organizational Chart of House Keeping,

**Cleaning:-** Different Equipment and Agents, Laundry, Linen and Uniform, Interior Decoration, Special Decorations.

### **Unit 6**

**LH 5**

#### **Food and Beverage Services**

Food and Beverage Service, Types of Service, Organizational Charts and Duties

**Unit 7**

**LH 10**

**Event Management**

Definition of Event Management, Role of Events for Promotion of Tourism, Types of Event; Cultural, Festivals, Religions, Business etc. Need of Event Management, Key Factors of Best Event Management Promotion activities Organized for Different Countries (eg. Malaysia: Truly Asia)

**References**

1. Sinha, P.C., Tourism, Transport and Travels Management," - Anmol Publications Pvt.Ltd. New Delhi
2. Dennins Foster,, æ Introduction to Hospitality,"

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title  
Course Code Number  
Year/Semester  
Credit Hours

Financial Management- II  
MGT 335  
II/III  
03

**Course Objectives:**

**Main Objective**

This course is designed to give basic knowledge about risk and return, cost of capital and capital structure so that students will be able to analyze the basic fundamentals things of finance and its effect to any organization. Beside this, it also focuses on Merger and Acquisition and dividend policy.

**Enabling Objectives**

After the completion of the course the students will be able to:

- Develop the foundation of analyzing risk and return
- Understand the concept of cost of capital
- Evaluate the different approaches of capital structure
- Analyze the effect of leverage
- Use of warrants and convertible
- Understand the concept of merger and acquisition
- Describe the concept of dividend policy

**Unit 1**

**LH 12**

**Risk Return Theory**

Risk and Return: Concept and Attitude Toward Risk, Measuring Risk and Return in the context of a Single Asset, Risk and Return in a Portfolio Context, The Portfolio opportunity set and the efficient set, Mean Variance Indifference Curve, The Optimal Choice along the Efficient Set, Capital Asset Pricing Model, Security Market Line and Capital Market Line

**Unit 2**

**LH 6**

**Cost of Capital**

Cost of Capital: Concept and assumptions, Component cost of Capital and WACC, Marginal Cost of Capital, Factors Affecting Cost of Capital.

**Unit 3**

**LH 8**

**Capital Structure**

Meaning of Capital Structure, Common assumption of Capital Structure, Approaches to Capital Structure, Modigliani and Millers (MM) Proposition, Static Trade off Theory, Pecking Order Theory.

**Unit 4**

**LH 6**

**Leverage**

Meaning and Nature of Leverage, Types of Leverage, Financial Leverage with Preferred Stock, EBIT- EPS Analysis

**Unit 5**

**LH 10**

**Warrants and Convertibles**

Characteristics of Warrants and Valuation of Warrants, Use of Warrants in Financing, Convertibles Features and the Rationale for the Convertibles, Valuing Callable and Convertible Debt

**Unit 6**

**LH 6**

**Mergers and Acquisitions**

Concept of Mergers and Acquisitions, Economic Rationales for Merger, Types of Mergers, Problem of Mergers and Acquisitions, Present Scenario and Issues Concerning Mergers and Acquisitions in Nepal

**References**

1. Brigham Eugene F. and Joel F. Houston, (2009), *Fundamental of Financial Management*: India: South Western Publication.
2. James C. Van Horne (2002), *Financial Management and Policy*, Pearson Education.
3. Pandey, I. M. (2009). *Financial Management*, New Delhi: Vikash Publishing House Pvt. Ltd
4. Joshi, K. R., Sharma, D. R., Gupta, M. K., Lamichhane, P., Shrestha, P.M. & Ghimire, T.R. et al. *Fundamentals of Financial Management*, Ayam Publication, Kathmandu, Nepal.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

# **BBA IVth Semester**

<b>Course Title</b>	<b>Organizational Behavior</b>
<b>Course Code Number</b>	<b>MGT 341</b>
<b>Year/Semester</b>	<b>II/IV</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course will impart knowledge on contemporary organizational issues including individual and group dynamics, motivation, leadership, organizational structure, morale, power, labor-management behavior, organizational change and development. In this course, students will gain an understanding and appreciation of the systems approach as applied to human and organizational behavior. Students will gain an awareness and knowledge of contemporary issues and approaches to organizational change and development facing organizations.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to:

- Provide an Understanding of Basic Concepts, Theories and Techniques in the Field of Human Behavior at the Individual, Group and Organizational Levels in the Changing Global Scenario
- Develop skills in the analysis and understanding of organizational behavior
- Develop skills in organizational assessment and problem solving that lend themselves to consulting to public & nonprofit organizations

#### **Unit 1**

**LH 6**

#### **Study of Organizational Behavior**

Definition of OB, Goals of OB, Approaches to the studies of OB, Nature, Scope and Importance of OB, Disciplines Contributing to OB, Impact of Internet, E-mail and Social Networking on OB, Relevance of OB in Business.



**Unit 2**

**Personality**

The Concept of Personality, Determinants of personality, Major Determination of personalities, Major Traits Influencing OB with reference to Personalities

LH 6

**Unit 3**

**Perception, Factors Affecting perceptual Selectivity**

Perception, Factors Influenced Perception, Individual Decision Making, Steps in Rational Decision-Making, Link between Perception and Individual Decision Making, Perceptual Selectivity, Factors Affecting perceptual Selectivity.

LH 5

**Unit 4**

**Learning and Behavior Modification**

Learning Process, Theories of learning-Classical, Operant Conditioning and Programmed Learning, Behavior modifications. Attitude, Values, Norms, Beliefs.

**Unit 5**

LH 8

**Motivation and Leadership**

Motivation, Motivation Process, Importance of Motivation, Motivation Theories -Theory X and Theory Y, Motivation Hygiene Theory, Equity Theory, Expectancy Theory, Relationship Between Motivation and Performance.

**Leadership:** Definition, Managerial Effectiveness and Leadership, Qualities to be a Good Leader.

**Leadership Theories:** Trait Approaches Theory, Behavioral Theories and Contingency Theories.

**Unit 6**

LH 6

**Groups in Organization**

Concept of Group, Types and Functions of Groups, Formal and Informal Groups, Stages of Group Development, Group Dynamics, Group Cohesiveness.

**Unit 7**

**LH 6**

**Conflict Management**

Concept of Conflict Causes of Conflict, Managing Conflict, Stress Management, Consequences and Managing Stress, Grievances Management.

**Unit 8**

**LH 6**

**Organization Change and Organization Development**

Change Management, Forces For Change, Resistance to Change, Sources for Resistance to Change, Techniques for Managing Change, Organizational Development Process and Intervention, Organizational Development Techniques.

**References**

1. Robins, S.P. and Sanghi, S.(2009) Organizational Behavior, 13th Edition, Person education,
2. Singh, Kavita, (2010), Organizational Behavior. Text and Cases, 1st Edition, Pearson Education.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Business Statistics-II</b>
<b>Course Code Number</b>	<b>MGT 342</b>
<b>Year/Semester</b>	<b>II/IV</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

Provide The Knowledge of Applying Different Statistical Tools and Quantitative Techniques in Modeling and Analysis for Business and Decision Making Problems.

#### **Enabling Objectives**

After completion of all the units of the course, participants will be able to:

- Examine the propose and Signification of Correlation Coefficient
- Test Regression Coefficient,
- Apply Time Series and their Measures and Forecasting

#### **Unit 1**

**LH 8**

#### **Relationship between Two Variables**

Correlation between Two Internally scaled Variables, Scatter Plot, Test of Signification of Correlation Coefficient, Simple Linear Regression Model, Model assumptions, Estimation of Regression Equation, Test of Signification of Regression Coefficient, Confidence Interval Estimate of an Individual value of Outcome Variable, Coefficients of Determination, Concept of regression Diagnostic.

#### **Unit 2**

**LH 8**

#### **Multiple Regression Analysis**

Selection Variable to Build Multiple Linear Regression Model, Estimation of Multiple Regression equation, Test of Significance of Regression Coefficient, Standard Error of Estimate, Prediction and Confidence Intervals, Curvilinear Model, Multi - co linearity.

**Unit 3**

**LH 7**

**Time Series Analysis**

Components of Time Series and their Measures, Forecasting, Choice of Appropriate Forecasting Techniques, Autocorrelations

**Unit 4**

**LH 4**

**Index Number**

Types of Index Numbers, Methods of Construction of Index numbers, Base Shifting, Consumer Price Index Numbers, application of Index Numbers in economics, Business and Industries

**Unit 5**

**LH 8**

**Linear Programming Problem**

Problem Formulation, Linear Programming Model, Graphical Solution of Model Optimization, Sensitivity Analysis and duality Analysis

**Unit 6**

**LH 13**

**Quantitative Techniques**

Transportation Problems, Assignment Problems and Network Analysis

**References**

1. Taha, Hamady, A Operations Research. An Introduction, Latest Edition, McMillan
2. Levine M. David, Krehbie C. Timothy; Brenson L. Mark and Viswanathan, P. K. Business Statistics A First Course, Pearson Education, Latest Edition.
3. Raja Gopalan S. and Saffanthan, R.(2009), Business Statistics & Operation Research; 2nd Edition, MC Graw Hill Education

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

**Course Title**  
**Course Code Number**  
**Year/Semester**  
**Credit Hours**

**Business Ethics**  
**MGT 343**  
**II/IV**  
**03**

### **Course Objectives:**

#### **Main Objective**

Today's managers must necessarily concern themselves with ethical issues, because unethical behavior creates legal risks and damage to businesses as well as employees and consumers. Business ethics and social responsibility have become an integral part of business education in general. It is the moral analysis of business activity and practices. Introducing ethics into business studies may cause fundamental changes into business. Principle focus in this course will be understanding and appreciation of a way of life in which money and profit plays an important but certainly not exclusive role.

#### **Enabling Objectives**

After completion of all the units of the course, participants will be able to:

- Examine the role and propose of ethics in business.
- Present the concept of corporate social responsibility, and explore its relevance to ethical business activity.
- Investigate whether ethics set any boundaries on competition marketing, sales and advertisement.
- Consider any moral obligations of business to the environment and people.

#### **Unit 1**

**LH 8**

#### **Fundamental of ethics**

Meaning and Definition of ethics and business ethics, Need, Importance Nature, Scope and Objective of business ethics, Factors influencing business ethics, Ethical decision making, Ethics in workplace and TQM.

**Unit 2**

**LH 8**

**Individual factors-value**

Concept of values, Types of formation of values, Values and behavior, Organizational values, Shared values, Relevance of ethics and values in business

**Unit 3**

**LH 7**

**Corporate Governance**

Introduction, Corporate responsibilities of business: Employees, Consumers and Community, Code of corporate governance, Ethical issues in business related to - Advertisements, Finance, Investment and technology, Corporate social responsibility of business

**Unit 4**

**LH 4**

**Corporate compliance and Consumer rights**

Corporate compliance: Government laws and regulation in Nepal, Role of Ministry of Commerce and Supply in corporate compliance  
Consumer rights: Introduction, Protection, Consumer right acts in Nepal, Relevance with ethics

**Unit 5**

**LH 8**

**Cases and Presentations**

- United states vs. Paramount pictures
- Satyam computers, India
- Union carbide, Bhopal disaster
- 2008 HP spying scandal
- 2008 Siemens Scandal.
- Exxon, Over Porting of oil Reserves.
- Fries tone Fries and Rubber Company for use of Child labor.
- Tented milk Scandal in China.

**References**

1. Kaur, Tripat,(2008), Values and Ethics In Management, Galgotia Publishers Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
2. Business Ethics, 2009, 1st Edition, Ferando A.C., Pearson Publication

3. Hartman, Laura and Chatterjee, Abha, (2006), Perspective in Business Ethics, 3rd Edition, McGraw Hill education

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title	E-Commerce
Course Code Number	MGT 344
Credit Hours	03
Year/Semester	II/IV

### Course Objectives:

#### Main Objective

This course E-Commerce challenges students to explore the realities and implications of e-commerce from a marketer's perspective. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment.

#### Enabling Objectives

After the completion of all the units of the course, participants will be able to:

- Examine critical information technologies that provide a basis for electronic commerce, and their application in a variety of sectors and industries.
- Gain an understanding of the theories and concepts underlying e-commerce
- Improve familiarity with current challenges and issues in e-commerce

#### Unit 1

LH 8

##### Introduction

Meaning and Concept; History; E-Commerce Vs Traditional Commerce, Importance, Features and Benefits of E-Commerce. E-Commerce Growth, Challenges in Implementing E-Commerce, Concepts of B2B, B2C, Management Issue Relating to E-commerce, Impacts, Challenges and Limitations of E-Commerce.

#### Unit 2

LH 8

##### B2C Application

Consumer's Shopping Procedure on the Internet, Products in B2C Model, Broker Based Services Online, Online Travel and Tourism Services, Benefits and impact of E-commerce on travel Industry, Online



Stock Trading and Its Benefits; Online Banking and its Benefits, E-Auctions and Benefits.

**LH 7**

**Unit 3**

**E- Payment**

Operation of E- commerce: Online Payment Systems, Credit Card Transaction, Electronic Payment Systems (E-Cash, E -Cheque, Smart Card, Credit Card, Debit Card), Secure Electronic Transaction (SET).

**LH 8**

**Unit 4**

**B2B Applications**

Technologies for B2B, Architectural Models of B2B, Characteristics of the Supplier-Oriented Marketplace, Buyer-Oriented Marketplace and Intermediary-Oriented Marketplace, Just in Time Delivery in B2B, Integrating EC With Back-end Information Systems, Marketing Issues in B2B, other Business Models of E- Commerce ( C2C, B2C, B2E).

**Unit 5**

**LH 5**

**ECRM:**

Electronic Customer Relationship Management, Definition, Application, ECRM Components and Advantages, ECRM as tool to Modern Business, E-Com, Changing Retail Industry,

**Unit 6**

**LH 5**

**Pay per Click Advertising**

Introduction to pay per Click, how it works?, Application of PPC, basic terminology, Campaigns, Keywords, Campaigns, Split testing adverts, Geo- targeting, Ad extensions, Dynamic keyword insertion

**References**

1. Kalkata and Whinston (1996), Frontiers of Electronic Commerce, Pearson.
2. Schneider Gary, (2007), Electronic Commerce, 7th Edition, Thomson Course Technology, Noida,
3. Kolkota R. and Whinston A.B (1996), Frontiers of Electronics Commerce, New Delhi Addison Wesley

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal  
evaluation and 50 percent will be assessed through end semester  
examination

<b>Course Title</b>	<b>Fundamentals of Investment</b>
<b>Course Code Number</b>	<b>MGT 345</b>
<b>Year/Semester</b>	<b>II/IV</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The focus of this course is on understanding the fundamentals of investing. The course content will cover the language, the concepts and the vehicles that are used in investing. This course is designed to analyze the environment in which an individual will make investment decisions under uncertainty. It will also cover framing up of strategies that will enable an investor to develop, implement and monitor his investment plan and achieve the financial goal.

#### **Enabling Objectives**

After the completion of this course, the students will be able to:

- Understand the investment alternatives available to individual and professional investors
- Evaluate various investment securities and the impact of market factors that influence them
- Devise alternative investment strategies suited for investors with various risk preferences
- Differentiate between different types of investments
- Compare and contrast the major investment vehicles available today, including stocks, bonds, money markets, and mutual funds

#### **Unit 1**

##### **Introduction**

**LH 3**

Concept of investment, Forms of investment, Investment environment, Investment alternatives, the investment process, Determinants of investment, Career opportunities in investment.

**Unit 2**

**LH 5**

**Security Markets**

Money market, Capital market, Primary market, Secondary market, Mechanics of investing in securities, Trading mechanism, Regulations of security market in Nepal, Market indexes.

**Unit 3**

**LH 6**

**Investment Companies**

Investment companies, Net assets value, Major types of investing companies, Investment policies, Mutual fund taxation  
Mutual fund performance, Evaluating mutual funds, Closed - end fund premiums and discounts, Mutual fund in Nepal

**Unit 4**

**LH 12**

**Portfolio Management**

Risk and return of single asset, Risk and return of portfolio, The efficient set theorem, Concavity of the efficient set, The capital assets pricing model, Capital market line, Risk free lending and borrowing, Defining the risk free asset, Allowing for risk free lending, Allowing for risk free borrowing, Allowing for both risk free borrowing and lending, Systematic risk versus unsystematic risk, Security market line, Arbitrage pricing theory

**Unit 5**

**LH 8**

**Bond Valuation**

Concept and Features of bond, Bond prices and yields, Interest rate risk, Duration, Rules of duration, Convexity, Immunization, Bond market in Nepal.

**Unit 6**

**LH 8**

**Stock Valuation**

Features of Common Stock, The Zero Growth Model, The Constant Growth Model, The Multiple Growth Model, Valuation based on Finite Holding Period, Models based on Price Earnings Ratio, Features of Preferred Stock, Valuation of Preferred Stock.

## Unit 7

### Risk Management and Derivatives

Derivatives Securities and Underlying Assets, Call and Put Option, Valuation of Options, Put Call Parity, Futures and Swaps, Risk Management Approach, Derivatives Market in Nepal

#### References

1. Sharpe, W.F., Alexander, G.J., and Jeffery, V. Bailey, *Investments*, Prentice-Hall of India Pvt. Ltd., New Delhi.
2. Bhalla, V.K., *Investment Management: Security Analysis and Portfolio Management*. S. Chand & Company Pvt. Ltd., New Delhi.
3. Reilly, F. K. and Brown, K. C., *Analysis of Investment & Management of Portfolios*. Cengage Learning India Pvt. Ltd.
4. Bodie, Z., Kane, A., Marcus, A.J. and Mohanty, P. *Investments*, Tata McGraw -Hill, Education Pvt. Ltd., New Delhi.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

## **BBA Vth Semester**

<b>Course Title</b>	<b>International Business Environment</b>
<b>Course Code Number</b>	<b>MGT 351</b>
<b>Year/Semester</b>	<b>III/V</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The increasing globalization of the market place affects all who are involved with business or who must make business decisions. This course introduces students to the world of international business and management by studying government and business structures in our global economy.

Students also learn about trade relations, international financial Institutions and Globalization. The role and impact of international development organizations such as the World Bank, IMF and the WTO on trade patterns and international business transactions are reviewed. Likewise the role and impact of regional development alliances such as NAFTA, EU, ASEAN, etc. are discussed.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to:

- Explain how the economic, political / legal, and financial environments affect international business operations.
- Assess the effects of current regional trade agreements and economic integration on developing countries.
- Develop an understanding of the global monetary framework in which international business transactions are conducted.
- Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected.

#### **Unit 1**

**LH 8**

#### **Introduction to Globalization**

Introduction to IB environment, factors in increased Globalization, Economic Environment, Political and regulatory environment- Demographic environment- Social, cultural and technological environment, Importance, Nature and Scope of IB., Foreign Market Entry Strategies, Pros and Cons of Globalization, Globalization of Nepali Business.

**Unit 2**

**International Trade Theory**

International trade and investment theory, Free trade theories, Interventionist theories, Theories of Natural Advantage, Factor Mobility theory.

LH 6

**Unit 3**

**International Economic Environment**

Introduction, Regional integration and Trade blocks  
Types of integration: Theory of customs union- European union  
Regional groupings: Integration of developing countries- SAPTA, SAARC, ASEAN  
Economic institutions: IMF, World Bank, ADB  
International trade center: WTO, GATT, BIMSTEC

LH 10

**Unit 4**

**International Trade and Payments**

International influence on trade, Instruments of trade control, Trade in merchandise, Trade in services-Global sourcing, Degree of dependence, Balance of payments

**Unit 5**

**Foreign Investments**

International significance of foreign investments- factors affecting international investment- FDI- cross border merger and acquisitions - foreign investment in Nepal- Nepalese companies going global, theories of Foreign Direct Investment. Benefits and cost of FDI.  
**Multinational Corporation:** Definition and Meaning, Organizational Models, Dominance of MNCs; MNCs and International Trade, Merits of MNCs, Demerits, Perspectives, Codes of Conduct, Multination in Nepal.

LH 6

**Unit 6**

**Foreign Exchange Market**

Foreign exchange market: Major foreign exchange market and types of players, Theories for exchange rate determination: Prices and

LH 10



Exchange Rates, Interest Rates and Exchange Rates. Exchange Rate Forecasting, Currency Convertibility.

### References

1. International Business environment by Anant K. Sundaram-J. Stewart Black- Prentice Hall.
2. International Business environments and operations, John D. Daniel, Lee H. Radebaugh, Daniel P Sullivan, Pearson education, 10th edition, 2004
3. Sharon (2010), International Business, 2ND Edition, Pearson Education
4. B Hall V.K. and Shiva Ramu (2003), International business environment and business, New Delhi, ANMOL

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Strategic Management</b>
<b>Course Code Number</b>	<b>MGT 352</b>
<b>Year/Semester</b>	<b>III/V</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This Course aims to impart knowledge to analyze a company's business environment, select a strategy, and construct the organization necessary to put it into action. The dynamic competitive environment of the 21st century requires a broad understanding of human knowledge and an ability to integrate seemingly disparate concepts into a coherent framework. Integrating the diverse knowledge required in business involves developing a clear sense of the firm's strategic direction and making decisions designed to move the firm toward achieving its objectives. This course attempts to fill the aforementioned gap in strategies.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Analyze industry structure and environmental trends to assess industry potential;
- Assess a firm's resources for their potential to generate a competitive advantage;
- Explain how firms can add value across diverse lines of business;
- Develop an awareness of the dynamic impact of strategic actions by the firm and its rivals on business and corporate strategy and the industry
- Explain the elements of the strategic management process; and
- Apply tools to enhance flexibility in a turbulent environment

#### **Unit 1**

##### **Introduction**

**LH 6**

Definition, Nature, Scope of Strategic Management, Strategic Intent, Internal Appraisal Methods and Techniques,

**Unit 2**

**LH 8**

**Strategic Management Process**

Vision statements, Mission statements, Values, Objectives, Management involvement, Strategic Plan, Business Plans

**Unit 3**

**LH 12**

**Environment Evaluation**

Components of the external environment, Driving forces behind industry changes, Market position of competitors, Strategic mapping Key success factors in competition, Marketing Plan, Strategy success indicators, SWOT analysis, Value chain, Activity-based accounting, Benchmarking

**Unit 4**

**LH 10**

**Competitive Strategy Options and Supplements**

Strategy Analysis and Choices, Low-cost provider, Broad differentiation, Best-cost provider, Focused/market niche, Strategic alliance and partnership, Mergers and acquisition, Strategy Implementations, Strategic Control and Operational Control

**Unit 5**

**LH 4**

**Foreign Market Strategies**

Factors Affecting Strategy, Strategic Options

**Unit 6**

**LH 8**

**Strategy Execution**

Strategy for Diversified Organization, Ethical, Responsible and Sustainable Strategies, Organizational Support to Strategy execution (Strategic Framework, Staffing, Core competencies, Organizing the work effort), Managing Internal Operations and resources, Policies and Procedures, Organizational Culture and Change

**References**

1. Jaunch, L., Gupta, R. and Glueck, W. Business Policy and Strategic Management. New Delhi: Frank Bros. and Co. Ltd.
2. Johansson, G., Kevan, S. and Whittington R. Exploring Corporate

- Strategy: Text and Cases. New Delhi: Pearson Education Limited
3. Pearce, J.A., Robinson, RB and Mittal A. Strategic Management Strategy Formulation and Implementation. New Delhi: AITBS
  4. Wheelen, T.L. and Hunger, J.D. Strategic Management and Business Policy, New Delhi: Pearson Education.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

<b>Course Title</b>	<b>Management Accounting</b>
<b>Course Code Number</b>	<b>MGT 353</b>
<b>Year/Semester</b>	<b>III/V</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

Management Accounting primarily is based on the Study of the use of accounting data by management as a tool for planning, control, and decision making. The Course Focuses on Income analysis, cost-volume profit analysis, Budgetary Planning and Control and Decision Making Process.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Get Comfortable with Performance Accounting Analysis and Approaching Business Problems from a Management Point of View
- Understand How Accounting System Provide Information and Data for Management Decision Making and Influencing Management Decisions.

#### **Unit 1**

**LH 3**

##### **Introduction**

Introduction, Scope, Importance of Management Accounting, Differences between Management and Cost Accounting, Changing Role of Management Accounting, Controllership Accounting Responsibility and Limitations

#### **Unit 2**

**LH 9**

##### **Income Statement and Cost Profit- Volume Analysis**

Concept and Importance, Absorption and Variable Costing, Reconciliation Statement of Absorption and Variable Costing, Meaning, Assumption of CVP Analysis, Break-Even Analysis, Contribution Margin, Multiple Products and Break-Even

**Unit 3**

**LH 18**

**Budgetary Planning and Control**

Definition and Objective of Budgetary Control, Advantages and Disadvantages of Budgetary Control, Types of Budget, Budgeting and Profit Planning, Preparation of Master Budget, Flexible Budget and Overhead Variance

**Unit 4**

**LH 12**

**Decision making process**

Concept of Relevance, Different Alternative Decision Making: Accept or Reject of Special Offer, Replacement of Assets, Make or Buy, Drop or Continue

**Unit 5**

**LH 6**

**Standard Costing**

Meaning, Advantages and Limitations of Standard Costing, Variance Analysis, Material and Labour Variance

**References**

1. Hongren, Sundem and Stratton, Introduction to Management Accounting, 13th Edition, India: Pearson Education, 2002
2. Bhattacharya, (2010), Management Accounting, 1st Edition Pearson Education.
3. Horngren, Charles, (2009), Introduction To Management Accounting, 5th Edition, Pearson Education
4. Pandey, I.M. (2008), Management Accounting, 3rd Edition Vikas Publishing House, Delhi

Net Contact Hour is 48 excluding the exams and tests.  
evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Research Methodology</b>
<b>Course Code Number</b>	<b>MGT 354</b>
<b>Year/Semester</b>	<b>III/V</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course studies the nature, scope, and significance of business research and research methodologies. The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, use of the computer for data analyses, and report writing and presentation.

#### **Enabling Objectives**

After completion of all the learning units of the course, participants will be able to:

- Understand Basic Knowledge about Research, Their Methodology and Develop Basic Skills to Conduct Survey Research and Case Studies.
- Write and present research reports.
- Get conversant with the use of statistical analysis

#### **Unit 1**

**LH 6**

##### **Introduction**

Meaning, Objectives and Significance of Research, Types of Research, Research Methods Versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Research Problem, Selecting the Problem, Review of Literature, Source of Literature, Organizing Library Findings

#### **Unit 2**

**LH 8**

##### **Research Design**

Meaning and Need of Research Design, Features of Good Research Design, Different types of Research Design (Exploratory Research, Descriptive and Causal Research)  
Sampling, Features of a good sample, Different types of sampling

**Unit 3**

**Measurement and Scaling**

Measurement in Research, Types of Measurement (Nominal, Ordinal, Interval and Ratio)

Scaling: Important Scaling Techniques, Scale Construction Techniques

Reliability and Validity of Measurement

LH 10

**Unit 4**

**Data Collection and Analysis**

Primary and Secondary Data, Methods of Collection of Primary Data (Questionnaire, Research Interview, Focus Group Discussion), Questionnaires Construction and Administration, Pre-testing of Questionnaire, Appropriate Method for Data Collection, Important considerations for data collections

Editing, Coding, Classification and Tabulation, Presentation of Data in Tables, Graphs and Diagrams, Statistical Methods of Analyzing Data, Use of data analysis tools like SPSS and Excel

**Unit 5**

**Topic Selection and Research Proposal**

Topic Selection, Criteria of Topic Selection, Meaning and types of Research Proposal, Purpose of Research Proposal, Contents of Research Proposal

LH 7

**Unit 6**

**Preparation of Research Report**

Concept and Purpose of Report Writing, Types of Reports, Different Steps in Writing Report, Components and Layout of Research Report, Essential of Good Report.

LH 11

**References**

1. *Research Methodology Methods and Techniques* 2<sup>nd</sup> Edition, New age International Publishes.
2. Cooper R. Donald and Schindler S. Pamela, *Business Research Method* 9<sup>th</sup> Edition Mc Graw - Hill New York.



3. Pant, P. R. *Essentials of Business Research Methods*, Buddha Publication, Kathmandu, Nepal

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Banking and Insurance Management</b>
<b>Course Code Number</b>	<b>MGT 355</b>
<b>Year/Semester</b>	<b>III/V</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main objective**

As banking and insurance sector is thriving in Nepal, this course aims at honing skills of students theoretically and practically in these sectors. Students can explore career opportunities in banking and insurance sector.

#### **Enabling objectives**

At the completion of this course, the students will be able to:

- Understand basics of banking, regulatory provisions and recent technologies in banking
- Evaluate the various aspects of management in bank
- Analyze the retailing and CRM aspects in banking sector
- Understand the basic aspects of insurance sector, its regulatory provisions and various aspects of different types of insurance
- Evaluate the various types of risk and ways to manage it

#### **Unit 1**

**LH 10**

#### **Basics of Banking**

Meaning and Features of Bank, Banking in Nepal, Types of Bank, Role of Banks (Intermediation, Payment system, Financial Services), Regulatory Provisions Regarding Bank; Banking Products (Fee Based & Fund Based), BASEL Norms, Bancassurance, Micro financing, Principles of lending, Various Credit Facilities, Credit & Debit Cards, Electronic Fund transfer system, Merger provision

#### **Unit 2**

**LH 12**

#### **Bank Management**

Risk management, Credit management, Loan management, Investment management, Liability Management, Liquidity management

**Unit 3**

**LH 6**

**Retailing and Customer Relationship Management (CRM)**

Concept of retail banking; Retail Products Offered by Bank; KYC Norms; Principle of Customer Relationship; Relationship Building Strategies.

**Unit 4**

**LH 10**

**Basics of Insurance**

Indemnity, Insurable Interest, Materiality of facts, Uberimmae Fidae & implications Duty of Disclosure, Types of insurance (Life insurance, General insurance, Health & Medical insurance, Property related insurance, liability insurance, Reinsurance), Marketing of insurance products, Regulatory provisions regarding insurance, Role of Beema Samiti

**Unit 5**

**LH 10**

**Risk**

Concept, Classification of Pure risk (personal risk, property risk, liability risk, failure of other, overlapping risk), Rules of risk management, Risk management technique, Risk management process, Underwriting TPA basic assessment, Claim management of claim settlement

**References**

1. Maheshwari, S. N and Maheswari, S. K.: *Banking Law and Practice*, Kalyan Publishers, New Delhi.
2. Varshey, P.N: *Banking Law and Practice*, Sultan Chand & Sons
3. Paul Greenberge: *CRM-Essential Customer Strategies for the 21<sup>st</sup> Century*, Tata McGraw Hill.
4. Mishra M.N.: *Modern Concepts of Insurance*, S Chand & Co. Ltd.
5. George, E. Rajda: *Principles of Risk Management and Insurance*, Pearson Education.
6. Peter S. Rose: *Commercial Bank Management*, McGraw Hill

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

# **BBA VIth Semester**

<b>Course Title:</b>	<b>Management Information System</b>
<b>Course Code Number</b>	<b>MGT 361</b>
<b>Credit Hours</b>	<b>03</b>
<b>Year/Semester</b>	<b>III/VI</b>

### **Course Objectives:**

#### **Main objective**

Management information system is core components of emerging business organizations. MIS aims to implement and utilize computing system in business organization to increase the productivity of the organizations to achieve their goal. It supposes to describe how organizations use information technology for competitive advantage. It aims to classify and categorize information systems based on types of function they support.

#### **Enabling Objectives**

After the completion of the chapter, Students will be able to

- Define and describe the term information system and use of information system in an organization to better productivity.
- Explain about Components of information system
- Describe the process of how organizations use information technology for competitive advantage.
- Classify and categories type of information system.
- Explain different database structures, and their implementation and maintenance

#### **Unit 1**

**LH 6**

##### **Introduction**

Definition, purpose, objectives and role of MIS, Types of MIS, managerial challenges of information system, system, information system resources, information system activities, ethical and social issue in information system.

#### **LU 2**

**LH 4**

##### **Information technologies**

Components of information system, Hardware components, software components, people, procedures, computer networking, Computer

system: end user and enterprise computing, telecommunication network and alternatives.

### **Unit 3**

**LH8**

#### **System Development**

Overview of system development, system development process, completing the system development process, Modeling and designing the system, Alternative system, Digital firm, Application development for digital firm.

### **Unit 4**

**LH 10**

#### **Information Management with Database system**

Introduction of database, database management system, difference between file system and database system, database structures (Hierarchical structure, Network structure, relational Structure, object oriented structure) Data planning and database design, Managing data resources, data Mining, Database maintenance, Application development.

### **Unit 5**

**LH 10**

#### **Securing Information system**

Security Vulnerability, Malicious software, (Trojan Horse, Worm, Spyware) Inter-network security defenses (Encryption, Firewalls, E-mail monitoring, Virus defenses) Hackers and cyber vandalism, computer crime and cyber terrorism, Business value of security control, Establishing a framework for security and control (risk management) Security policies, Ensuring business continuity technological tools for security (Access control, data backup, security monitor, Firewalls, Antivirus Software, Network security, Disaster recovery).

### **Unit 6**

**LH 6**

#### **Decision support system**

Introduction, information-decision and management, Decision structure, Decision support trends, Contemporary technology (e- services and Artificial intelligence) MIS components used to decision support system, (Management information system-MIS, decision support system-DSS, Executive support system-ESS, Online analytical process-OLAP) Enterpriseportal and decision support system.

**Unit 7**

**LH 4**

**Enterprise and global management of information technology**

Business and IT, Succession planning, Business IT planning, information technology architecture, Managing Application development, managing IS operation, It staff Planning and monitoring user services, IT Governance.

**References**

1. Text Book: James A, O Brein; George M; Ramesh Bhel, 9th Edition; Management information system, Tata MC Graw hill Education PVT. Ltd; New Delhi
2. J. kanter "Management with information system", fourth edition, Prentice hall of India Ltd, 2004
3. V. Rajaraman, "Analysis and design of information system", Prentice hall of India, 1998.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50percent will be assessed through end semester examination

<b>Course Title</b>	<b>Auditing</b>
<b>Course Code Number</b>	<b>MGT 362</b>
<b>Year/Semester</b>	<b>III/VI</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The course is designed to provide the student with a basic understanding of all aspects of auditing. These include accepting and planning the audit, evaluating internal controls, verifying account balances and financial statement assertions, reporting on audited financial statements, as well as auditing standards, and the legal liabilities. This Course Focuses on the Study of basic auditing principles, including professional standards, internal control, Vouching and Verification. It focuses on review of audit procedures and audit reports.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will able to:

- Develop the basic knowledge and skills of auditing
- Develop the capabilities of performing and reporting on audit of financial statements.
- Understand the theory, concepts, professional and legal standards and procedures underlying audits of financial statements

#### **Unit 1**

**LH 8**

##### **Introduction to Auditing:**

Nature and Scope of auditing; Objective of auditing; Errors and Frauds; Evolution of auditing in Nepal; Accounting, Auditing and Investigation; Basic Principles Governing an Audit; Nepal Standards on Auditing (NSAs) Issued by ICAN

#### **Unit 2**

**LH 12**

##### **Preparation for an Audit and Internal Control:**

Audit Planning; Audit Program; Audit Working Papers; Sources and Reliability of Audit Evidence; Method of obtaining audit evidence; Audit Sampling; Types of Sampling; Test Checking; Meaning of Internal



Control; Inherent Limitation of Internal Control; Tools to review Internal Control System; Audit Materiality and Audit Risks; Continuous Audit; Interim Audit; Statutory Audit; Internal Audit; Tax Audit.

### Unit 3

LH 12

#### Vouching and Verification:

Meaning of Vouching; Audit of Cash Transactions; Audit of Payments; Audit of Receipts; Audit of Sales; Audit of Purchases; Vouching of Impersonal Ledgers; Meaning of Verification; Vouching Vs. Verification; Verification of Assets; Verification of Liabilities

### Unit 4

LH 8

#### Auditor's Report and Professional Ethics :

Meaning of audit report; Contents of audit report; Signing on Audit Report; Types of audit Opinion; Professional Code of Conducts.

### Unit 5

LH 8

#### Special Types of Audit:

Cost Audit; Audit of Companies; Audit of NGOs; Audit of School, Audit of Co-operatives; EDP Audit; Features and basic principles of Government audit; Role of Auditor General in Government Audit

#### References

1. Gupta, Kamal: Contemporary Auditing, Tata Mc-Graw-Hill Publishing Company Ltd., New Delhi
2. Tondon, B.N., Sudharsanam S. And Sudharababu S.: A Handbook of Practical Auditing, S. Chand & Company Ltd., New Delhi
3. Nepal Standard on Auditing: The Institute of Chartered Accountant of Nepal, Kathmandu
4. NGOs Audit Directives: The Institute of Chartered Accountant of Nepal, Kathmandu
5. Schools Audit Directives: The Institute of Chartered Accountant of Nepal, Kathmandu
6. Co-operatives Audit Directives: The Institute of Chartered Accountant of Nepal, Kathmandu
7. Nepal Company Act, 2063, Ministry of Law & Parliamentary Affairs, Nepal

8. Directives issued by Office of Auditor General of Nepal

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Entrepreneurship Development</b>
<b>Course Code Number</b>	<b>MGT 363</b>
<b>Year/Semester</b>	<b>III/VI</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This course aims to develop knowledge and wisdom about creating an entrepreneurial business. The course focuses on opportunity recognition, assembly of the financial and human resources needed to develop the idea, and launching the new venture. This course focuses on entrepreneurs, business plans and also assists in exploring businesses that are appropriate for venture capital investors.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

1. Explain the nature of entrepreneurship as a method of business ownership
2. Explore the characteristics of an entrepreneur
3. Examine the advantages and disadvantages of entrepreneurship as a career choice
4. Provide understanding of entrepreneurship that is, initiating an innovative new business venture and developing it into a self-sustaining and profitable enterprise.
5. Provide the practical knowledge for the preparation of drafts of business plans for the development of new products, processes and services and for the financing of new enterprises.

#### **Unit 1**

**LH 4**

#### **Entrepreneurship General Concept:**

Definition, Characteristics of Entrepreneur, Theory of Entrepreneurship, Types of Entrepreneurship, Role and Importance of Entrepreneurship in Economic Growth

Entrepreneur- Qualities of Successful Entrepreneur, Entrepreneur and Leadership, Entrepreneur and Risk Taking Capacity, Culture, Ethics and Social Responsibilities of Entrepreneur

**Unit 2**

**Promotion of Venture:**

Search for Business Ideas, Opportunities Analysis, Environmental Analysis, Business Selection, Legal Requirements for Establishment of a New Unit and Raising Fund, Source of Venture, Capital and Capital Structure Decision.

LH 10

**Unit 3**

**Small Scale Industries**

Concept of Self-Employment, Small Scale Industries and Cottage Industries, Legal and Statutory Environment in Setting of a Small Industry, Steps in Starting a Small Scale Industry, General Problem of Small Scale Industries in Nepal. Government Efforts to Improve Present Position of Small Scale and Cottage Industry in Nepal. Roles of Related Financial Institutions in Nepal to Promote Small Scale Industries.

LH 6

**Unit 4**

**Entrepreneurship and Management**

Project, Entrepreneurship and Management, Training and Development Programs, Evaluation of Entrepreneurship, Development of Support System, Setting Quality Standards, Incentives and Subsidies

LH 6

**Unit 5**

**Business Plan**

Introduction, Scope and Importance, Steps in Making Business Plan (Market Plan, Production and Operational Plan, Organizational Plan and Financial Plan).

**Unit 6**

**Entrepreneurs**

Women Entrepreneurs: Challenge to women Entrepreneurs, Achievement of Women Entrepreneurs, Roles Models of Women Entrepreneurs. Theories of Entrepreneurs: Innovation Theory, Theory of High Achievement, X- Efficiency Theory, Theory of Profit and Theory of Social Change.

LH 8

**Unit 7**

**LH 8**

**Social Networks For Entrepreneurship**

Biznik, Confound, Dreamstake, Entrepreneur Connect, Focus, Go Big Network, LinkedIn, Partnerurp, Perfect Business and Ryze.

**References**

1. BiswaMaskey and Narayan Manandhar, Small and Medium Enterprise Development in Nepal, 2001
2. Agrawal, G.R., Entrepreneurship and Small Business Management in Nepal, M.K. Publisher, Kathmandu, 2005
3. Baker Ibrahim and Willard H. Ellis (1990), Entrepreneurship and Small Business Organization, USA: Kedall / Hund Publishing Co.
4. Hisrich, Robert and Peters, Michael, (2002), Entrepreneurship, 5<sup>th</sup> Edition, McGraw Hill Education
5. Kaulgud, Aruna (2003), Entrepreneurship Management, Vikas Publishing House, Delhi

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Project Management</b>
<b>Course Code Number</b>	<b>MGT 364</b>
<b>Year/Semester</b>	<b>III/VI</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The aim of this course is to explore the series of methods and tools that are used to plan or implement a change or project from its inspection to its completion. This course provides the basic knowledge about planning a Project, their management tools and guides us to work in a team.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Develop project Plan,
- Organize and control activities so that the projects would be completed as successfully as possible in spite of all the risks.

#### **Unit 1**

**LH 8**

##### **Introduction**

Concepts of project management concept of a project categories of projects, project life cycle, tools and techniques for project management. Project manager role and responsibilities.

#### **Unit 2**

**LH 8**

##### **Project definition**

Introduction, Background, Objectives, Very success criteria (KSC), Deliverables, Scope, Constraints, Resources, Performance criteria, Time, Risk, Assumptions, Reporting, Dependencies, Estimates, Time scales.

#### **Unit 3**

**LH 8**

##### **Planning the project**

Introduction, Milestones and phases, Project Time Frame and Cost, Choosing team, Planning for contingencies

**Unit 4**

**LH 8**

**Common project management tools**

Introduction, Brainstorming, Fish bone Diagrams, Project critical analysis, (CPA) chart, Gantt charts

**Unit 5**

**LH 8**

**Working with team**

Introduction, Forming, Storming, Norming and Performing, Adjourning or Mourning, Communicating with team, Delegation o others, How to delegate successfully

**Unit 6**

**LH 8**

**Need for Small Scale Industries**

Small scale industries definition, Classification of small scale industries. Advantages of small scale industries. Problems and implements to their progress

**References**

1. Project Management Chaudhary Tata McGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) Clifford F Gray, Oregon State University
3. Projects : Planning, Analysis, Selection, Financing, implementation and Review Chandra, Prasanna

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title:	Introduction to Sociology
Course Code Number	MGT 365
Credit Hours	03
Year/Semester	III/VI

### Course objectives:

#### Main Objective

This course aims to provide basic sociological concept and methods for an adequate understanding of the sociological perspective on management and business administrations.

#### Enabling Objectives

After the completion of all the learning LUs student should be able to:

- Understand the basic concept about sociology and anthropology.
- Describing the social changes and social stratifications.
- Understand the social deviance, social culture and controlling measures about it.
- Explain about different sociological theories.
- Understand the relation of sociology and Management.

#### Unit 1

##### Course description

LH 8

##### Introduction to Sociology

Meaning, Definition and nature, Subject matter and emerging concept of sociology, relationship of sociology with psychology, economics and management, Application of sociology in management and Business administration.

#### Unit 2

##### Some basic concept of Sociology

LH 8

Community, society, Culture, Cultural Relativism, Ethnocentrism, Group, Ethnicity, Gender, Caste class, Norms, Values, Status and Role, Application of sociological concept in Management in related aspects, Social process, Socialization, Adaption, Globalization, Liberalization, Conflict, Cooperation, Industrialization.



**Unit 3**

**LH6**

**Social Changes**

Meaning and definition of social and cultural changes, Causes and characteristics socio-cultural change, Relevance in management to social and cultural change.

**Unit 4**

**LH 4**

**Social Stratification**

Social difference, inequality and stratification in terms of caste, class, gender ethnicity and power in the context of Nepal.

**Unit 5**

**LH 4**

**Social deviance and Social Culture**

Meaning and definition of social control, principle means of social control, Meaning and definition of social deviance, issue of social deviance in difference society and time, social control and deviance and its relevance with management and business administration.

**Unit 6**

**LH 8**

**Sociological Imagination and Sociological Theories**

Marxist theory: basic Premises, World system Theory: Basic premises, Postmodernism: Basic premises, relevance of sociological theories in management.

**Unit 7**

**LH 10**

**The sociology of management**

Sociology of management, Sociology of organization, Organizational culture, Work and leisure, social capital and management, Dynamics of social capital, Markets and policies, Understanding cultural diversity, Organizational goal and society.

**References**

1. Abraham M. Francis (1982) Modern Sociological theory: An introduction Calcutta Oxford university press PP. 72, 103, 209-242

2. Chaturvedi, A. and chaturvedi (1995) the rational of a sociology of organization. Introduction in the sociology of formal organization. Delhi oxford university, press PP 1-40
3. Fligsten N. (2002) market as politics: A Political Cultural approach to market institutions in reading In Economic sociology London Blackwell
4. Lewis D. (1999) The management of Non - governmental development organizations, London: Rout ledge PP. 83-100
5. Shankar Rao. CN(2000). Sociology: Concept and Uses, New Work: McGraw-Hill. Inc. PP 115-138
6. Vidyabhushan and Sachadeva, (1983). An introduction of sociology, new Delhi: KitarMahal

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

# **BBA VIIth Semester**

<b>Course Title</b>	<b>Operation Research</b>
<b>Course Code Number</b>	<b>MGT 371</b>
<b>Year/Semester</b>	<b>IV/VII</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

This Course emphasizes on application of Operations Research for solving business problems. The module covers topics that include: linear programming, Production Planning, Scheduling, Controlling, Inventory Management, Maintenance Management, etc.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Emphasizes the application of Operations Research for solving business problems
- Develop problem modeling and solving skills and learn how to make intelligent business decisions from the point of view of optimization
- Use quantitative methods and techniques for effective decision-making; model formulation and applications that are used in solving business decision problems.

#### **Unit 1**

**LH 4**

##### **Introduction**

Meaning, Definition, Functions and Its Environment Operation Production System, Life Cycle Approach, Historical Development of Production & Operation Management, Operation Competitiveness, Strategy, Productivity .

#### **Unit 2**

**LH 4**

##### **Manufacturing & Service Environment**

Production Design, Process Selection, Automation & Decision Making, Nature & Importance of Service, Designing Service Organization & Guarantees

LH 4

**Unit 3**

**Capacity Planning**

Importance and Concept of Capacity Defining and Different Measure  
Determinates of Effective Capacity with Planning Process

LH 6

**Unit 4**

**Process and Product**

Process & Product Selection Facilities, Layout Concept, Classification,  
Process and Approaches, Design Product for Manufacture and Assembly,  
Process Selection, How Structure & Flow Technologies, Nature of  
Service as a Produced, Services system, Design Matrix Emerging Issues  
in Product Design .

LH 6

**Unit 5**

**Liner Programming**

Introduction to LP, Objectives and Constraints Graphic Method, Simplex  
Method, Duality Up to Three Variables, Assignment Models, Trans-  
portation Model

**Unit 6**

**Production Planning, Scheduling, Controlling**

Concept, Aggregate Planning, Disaggregation, Master Production  
Scheduling, Loading, Sequencing, Detailed Scheduling, Expediting

LH 4

**Unit 7**

**Inventory Management**

Inventory Cost, Independent Vs Dependent Demand, Inventory System,  
Basic Model Types, EOQ Model, Prof Determinacy Realistic Cost,  
Material Requirement Planning System and Its Structure.

LH 10

**Unit 8**

**Maintenance Management**

Concept and Types Maintenance Management Concept and Types of  
Maintenance, Break Down and Preventive Maintenance, Decision

LH 6

**Unit 9**

**LH 8**

**Total Quality Management**

Concept of Quality Product and Service Quality, philosophical Elements, Specification and Quality Costs, Statistical Quality Control, Process Control, acceptance Sampling, Quality Management System ISO 9000 and ISO 14000 Series

**References**

1. Adam & Efert (2007) Production and Operation Management, New Delhi, Prentice Hall of India,
2. Chase, Jacobs. Aquilano and Agrawal (2006) Operation Management for Competitive Advantage, New Delhi; Tata Mc- Graw - Hill Publishy Co.td.
3. Manandhar, K.D and Shrestha , K.N (2000). Production and Operation Management, Kathmandu Valley Publisher.
4. Shrestha, S and Silwal D (2000) Production and Operation Management, Kathmandu; TalejuPrakashaN.
5. Krajewski and Ritzman (2002) Singapor Pte. Itel.
6. Bajracharya P, Bajracharya S and Maharjan B. (2007) Production and Operation Management, Kathmandu, Quest Publication.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Course Title  
Course Code Number  
Year/Semester  
Credit Hours

Consumer Behavior  
MGT 372  
IV/VII  
03

### Course Objectives:

#### Main objective

The focus of the course is to develop and enrich skills and knowledge in applying marketing concepts, theory and principles in global business environment. Key to the course is demonstrating how an understanding of buyer behavior can help to improve strategic decision making.

#### Enabling objectives

After the completion of all the learning units of the course, participants will be able to:

- Understand theories and concepts of buyer behavior
- Apply buyer behavior concepts to what customers do in "the real world"
- Improve skills in the research and analysis of customer segments, demand, and market potential
- Utilize knowledge of buyer behavior to enhance strategic decision making

#### Unit 1

##### Introduction

LH 8

Meaning and scope Of the consumer behavior, Types of consumer, Customer value, Satisfaction, Trust and retention, Consumer behavior and Segmentation, Market segmentation, Criteria for effective targeting. Bases for segmentation, Implementing segmentation strategies.

#### Unit 2

##### Individual Determinants of Consumer Behavior

LH 18

Personality: Nature of personality, Theories of personality, Brand personality, Self and Self image  
Perception: Elements of perception, sensory dynamics of the perception.  
Learning: Meaning and elements of consumer learning, Behavioral

learning, cognitive learning

**Motivation:** Consumer needs and motivation, Dynamics of motivation, Measurement of motives

**Attitude:** Attitude formation, Structure models of attitudes, Strategies of the Attitude change, Values

### **Unit 3**

**LH 10**

#### **Environmental Determinants of Consumer Behavior**

The changing family, Socialization and Related roles of family members, Family decision making and Consumption related roles, Family life cycle, Group dynamics and Consumer reference groups, Social class, Life style profiles of social classes, Selected consumer behavior applications of the social class, Culture, Invisible hand of culture, Culture satisfies needs, Measurement of culture, Sub-culture and cross cultural influences.

### **Unit 4**

**LH8**

#### **Consumer Decision Making And Beyond**

Consumer decision, Levels of consumer decision making, four views of consumer decision making, Model of consumer decision making, Beyond the decision: Consuming and processing, Relationship marketing, Challenges of customer satisfaction, Loyalty and migration

### **Unit 5**

**LH 4**

#### **Marketing Ethics and Social Responsibility**

Exploitative targeting, Manipulating consumers, Social responsibility

#### **References**

1. Schiffman G.Leon and Kanuk Lazar Leslie, "Consumer Behavior", 10<sup>th</sup> Edition Pearson Education
2. London L.David and Bittle J.Albert, "Consumer Behavior", 4<sup>th</sup> Edition McGraw Hill.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.



**Course Title** Taxation in Nepal  
**Course Code Number** MGT 373  
**Year/Semester** IV/VII  
**Credit Hours** 03

**Course Objectives:**

**Main Objective**

This Course aims to Introduce taxation with emphasis on broad provisions of Different Types of taxes in Nepal as it applies to individuals and proprietorships.

**Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Gain Knowledge of the Provisions of Different Types of Taxes in Nepal
- Understands and practice the Concept of Value Added Tax

**Unit 1**

**General Introduction**

LH 5

Concept and Importance of Tax, Principles of Taxation, Basic Concept of Income Tax, Features of Income Tax, Incidence of Tax, Tax Payers, General Types of Tax, Major Types of Taxes In Nepal, Evolution of Tax Law in Nepal.

**Unit 2**

**Income Tax Act 2058**

LH 4

Objectives and Major Features, Sources of Income, Provision of Depreciation, Major Terminologies Used in Taxation.

**Unit 3**

**Employment Taxation in Nepal:**

LH 4

Employment Income; Amounts Included In Remuneration; Amounts Excluded In Remuneration; Allowable Deductions; Tax Rates; Retirement Fund; Tax Credit and Rebate; Calculation Of Income From Employment.

**Unit 4**

**LH 8**

**Business Taxation in Nepal**

Concept, Taxable Incomes, Tax exempt Amount, Business Exemptions and Concessions in Tax, Deductions not allowed, Allowable Reductions, Tax Rates. General Procedure of Computation Income from Business.

**Unit 5**

**LH 5**

**Investment Taxation In Nepal**

Concept, Taxable Income, Capital Gain Taxation, Allowable Expenses and Reductions, General Procedure of Calculation.

**Unit 6**

**LH 7**

**Tax Administration , Assessments and Collections**

Rights and Duties of Tax Authorities and Tax Payers, Advance Rulings, Maintenance of Documents , Assessments and Types of Assessments, Methods of Collections of Tax , Refund of Tax, Fines and Offences

**Unit 7**

**LH 7**

**Value added Tax (VAT) and Tax Planning**

Concept of VAT, Origin and Evolution of VAT, Method of Computation of VAT, Method of Collection, Realization and Return of VAT, Methods of Keeping Records of VAT . Meaning and Objective of Tax Planning, Tax Evasion and Rebate, Tax Avoidance and Tax Planning.

**Unit 8**

**LH 8**

**Set Off and Carry Forward of Loss**

Concept Of Set Off And Carry Forward Of Losses; Condition Applicable To Carry Forward Of Losses; Condition Applicable To Set Off (Business Loss, Investment Loss, Capital Loss)

**References**

1. Income tax Act, 2058( With Amendments) HMG Ministry of Law &
2. Parliamentary Affairs
3. Value Added Tax Act, 2052 (With Amendments) Ministry of Law & Parliamentary Affairs.

4. Budget Speech of Nepal Government.
5. Kandel P. R, Tax Laws and Tax Planning in Nepal, Buddha Academic Publishers and Distributers Pvt. Ltd, Kathmandu.

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Business Environment in Nepal</b>
<b>Course Code Number</b>	<b>MGT 374</b>
<b>Year/Semester</b>	<b>III/VII</b>
<b>Credit Hours</b>	<b>03</b>

### **Course Objectives:**

#### **Main Objective**

The focus of this course is to give an insight of current economic situation of Nepal.

This course gives students the knowledge about performance of private sector enterprises in Nepal and picture of labor market in Nepal.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- identify the rewards and risk of investing in Nepal.
- understand the performance of private sector, labor market in Nepal, tourism sector development and agriculture development in Nepal.
- understand the condition of foreign direct investment in Nepal and recent economic progress of Nepal.

#### **Unit 1**

**LH 5**

#### **Overview of the Investment Climate in the Formal Private Sector in Nepal**

Factor Markets, Innovation and Technology, Governance

#### **Unit 2**

**LH 5**

#### **Performance of Private Sector Enterprises**

Firm Performance and Costs of Poor Investment Climate, Performance in the Nepalese Private Sector

Labor Productivity and the Investment Climate

#### **Unit 3**

**LH 8**

#### **Infrastructure: A Major Constraint to Private Sector Development**

Nepal's Infrastructure Conditions, Electricity and Power Supply,

**Roads and Transport**

Telecoms, Infrastructure as a Constraint to the Business, Climate

**Unit 4**

**Investment Climate in the Informal Sector**

**LH 8**

Concept and Definition, The Informal Sector in Nepal, Characteristics of Non-Agricultural Informal Enterprises in Nepal, Main Investment Climate Obstacles for Informal Firms, Access to Finance for Informal Firms, Infrastructure and Access to Land

**Unit 5**

**Expanding Firm Access to Finance in Nepal**

**LH 7**

Nepal's Financial Sector, Firm Access to Finance in Nepal, Firm Use of Financial Services Sources of Firm Finance in Nepal, Supply of Financial Services to Nepalese Firms, Obstacles to Increased Access to Financial Services for Nepalese Firms

**Unit 6**

**The Investment Climate for the External Sector in Nepal**

**LH 7**

Trends in Nepal's External Sector, Characteristics of Trading Firms in Nepal, Barriers to Trade  
Dependence on India and China, Nepal's Role as a Potential Transit Economy

**Unit 7**

**The Tourism Sector and Potential for Future Growth**

**LH 8**

Role of the Tourism Sector in the Nepalese Economy, Tourism Assets, Services, and Tourist Profiles  
Characteristics of Enterprises in the Tourism, Firm Performance in the Tourism Sector, Tourism Investments, Infrastructure and the Tourism Sector, Access to Finance in the Tourism Sector, Other Investment Climate Issues

## References

1. Investment in Nepal, Leveraging the Private Sector for Job Creation and Growth, Gabi G. Afram, Angelica Salvi Del Pero, World Bank
2. Nepalese Financial System and Investment Environment, Narayan Prasad Paudel, Ph.D, Ratna Pustak Bhandar, Kathmandu, 2010

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

Mid-Western University  
Faculty of Management  
MBA/BBA Internship Guidelines  
2016

The students of MBA/BBA have to undertake internship for two months after the last semester and submit a report by the end of the internship. The report should be submitted to the School of Management, and it should be forwarded to Program Directors Office, Mid-Western University for final evaluation. It is an integral part of the MBA/BBA program of Faculty of Management, Mid-Western University. The internship report should include an overview of the assignment completed, lessons learned, and observations and experiences of the working environment. The Faculty of Management, Mid-Western University has developed these guidelines to meet basic standards of composition as well as the particular requirements of the internship report.

- i. In accordance with the University's policy for the operation of the internship program, each student must pay the fee of Rs. 1000.00 for internship evaluation. Additional charge for accommodation, travelling and other expenses for internship supervisor are the responsibility of the interning student if they are doing internship other than specified places by the University.
- ii. Student should select the organization for their internship by themselves. Recommendation letter will be provided by the School of Management for their internship. Internship supervisor may supervise their work any time during the period of their internship.
- iii. The job of internship may be done in any area of management preferably related to student's own area of specialization.
- iv. Each student must conduct their activities in accordance with regulations prescribed by the University.
- v. Students are required to submit a written report of their internship in a prescribed format by the University (Annex-1). To receive academic credit, the student must submit a full report mentioning reflection of the intern of the experience of 60 working days into the following term of enrolment after the internship.

- vi. The report should be written objectively with specific examples of new concepts or ideas learnt. It should cover intern's observations on how the real world works, and it should focus primarily on the experiences and lessons learned from the working environment.
- vii. The internship report should be on professional standard and correct in all respects. A high standard of editing is to be undertaken before submitting the report.
- viii. The student shall submit internship report to the Internship Coordinator of School of Management. The Internship Coordinator then should forward the report to the Directors' office for final evaluation.
- ix. Intern's performance will be evaluated and marks will be provided as per Annex-2 for 40 marks, by internship supervisor appointed by the School.
- x. The internal evaluation of the internship report shall be conducted by internship supervisor appointed by School as per Annex-3 for 20 marks.
- xi. The external evaluation of the internship report shall be conducted by the Directors' Office for 40 marks through the external examiner. The evaluation of the report shall be carried out in the format prescribed by the Dean, Faculty of Management, Mid-Western University (Annex 4). If the report is found to have been copied or does not meet the minimum requirement of the report, it may be rejected as well.
- xii. The internship reports should be computer typed in A4 size paper and consists of 25-30 pages. The margins of report should be 1.0" at top, bottom and right and 1.5" at left with 1.5 line spacing. The font size of 11 should be used in Times New Roman. The student should prepare 4 copies of report (one copy of spiral binding) and a soft copy of report should be submitted in E-copy.



**TITLE OF THE INTERNSHIP REPORT**

Candidate's Full Name  
Roll Number  
M.U. Registration Number  
Exam Roll Number

An Internship Report Submitted to  
Name of the College/School

Submitted for the degree of  
Bachelor/Master of Business Administration

Birendranagar, Surkhet  
Month, Year

**DECLARATION**

This Internship Report entitled “ ..... ” which is submitted by me in partial fulfilment of the requirement for the award of BBA/MBA degree of Mid-Western University comprises my original work and due acknowledgements have been made to materials used in the report.

Signature  
Name of Student:  
Date:

**On Letter Head of School of Management**

**BONAFIDE CERTIFICATE**

Certified that this internship report

*...Title of the Project .....*

is the work of

*.....Name of the Candidate.....*

carried out the internship work under my supervision. This report is forwarded for examination.

Signature  
Name of the Supervisor

Signature  
Name of the Program Director

Date: Year/Month/Date

## **Table of CONTENTS**

Internship Certificate Issued by the organization  
Declaration  
Approval letter  
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List of Tables and Figures  
List of Abbreviations

### **Chapter 1: Organization profile**

Description of the organization including

- Organization's missions and objectives
- Brief history of the organization
- Major markets and customers
- Products and Services
- Organization Design and Structure
- Financial Structure
- SWOT Analysis

### **Chapter II: Job Profile and Activities Performed**

- Activities Performed in the Organization
- Problems Solved
- Intern's Key Observation and findings

### **Chapter III: Reflection of the study**

- Key Skill and Attitudes Learnt
- Feedback to the Organization
- Feedback to the College
- Feedback to the University

**References**

**Appendix**

Annex-2

**MID-WESTERN UNIVERSITY**  
Faculty of Management

**BBA/MBA Internship Program**  
**Intern's Performance Evaluation**

Student's Name.....  
Name of the Organization.....  
Internship Supervisor's Name.....  
Designation .....  
Review From .....to .....

**Performance Rating Definition**

The following rating must be used by the internship supervisor in order to ensure commonality of language and Consistency on ratings.

Outstanding: Performance is consistently superior (5 marks)

Exceeds Expectations: Performance is routinely above job requirements (4 marks)

Just Meets Expectations: Performance is regularly Competent and dependable (3 marks)

Below Expectations: Performance fails to meet the job requirements (2 marks)

**Note:** this evaluation format has been designed strictly for the purpose of job performance evaluation of interns of BBA/MBA Program of Mid-Western University. The Internship supervisor of the concerned organization should complete the form and forward it to the respective college in a sealed envelope to maintain the confidence. performance evaluation of interns of BBA/MBA Program of Mid-Western University. The Internship supervisor of the concerned organization should complete the form and forward it to the respective college in a sealed envelope to maintain the confidence.

Performance	Explanations	Marks Awarded (Circle in the appropriate cells only)			
		5	4	3	2
1. Job Knowledge	Use of techniques and skills in the job	5	4	3	2
2. Productivity	Shows creativeness in job performance.	5	4	3	2
3. Responsiveness	Responsiveness in completing job tasks in time and level of commitment	5	4	3	2
4. Attitude	Attitude for learning new skills and takes challenges.	5	4	3	2
5. Team Work	Ability to work with co-workers having different backgrounds.	5	4	3	2
6. Behaviour	Neatness, Personal attire and hygiene appropriate to the job.	5	4	3	2
7. Punctuality	Punctuality and record of attendance	5	4	3	2
8. Overall Impression	Consider your overall impression of the item.	5	4	3	2
Grand Total (Full Marks 40)	Total Marks Obtained .....				

Special Remarks (if any).....  
 .....

Supervisor's Signature .....

Date.....

Annex -3

**MID-WESTERN UNIVERSITY**

Faculty of Management  
 BBA/MBA Internship Program  
Internship Report Evaluation (Internal)

Student's Name .....

Exam Roll Number.....

MU Registration Number.....

Title of Internship Report.....

**EVALUATION SHEET**

Evaluation of Written Report (20 Marks)			
Evaluation Factors	Explanation	Marks Awarded	
		Full Mark	Marks Obtained
1. Report Format	Chapter division, page format, typing cleanliness, tables and references used (overall)	5	
2. Description of the Scenario	Understanding of the industry, organization and organization's functions (Chapter2)	5	
3. Analysis of Job Performed	Critical analysis of the job performed within the organization (Chapter 3)	5	
4. Conclusions and lessons learnt.	Conclusions drawn and description of key lessons learnt by the Intern the internship (Chapter4)	5	
<b>Grand Total</b>	<b>Total Marks Obtained</b>	<b>20</b>	

**Internal Supervisor**

Name .....

Signature.....

Date.....

Annex -4

MID-WESTERN UNIVERSITY

BBA/MBA Internship Program  
Internship Report Evaluation (External)

Student's Name .....

Exam Roll Number.....

MU Registration Number.....

Title of Internship Report.....

EVALUATION SHEET

Evaluation of Written Report (40 Marks)			
Evaluation Factors	Explanation	Marks Awarded	
		Full Mark	Marks Obtained
1. Report Format	Chapter division, page format, typing cleanliness, tables and references used (overall)	15	
2. Description of the Scenario	Understanding of the industry, organization and organization's functions (Chapter 2)	10	
3. Analysis of Job Performed	Critical analysis of the job performed within the organization (Chapter 3)	10	
4. Conclusions and lessons learnt.	Conclusions drawn and description of key lessons learnt by the Intern the internship (Chapter)	5	
<b>Grand Total</b>	<b>Total Marks Obtained</b>	<b>40</b>	

External Evaluator

Name .....

Signature.....

Date.....

Dean

Name .....

Signature.....

Date.....

**Time Sheet of BBA/MBA Intern Student**  
 For the month of ....., 201

**Company Information**

Name of the Company.....

Address of the Company.....

Name of the Company Supervisor .....

Designation .....

Telephone No .....Mobil No. ....

**Intern student's information**

Name of the Student: .....

Level: Master/ Bachelor Program: MBA/ BBA Roll No.....

Mobile No.....

Name of the Internship supervisor.....

Mobile No.....

Day	Start time	End time	Hours worked	Place of work	Nature of work done
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
Total hrs. worked					



**BBA VIIIth Semester**

**Finance**  
**Specialization**

<b>Course Title</b>	<b>Corporate Finance</b>
<b>Course Code Number</b>	<b>MGT 385</b>
<b>Credit Hours</b>	<b>03</b>
<b>Year: IV</b>	<b>Semester: VIII (Finance Specialization)</b>

### **Course Objectives:**

#### **Main Objective**

This course aims to Introduce concepts and practices on short-term financing, Term Loans and Lease Financing, Common Stock Financing and Long-Term Debt and Preferred Stock Financing.

#### **Enabling Objectives**

After the completion of all the learning units of the course, participants will be able to:

- Understand the basic concepts and theories of corporate finance
- Analyze the cost of short-term financing
- Analyze the term loan and lease financing
- Evaluate the common stock financing
- Analyze the debt and preferred stock financing
- Understand the concept of dividend policy

**LH 4**

#### **Unit 1**

##### **Introduction to Corporate Finance**

Corporate finance and financial manager; Financial manager's responsibilities; Managerial actions to maximize shareholder wealth; The agency problem: stockholders versus managers and stockholders versus creditors; Corporate social responsibilities.

**LH 10**

#### **Unit 2**

##### **Short-Term Financing**

Nature of short-term financing, Advantages and disadvantages, Sources of short-term financing: accruals, accounts payable (trade credit), commercial paper, short-term bank loans - line of credit, revolving credit arrangement, transaction loans; The cost of bank loan; Choosing a bank; accounts receivable financing.

Course Title  
Course Code Number  
Year: IV  
Credit Hours 03

Working Capital Management  
MGT 386  
Semester: VIII (Finance Specialization)

### Course Objectives:

#### Main objective

This course aims to present an overview of sources of finance including accruals, trade credit, inventory control models and responsibility, Control devices, Inventory Management. It further aims to provide insights of collection systems, Cash concentration strategies, disbursement tools, investment in marketable securities.

#### Enabling objectives

After the completion of all the learning units of the course, participants will be able to:

- Describe the various sources of finances
- Understand the insights of collection systems
- Understand the investment in marketable securities.

#### Unit 1

LH 12

#### Financing and control of working capital

Introduction, sources of finance including accruals, trade credit, working Capital advance by commercial banks, regulation of bank finance, public deposits, ICDs, short term loans from FIs, right debentures for Working Capital, commercial papers and factoring. Working Capital & banking policy.

#### Unit 2

LH 12

#### Inventory management

Scope, Type of control required, cost of holding inventories, inventory control models and responsibility, Control devices, Inventory Management & Evaluation.

**Unit 3**

**Receivable management**

**LH 10**

Objectives, benefits, cost, credit policies, Evaluation of the credit applicant, credit terms, collections from accounts receivable.

**Unit 4**

**Cash Management**

**LH 14**

Scope, motives for holding cash, factors determining the cash balance, Cash system; Cash flow; Types of collection systems, Cash concentration strategies, disbursement tools, investment in marketable securities; types of marketable securities, Forecasting for Cash flows: methods of financial forecasting, Sources of uncertainty in cash forecasting, hedging cash balance uncertainties, hedging via interest rate, futures & options on futures

**References**

1. Essentials of Working Capital Management, James S Sagner, John Wiley and Sons Publication
2. Working Capital Management, Theory and Strategy: Robert Alan Hill

Net Contact Hour is 48 excluding the exams and tests.  
Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

**Course Title** Financial Institution and Market (FIM)  
**Course Code Number** MGT 387  
**Year: IV** Semester: VIII (Finance Specialization)  
**Credit Hours** 03

**Course Objectives:**

**Main objective**

This course aims to present an overview of the roles played by the various markets, institutions and financial authorities. This course is intended develop understanding about the role of financial institutions and markets in the changing business environment.

**Enabling objectives**

After the completion of all the learning units of the course, participants will be able to:

- Describe how financial markets and institutions work
- Understand the structure of interest rates
- Understand the Security Market and how they are Governed
- Determine exchange rate system, and the central bank intervention in the currency market

**Unit 1**

LH 4

**Roles of Financial Institution and Markets**

Concept of Financial Market, Functions and Classification of Financial Market, Historical Background of Financial Market, Financial Markets and Transformation of the Initial Endowment

**Unit 2**

LH 4

**Money, Price, Interest Rates and Exchange Rates**

Relationship among these Factors, Level and Structure of Interest Rates, Determinants of Interest Rates, Exchange Rates and Inflection

**Unit 3**

LH 8

**Financial Intermediation by Depository Institution**

Deposit and Loan, Factors affecting them: Competition, Asymmetric Information, Default Risk, Transaction cost, Adverse Selection, Moral Hazards and Credit Rationing. Agency Problem in Financial Institutions,

Liquidity Risk, Interest and Exchange Rate Risk, Credit Risk and Operation Risk inherent in Financial Institutions, Management of Those Risks, Lessons Learnt from the National and International Experience

**Unit 4**

**Banking Institutions**

**LH 8**

Introduction, Functions and Objectives of Central Bank, Monetary Policy, Nepal Rastra Bank, Concept, Functions and Source of Fund of Commercial Banks, Management of Commercial Banks, Definition and Nature of Development Banks, Some Major International Institutions

**Unit 5**

**Securities Market**

**LH 8**

Securities Market and Function of Price Discovery, Liquidity, Transaction, Cost Reduction, Structure and Regulation of Securities Market, Comparing Regulatory Structure of Nepalese Market with Other Development Market, World Wide Stock Market.

**Unit 6**

**Market for Government Securities**

**LH 8**

Primary Market and Auction Procedures, Procedures in Nepalese Market Composed with Procedures of other Countries Especially India and US, Secondary Market and their Organizations, Secondary Market of Nepal compared with others Country Market Especially India and US.

Dealing in Securities, Bid ask spread, Carry, Trading Project, Repurchase Agreement, Reverse Repose

**Unit 7**

**Stability of the Financial System**

**LH 8**

Bank Runs and Panics, Crashes in Stock Market: Their Causes and Consequences, Factors Affecting Stability, Fragmentation and Interference, Private and Government Managers in Improving Stability of Financial System, Clearing House Association, Regulation and Supervision, Lender of Last Resort, Trading Halts and Circuit Breaker, Deposit Insurance, Cost and Benefit of Such Measures.

### References

1. Johnson, Hazel J. "Financial Institutions and Markets". A Global Perspective, Singapore Mc Graw Hill.
2. Shrestha, M. K. and Bhandari D. B. "Financial Markets and Institutions" Asmita Books Publications and Distribution, Kathmandu

Net Contact Hour is 48 excluding the exams and tests.  
Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.



**Marketing  
Specialization**

APPENDIX

DESCRIPTION

**Course Title** Service Marketing  
**Course Code Number** MGT 388  
**Year/Semester** IV/VIII  
**Credit Hours** 03  
**Year: IV** **Semester: VIII (Marketing Specialization)**

**Course Objectives:**

**Main objective**

The aim of this course is to examine the important issues facing by service providers and the successful implementation of a customer focus in service-based businesses. Topics include an overview of services marketing; understanding the customer in services marketing; the delivery of services; managing demand and capacity; and promotion and pricing strategies in services marketing

**Enabling objectives**

After the completion of all the learning units of the course, participants will be able to:

- Familiarize with the basic fundamentals of services marketing and its differences with product marketing.
- Understand the issues related with service productivity quality and delivery.
- Integrate marketing, operation and human resources.

**Unit 1**

**LH 9**

**Fundamentals in service marketing**

Introduction to Service, The Service Sector, Basic Differences Between Goods and Services, An integrated Approach to Service Management, A structure for making service management decisions, The Value of classification Schemes, The three levels of a service product., Service as a process.

**Unit 2**

**LH 9**

**The service as a product**

Contact with the Service Organization, Managing service encounters Service as a system, Customer Focus, Physical Evidence, The Augmented Product, The service attached to industrial products, Service design

**Unit 3**

**LH 6**

**Pricing for service**

What Makes Service Pricing Different, Foundation of Pricing Strategy, Pricing and Demand, Putting Pricing Strategies into Practice

**Unit 4**

**LH 6**

**Promoting and communicating service value**

Internal Communications, External Communication as a Reinforcement System, Making the Service Value more Visible, Setting Communication Objectives and choose the Means to Act

**Unit 5**

**LH 6**

**Delivery channels**

Physical versus Electronic Delivery, Physical Evidence and the Servicescape, Place, Cyberspace, and Time Decisions, the Role of Intermediaries

**Unit 6**

**LH 6**

**Productivity, quality & variable demand**

Understanding Service Quality, Customer Satisfaction, The Productivity and the fluctuating demand

**Unit 7**

**Integrating marketing, operation and human resources**

**LH 6**

Human Resource Issues in High-Contact. Environments, Empowerment of Employees, Cycles of Failure, Mediocrity, and Success, The search for synergy in service management

**References**

1. Principles of Service Marketing & Management. By Christopher Lovelock Jochen Wirtz
2. Service Marketing- People Technology Study, Lovelock, C. Wirtz, J and Chaltjee, Pearson Education
3. Marketing Management. Philip Kotler 13th edition, a south Asian Perspective

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

**Course Title** Sales Management  
**Course Code Number** MGT 389  
**Year: IV** **Semester: VIII (Marketing Specialization)**  
**Credit Hours** 03

**Course Objectives:**

**Main objective**

The main objective of this course is to enrich and enlarge the skills of student as a sales executive and as a participant in the marketing management team. This course further supports in formulating strategies on the product line, on pricing, on physical distribution, on marketing channel, and on promotion.

**Enabling objectives**

After the completion of all the learning units of the course, participants will be able to:

- Understand the interrelationships of personal selling and marketing strategy, including the art of salesmanship, personal selling objectives, and sales related marketing policies.
- Recognize the shifts to the organizing of the sales effort both within the enterprise and relative to the distribution network.
- Depth analysis of the sales executive's primary responsibilities to the sales force.
- Concentrate on techniques of controlling the sales effort, including sales budgets, quotas, territories, and sales and cost analysis.
- Consider the emerging field of international sales management, emphasizing sales force operations across national boundaries.

**Unit 1**

**Personal Selling and Marketing Strategy**

**LH 8**

Evolution of sales department, sales management, objectives of sales management, types of personal selling objectives, product policies, distribution policies, pricing policies, competitive settings and personal-selling strategy.

## Unit 2

### Organizing the Sales Effort

LH 8

Nature of the sales management positions, functions of the sales executives, qualities of the effective sales executives, relations with top management, relations with managers of other marketing activities, setting up a sales organization, coordination of personal selling with other marketing activities, objectives and methods of manufacturer.

## Unit 3

### Sales Force Management

LH12

Sales force management, organizing for recruiting and selection of sales force, planning sales training programs, executing and evaluating sales training programs, motivating sales personnel, compensating sales personnel, sales meetings and sales contests, controlling sales personnel.

## Unit 4

### Controlling the Sales Effort

LH12

The sales budget; purposes of the sales budget, sales budget-form and content, budgetary procedures. Quotas; objectives in using quotas, types of quotas and quotas-setting procedures, administering the quota system. Sales territories; the sales territories concept, reason for establishing or revising sales territories, procedure for setting up or revising sales territories, deciding assignment of sales personnel to territories, routing and scheduling sales personnel.

## Unit 5

### International Sales Management

LH 8

International sales management and culture, head office influence on overseas selling activities, formulating sales strategies at the national level, sales organizational structure, recruitment and selection, sales training, sales compensation, sales presentations, salesperson evaluation and control.

References

1. Still, R., Cundiff, E., Govoni, N., (20--). Sales Management, (5<sup>th</sup> ed.). Pearson
2. Karl, F. Gerald L Manning and Barry L Reece. (20--). Selling Today: Building Quality Partnership. (8<sup>th</sup> ed.). Pearson Education
3. Tanner, Honeycutt; Erffmeyer Robert C.; (20--). Sales Management. Pearson Education

Net Contact Hour is 60 excluding the exams and tests. Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.



**Course Title** Advertising Management

**Year/Semester** IV/VIII

**Course Code Number** MGT 390

**Credit Hours** 03

**Year:** IV

**Semester:** VIII (Marketing Specialization)

**Course Objectives:**

**Main objective**

Advertising as a marketing communication tool is gaining prime importance. The course incorporates advertising management as a core part of brand building activity by giving the participants the technical of developing an advertising message and developing an advertising campaign.

**Enabling objectives**

After the completion of all the learning units of the course, participants will be able to:

- Learn how to develop and write advertising and marketing plan.
- Increase learning and skills to identify strategic choices and best alternatives from among those available in a given situation.
- Identify and create message strategy and tactics.
- Give brands cultural meaning by identifying the group influence and word-of mouth advertising.
- Understand the socio-cultural and global aspects of the advertising.

**LH 5**

**Unit 1**

**Advertising Planning and Decision Making**

Planning framework, marketing strategy and situation analysis, marketing plan, the communication and persuasion process, the advertising plan, facilitating agencies, social, legal, and global factors.

**LH 5**

**Unit 2**

**Setting Goals and Objectives**

Function of advertising objectives, behavioral dynamics, advertising response variables intervening between advertising and action, specifying the target segment, the DAGMAR approach.

**LH 5**

**Unit 3**

**Message Strategy**

Attention, from attention to recall, attention versus comprehension, interpretation and comprehension.

**Unit 4**

**LH 7**

**Group Influence and Word-of-Mouth Advertising**

The concept of reference groups, nature of reference groups influences on brand choice, factors influencing the degree of group influence, informational influence; word-of-mouth and diffusion processes.

**Unit 5**

**LH 6**

**Message Tactics**

Rational creative approaches, emotional creative approaches, using an endorser, distraction effects.

**Unit 6**

**LH 7**

**Media Strategy**

Economic analysis in setting and allocation budgets, simple but questionable budgeting decision rules, marketing experimentation and budgeting, regression of optimal repetition frequency.

**Unit 7**

**LH 5**

**Media Tactics**

Media class decisions, media vehicle decisions, media option decisions, scheduling and timing decisions, creating in media planning, media buying and organization.

**Unit 8**

**LH 8**

**Advertising and Society**

A structuring of the issues, nature and content of advertising, effects on values and lifestyles, economic effects of advertising, advertising and competition.



**Human  
Resource  
Management  
Specialization**

<b>Course Title</b>	<b>Human Resource Development</b>
<b>Course Code Number</b>	<b>MGT 391</b>
<b>Credit Hours</b>	<b>03</b>
<b>Year: IV</b>	<b>Semester: VIII (HRMSpecialization)</b>

**Course Objectives:**

**Main objective**

This course aims to familiarize the graduates with the concepts of integrated human resource development system and principles of designing an effective HRD systems.

**Enabling objectives**

After completion of all the learning units of the course, participants will be able:

- to understand basic knowledge regarding the concepts of human resource development,
- to learn and execute basic skills to undertake human resource development functions,
- to identify and assess the factors affecting human resource development,
- to highlight the existing practices and problems associated with HRD in Nepal.

**LH 6**

**Unit 1**

**Introduction to Human Resource Development**

Concept of HRD, elements of good HRD, the HRD process, functions of HRD, scope of HRD, importance of HRD, role of managers in HRD; skills and competencies required for HRD; factors affecting HRD, concept of HRD strategies, HRD system, designing effective HRD system, role of HRIS in HRD, basic concepts of HRD audit.

**Unit 2**

**Training and HRD**

Concept of training, training process, role of training in HRD, training needs assessment; training methods: on-the-job training, off-the-job training; better management of training.

**LH 14**

### **Management development and HRD**

Concept of management development, need assessment for management development; methods of management development: on-the-job methods and off-the-job methods.

### **Career planning and development**

Concept of career planning, need for career planning, objectives of career planning, process of career planning, steps in career development; organizational development interventions.

### **Unit 3**

**LH 12**

### **Performance appraisal and counselling**

Meaning and purposes of performance appraisal, performance appraisal process; performance appraisal methods; essay, checklist, critical incident, behaviorally anchored rating scales (BARS), individual ranking, paired comparison, MBO, 360° appraisal; feedback of performance appraisal, performance coaching, performance counselling, performance and reward.

### **Employee welfare and Quality of work life**

Meaning and need for employee welfare, types of welfare programmes: inside and outside the work place; approaches to employee welfare, employee welfare and quality of work life.

### **Unit 4**

### **HRD implementation**

**LH 10**

Concept of HRD implementation, steps in HRD planning, assessing HRD climate, strengthening HRD function, assessing HRD needs, structuring the HRD function, orientation and involvement of line managers, monitoring mechanism for HRD.

### **Unit 5**

### **HRD in Nepal**

**LH 6**

HRD policies in Nepal, HRD practices in Nepalese organization, problems associated with HRD in Nepal.

**References**

1. Rao, T.V., and Pereira, D.F. Readings in HRD. New Delhi: Oxford and IBH.
2. Rao, T.V., and Pereira, D.F. Recent Experiences in HRD. New Delhi: Oxford and IBH.

Net Contact Hour is 48 excluding the exams and tests.  
Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.

## Compensation Management

MGT 392

03

Semester: VIII (HRMSpecialization)

Course Title

Course Code Number

Credit Hours

Year: IV

### Course Objectives:

#### Main objectives

The objective of this course is to impart an understanding on design, implementation and improvement of various types of compensation like salary, wage and various forms of incentives in professional working climate and generating exposures of students to tools and techniques of aligning compensation decisions with employee motivation, satisfaction, performance and retention.

#### Enabling objectives

After the completion of this course, the students will find themselves familiar with:

- Various forms of compensation and popular practices of compensation administration in globally organizations with regard to diverse nature of jobs
- Approaches to matching various dimensions of employee rewards with employees competence, performance and motivation
- A range of factors to address for designing and implementing compensation methods and processes as mainstream management practices
- Techniques to solve compensations related problems in relation to state of art HR practices

#### Unit 1

#### Introduction to Compensation

LH 8

Meaning and nature of compensation, Significance and impact of employee compensation, Elements and components of compensation (forms of pay). Steps in formulating compensation strategy, Issues in compensation management



## Unit 2

### Designing Compensation

LH 12

Process of compensation management, Relation between strategic plan and compensation, Rationale behind pay differences, Pay structure criteria: job focused and person focused, Factors in design and choice of pay structure, Design of base pay: Job based structure- Job evaluation, Process and techniques of job evaluation, Challenges involved in Job Evaluation; Person-based Structure: Skill plans, Skill analysis, Competency mapping and Competency analysis, Executive compensation program

## Unit 3

LH 8

### Incentives and benefits

Concept and types of incentives, Pros and cons of using incentive system, Organization wide incentive plan, (Profit sharing, Stock options, Employee stock ownership plan,) Individual and team based incentive, Meaning and types of benefits,

## Unit 4

LH 10

### Theoretical Foundation on Wage

Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Residual claimant theory, Bargaining theory, Construction of index numbers and their uses for wage and dearness allowance, Wage and salary surveys, the wage curve, preparing salary matrix, significant compensation issues,

## Unit 5

LH 10

### Institutional Roles in Compensation Determination

Provisions of Labour Act for minimum wage fixation, Salary determination in public sectors, Compensation determination in private sectors with special reference to banking and manufacturing sectors, Role of unions, Legal and taxation issues on employee compensation, Issues regarding wage and salary in the context of Nepal

### References

1. Strategic Compensation, Joseph J. Martocchio, 3<sup>rd</sup> Edition, Pearson Education
2. Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education
3. Berger, L.A. and Berger, D. The Compensation Handbook: A State-of-the-Art Guide to Compensation Strategy and Design, 5<sup>th</sup> Edition, McGraw-Hill, 2008.

Net Contact Hour is 48 excluding the exams and tests.  
Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination

<b>Course Title</b>	<b>Industrial Relations</b>
<b>Course Code Number</b>	<b>MGT 393</b>
<b>Credit Hours</b>	<b>03</b>
<b>Year: IV</b>	<b>Semester: VIII (HRMS Specialization)</b>

**Course Objectives:**

**Main objectives**

The issues to industrial relations are central feature of organizational life. This course intends to impart conceptual and practical aspects of employee relations at the macro and micro levels.

**Enabling objectives**

After the completion of this course the students will be familiar with:

- Conceptual foundation of industrial/labour relations
- Several dimensions of labour relations with their universal relevancies
- Policy framework of labour relations for harmonious relationship between employers and employees and smooth functioning of an organization
- Labour related laws in Nepal with their provisions in connection with health employment relations

**LH 10**

**Unit 1**

**Introduction**

Meaning and scope of industrial relations, Structure and Evolution of Industrial Relations: Concept, Nature and models of IR- Unitarist, Pluralist, Dunlop's and Marxist perspectives of IR; Determinant, Socio-Economic, Technical, and Political factors affecting IR in changing Environment, Approaches to the study of Industrial Relations, Industrial Relations movements in Nepal

**Unit 2**

**Trade Unionism**

Meaning and function of Trade Union, Types & structure of Trade Union, History of Trade Unionism in Nepal, Major provisions of trade union act of Nepal: Registration, objectives, Rights, duties and functions of trade union.

**LH 8**

**Unit 3**

**LH 10**

**Industrial Safety and Health and Employee Welfare**

Concept of health and safety in industrial relations, Causes of industrial accidents, Major issues in health and safety, important provisions of health and safety in Nepalese context, Occupational health and hazards: Meaning, problems and issues, psychological problems and solutions Concept, objectives, scope and need of employee welfare, Voluntary welfare measures, Statutory welfare measures in Nepal

**Unit 4**

**LH 12**

**Industrial Disputes and Collective Bargaining**

Meaning, types & causes of Dispute, Dispute settlements methods: Negotiation, Mediator, Arbitration, Role of Judiciary & its impact on industrial relation, Dispute settlement process in Nepal Meaning, characteristics, importance of collective bargaining, essential conditions for success of collective bargaining, process of collective bargaining, causes for failure of collective bargaining, Industrial unrest: provisions of strike, lockout and collective bargaining in Nepalese context,

**Unit 5**

**LH 8**

**International Labour Organization (ILO)**

Origin, objectives and functions of ILO, Contribution and Structure of ILO, Role of ILO in Nepal, ILO Conventions: Its adaptation and challenges in Nepal

**References**

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012
3. Labour act of Nepal
4. Trade union act of Nepal

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MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
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