



# त्रिभुवन विश्वविद्यालय

व्यवस्थापन संकाय

व्यवस्थापन संकाय  
डीनको कार्यालय

टेलिफोन : ०१-४३३०८१८, ०१-४३३२७१८, ०१-५१९५५६८ (Exam)

फ्याक्स : ९७७-०१-५१९५४२९

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डीनको कार्यालय  
कीर्तिपुर, काठमाडौं, नेपाल ।

मिति २०७८/१०/१२

## सूचना

त्रि.वि.व्यवस्थापन संकाय, डीनको कार्यालयबाट संचालित Bachelor of Business Administration (BBA), Bachelor of Business Management (BBM) र Bachelor of Information Management (BIM) कार्यक्रमहरूको देहाय बमोजिमको संशोधित पाठ्य संरचना तथा पाठ्यक्रम यहि शैक्षिक वर्ष २०७७/०७८ (सन् २०२१) मा भर्ना भै अध्ययन गर्ने तथा त्यसपछिका विद्यार्थीहरूको लागि लागु हुने गरी त्रि.वि. प्राज्ञिक परिषद्द्वारा स्वीकृत भएको व्यहोरा जानकारी गराईन्छ र सोही अनुसार नै पठनपाठन गर्नुहुन समेत अनुरोध छ ।

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प्रा.डा. डिल्लीसज शर्मा

डीन

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Curriculum**

**Effective from the Academic Batch of 2021 AD**

**Office of the Dean**  
**Faculty of Management**  
**Tribhuvan University**  
**Kathmandu**

# **TRIBHUVAN UNIVERSITY**

## **Faculty of Management**

### **INTRODUCTION TO FACULTY OF MANAGEMENT**

The Faculty of Management (FOM), Tribhuvan University has its ultimate objective of educating students for professional pursuits in business, industry and government. It is further dedicated to contributing to an increase in the knowledge and understanding of business and public administration. FOM aims at developing a networking with management institutes in the country and abroad to exchange new knowledge, technology, and methods of achieving higher level efficiency in management of business and public entities. It also attempts to continuously innovate and promote cost-effective, socially relevant, modern technology based educational programs in Nepal.

The FOM offers instructions leading to Bachelor of Business Studies (BBS), Bachelor of Travel and Tourism Management (BTTM), Bachelor of Hotel Management (BHM), Bachelor of Information Management (BIM), Bachelor of Business Administration (BBA), Bachelor of Public Administration (BPA), Bachelor of Mountaineering Studies (BMS), Bachelor of Business Administration - Finance (BBA-F), Post Graduate Diploma in Police Sciences (PGDPS), Master of Business Management (MBM), Master of Business Studies (MBS), Master of Public Administration (MPA), Master of Travel and Tourism Management (MTTM), Master of Hospitality Management (MHM), Master of Finance and Control (MFC), Master of Business Administration (MBA) and Master of Business Administration in Global Leadership and Management (MBA in GLM), Master of Business Administration in Information Technology (MBA IT), Master of Business Administration - Finance (MBA-F), Master of Business Administration in Corporate Leadership (MBA-CL), Master of Business Administration in Marketing (MBA - M), Master of Adventure Tourism Studies (MATS), The FOM also offers Master of Philosophy (M. Phil.) in Management, Master of Philosophy (M. Phil.) in Public Administration leading to a Degree of Doctor of Philosophy (Ph. D.).

### **FOM's GOALS**

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.
- Conduct research and management development programs for updating the knowledge and skills in academia and corporate world.
- Innovate and promote management programs catering to the needs of various social and economic sectors of Nepal.
- Establish linkages with leading universities and management institutes abroad and collaborate with them in development programs and their implementation in the work place.

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAM**

The Bachelor of Business Administration (BBA) aims at educating students and preparing them for handling managerial position to start a professional career in business or public management. It will enable them to take over responsible positions in domestic and global business organizations with modern impersonal skills and technical know-how of the recent trends in global business. It is designed to provide students with a better and broader perspective of the world, society, business, and life by combining the study of social sciences and humanities with the study of business and management. The curriculum is built on four targeted learning competencies for starting career in management and pursuing advanced management knowledge.

This BBA program will develop positive attitudes, abilities and practical skills that are needed for a competent and responsible manager; and the program will work as foundation for master's studies in management.

### **Mission**

The mission of FOM's Bachelor of Business Administration (BBA) Program is to develop socially responsive, creative, and result oriented management professionals to fill up the middle level managerial positions in the rapidly growing business sector in Nepal and abroad.

### **Objectives of the BBA program**

- Prepare students to take-up middle level managerial positions in the business sector.
- Develop students' skill in object-oriented business management capable of understanding and solving practical business problems creatively.
- Provide professional management education with a blend of computer and management information system courses.
- Prepare students to proceed onto postgraduate level study in business administration.

### **ELIGIBILITY CONDITION FOR ADMISSION**

The candidate applying for admission to the BBA program must have

- Successfully completed twelve-year schooling or its equivalent from any university, board or institution recognized by Tribhuvan University.
- Minimum D+ grade in each subject of grade 11 and 12 with CGPA 1.80 or more / Secured at least second division in the 10+2, PCL or equivalent program; and
- Complied with all the application procedure.

## **ADMISSION CRITERIA**

### **Written Test:**

Eligible applicants are required to appear in the entrance test commonly known as Central Management Admission Test (CMAT) conducted by the Faculty of Management. The test will follow the international testing pattern and standards. It includes the areas like:

Verbal ability

Quantitative ability

Logical reasoning

General awareness

There shall be altogether one hundred (100) objective questions in the CMAT containing twenty (25) questions in each section with a total weight of 100 marks. Student must secure a minimum of 40% in the CMAT in order to qualify for the interview.

### **Interview**

Applicants securing above cut off point marks in the CMAT will be short-listed. Only short listed candidates will be interviewed and selected for admission.

## **TEACHING PEDAGOGY**

The general teaching pedagogy includes class lectures, group discussions, case studies, guest lectures, role play, research work, project work (individual and group), assignments (theoretical and practical), and term papers. The teaching faculty will determine the choice of teaching pedagogy as per the need of the course.

The concerned faculty shall develop a detailed course outline and work plan at the beginning of each semester and also recommends the basic text and other reference materials for effective teaching-learning of the course modules.

## **SEMINAR AND PRACTICUM**

Seminar and Practicum may conduct in accordance to guideline and evaluation criteria strictly follow as per direction mention in guidelines.

## **INTERNSHIP**

In the final semester, students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual project report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the organization, project report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C" in the internship. The internship carries a weight equivalent to 6 credit hours.

## **EXAMINATION, EVALUATION AND GRADING SYSTEM**

The BBA program will be executed through the semester system. The regular program shall be completed in eight semesters. The internal (ongoing) evaluation and the external (end of semester) examination shall carry 40 percent and 60 percent weightage

respectively. The semester examinations shall be conducted by FOM. The final grade of the student shall be determined on the overall performance in the internal and external examinations.

### **Passing Grade and Grading System**

The final evaluation of students is done through the examination conducted by Tribhuvan University. Students must secure a minimum of grade 'B' or Grade Point Average (GPA) of 3.00 in the internal evaluation in order to qualify to appear in the semester examination. In order to pass the semester examination the student must secure a minimum of grade 'B' or the Cumulative Grade Point Average (CGPA) of 3.00. The grading system shall be as follows:

<b>Letter Grade</b>	<b>Cumulative Grade Point Average (CGPA)</b>	<b>Marks Obtained in Percent</b>	<b>Divisions / Remarks</b>
A	4.00	90 - 100	Distinction
A-	3.70 - 3.99	80 - 89.9	Very Good
B+	3.30 - 3.69	70 - 79.9	First Division
B	3.00 - 3.29	60 - 69.9	Second Division
B-	2.70 - 2.99	50 - 59.9	Pass in Individual Subject
F	Below 2.70	Below 50	Fail

### **MAKE UP/RETAKE EXAM**

Make up/Retake examination shall be conducted as per the semester guideline.

### **Attendance**

Students are required to attend regularly all theory and practical classes, assignments, study tour, field trip, seminars and presentations as required by the course. A student is required to attend at least 80 percent of such activities in order to qualify for the semester examination.

### **CREDIT TRANSFERS AND WITHDRAWL**

The program allows students to transfer the credits earned by them in similar program of other universities recognized by Tribhuvan University.

A student who has partially completed the BBA program and would like to discontinue his / her studies shall also be allowed to withdraw from the program. In such cases, a certificate specifying the credit earned by the student in the program shall be provided.

### **GRADUATION REQUIREMENTS**

The BBA program extends over eight semesters (four academic years). The BBA degree is awarded upon its successful completion of all the following requirements specified by the curriculum.

- The successful completion of 120 credit hours as prescribed with a minimum of passing grade in all courses with CGPA of 3.00.
- A minimum of grade ‘B’ obtained in the Internship.
- Completion of courses for the fulfillment of the requirements of the BBA program must occur within seven years from the time of registration.

### **CURRICULAR STRUCTURE**

The BBA program requires the students to study a total of 120 credit hours. The curricular structure of the program comprises of the following four separate course components.

<b>I. Management and Allied Courses</b>	<b>84 Credit Hours</b>
<b>II. Computer Related Courses</b>	<b>12 Credit Hours</b>
<b>III. Specialization Area Course</b>	<b>18 Credit Hours</b>
<b>IV Summer Project</b>	<b>03 Credit Hours</b>
<b>V Internship</b>	<b>03 Credit Hours</b>
<b>Total</b>	<b>120 Credit Hours</b>

### **COURSE COMPOSITION**

<b>Business Foundation Courses:</b>		<b>Credit Hours</b>
ENG 201	English -I	3
ENG 202	English- II	3
ENG 203	Business Communication	3
ECO 203	Micro Economics for Business	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issue of Macro Economics	1
MTH 201	Business Mathematics I	3
MTH 202	Business Mathematics II	3
PSY 202	Psychology	3
STT 201	Business Statistics	3
SOC 203	Sociology for Business Management	3
SOC 204	Nepalese History and Politics	3
MGT 231	Foundation of Business Management	3
MGT 232	Leadership and Organizational Behavior	2
MGT 233	Seminar in Leadership and Organization Behavior	1
MGT 234	Legal Environment for Business in Nepal	3
MGT 205	Operations Management	3
MGT 236	Business Environment	3
MGT 240	Strategic Management	3
MGT 239	Business Ethics and Corporate Governance	3
MGT 237	Entrepreneurship & Business Resource Mapping	2
MGT 238	Practicum on Business Plan	1
ACC 201	Financial Accounting	3
ACC 202	Cost and Management Accounting	3
ACC 204	Taxation and Auditing	3
FIN 206	Fundamentals of Finance	3

FIN 208	Financial Markets and Services	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
RCH 201	Business Research Methods	3
<b>Computer Related Courses</b>		
IT 231	IT and Applications	3
IT 232	Database Management	3
IT 233	Business Information System	3
IT 204	E-Commerce	3
<b>Specialization Area Courses (any Six Courses)</b>		
<b>Banking and Finance</b>		
BNK 202	Financial Derivatives	3
BNK 203	Working Capital Management	3
BNK 204	Investment Analysis	3
BNK 206	Commercial Banks Management	3
BNK 208	Microfinance Management	3
BNK 209	Insurance and Risk Management	3
BNK 210	Fundamentals of Cooperative Management	3
BNK 221	Corporate Financing Decision	3
<b>Industry and Services Management</b>		
ISM 202	Productivity Management	3
ISM204	Project Management	3
ISM 205	Supply Chain Management	3
ISM 206	Service Operations and Management	3
ISM 208	Industrial Relations	3
ISM 209	Total Quality Management	3
ISM 210	Creativity and Innovation Management	3
ISM 211	Employability skills Management	3
<b>Micro Enterprise Management</b>		
MEM 201	Management of Micro Enterprise	3
MEM 202	Business Plan for Micro Enterprise	3
MEM 203	Micro Finance	3
MEM 204	Cooperative Management	3
MEM 205	Social Entrepreneurship	3
MEM 207	Project Planning & Entrepreneurial Marketing	3
MEM 208	Micro Insurance	3
<b>Sales and Marketing Management</b>		
MKM 201	Consumer Behavior	3
MKM 203	Fundamentals of Selling	3
MKM 204	Services Marketing	3
MKM 206	Distribution Management	3
MKM 208	Public Relations and Media Management	3
MKM 209	Retail Marketing	3
MKM 210	Marketing Research	3
MKM 211	Internet Marketing	3
MKM 212	Branding	3
MKT 217	Fundamentals of Advertising	3



MKM 213	Sales Management	3
<b>Account Specialization</b>		
ACS 201	Taxation in Nepal	3
ACS 202	Accounting for Banking	3
ACS 203	Corporate Accounting	3
ACS 204	Budgeting	3
ACS 205	Corporate Auditing	3
ACS 206	Accounting for Business	3
ACS 207	Accounting for Insurance	3
ACS 208	Accounting for Financial Analysis	3
PRJ 350	Summer Project	3
MGT 350	Internship	3

<b>COURSE CYCLE</b>		
	<b><u>First Semester</u></b>	<b>15 Cr</b>
ENG 201	English - I	3
MGT 231	Foundation of Business Management	3
ECO 203	Micro Economics for Business	3
MTH 201	Business Mathematics - I	3
IT 231	IT and Applications	3
	<b><u>Second Semester</u></b>	<b>15</b>
ENG 202	English - II	3
ACC 201	Financial Accounting	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issues of Macro Economics	1
MTH 202	Business Mathematics II	3
IT 232	Database Management System	3
	<b><u>Third Semester</u></b>	<b>15 Cr</b>
ENG 203	Business Communication	3
STT 201	Business Statistics	3
MGT 232	Leadership and Organizational Behavior	2cr
MGT 233	Seminar in Leadership and Organizational Behavior	1cr
FIN 206	Fundamentals of Finance	3
ACC 202	Cost and Management Accounting	3
	<b><u>Fourth Semester</u></b>	<b>15 Cr</b>
MGT 234	Legal Environment for Business in Nepal	3
MGT 235	Human Resource Management and Technology	3
IT 233	Business Information System	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
	<b><u>Fifth Semester</u></b>	<b>15 Cr</b>
MGT 236	Business Environment	3
ACC 204	Taxation and Auditing	3
MGT 205	Operations Management	3
SOC 203	Sociology for Business Management	3
PSY 202	Psychology	3
	<b><u>Sixth Semester</u></b>	<b>15 Cr</b>
RCH 201	Business Research Methods	3
FIN 208	Financial Markets & Services	3
SOC 204	Nepalese History and Politics	3

MGT 237	Entrepreneurship & Business Resource Mapping	2cr
MGT 238	Practicum on Business Plan	1cr
IT 204	E-Commerce	3
	<b><u>Seventh Semester</u></b>	<b>15Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 239	Business Ethics and Corporate Governance	3
PRJ 350	Summer Project	3
	<b><u>Eighth Semester</u></b>	<b>15 Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 240	Strategic Management	3
MGT 350	Internship	3

# **ECO 203: Micro Economics for Business**

## **(BBA)**

**Credits:3**  
**Lecture Hours: 48**

### **Course Objectives**

This course aims to enrich the understanding of students on microeconomic theories and tools of optimization so that students can use of resources efficiently in business by maximizing profit and minimizing cost.

### **Course Description**

This course makes students skilled to understand the fundamentals of microeconomics; analysis of demand, supply, market efficiency, elasticity of demand and supply, analysis of consumer's behavior, production, cost and profit analysis, firms in market and pricing practices and the resource markets.

### **Course Learning Outcomes**

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

- Describe the nature of microeconomics and its use in business and also understand basic economic principles.
- Use the demand and supply as the basic tools of market equilibrium and efficiency.
- Measure elasticity of demand and supply and use price elasticity of demand in business decision making.
- Derive the demand curve for normal goods by analyzing the consumer's behavior in both cardinal and ordinal approach.
- Explain the production functions, establish interrelationship among production curves and cost curves and determine optimal combination of inputs.
- Explain market structures, determine profit maximizing price of the products in those market and explain the pricing of real practices.
- Explain resource market equilibrium.

### **Course Details**

#### **Unit 1: Fundamentals of Microeconomics**

**5 LHs**

Microeconomics: concept and scope; Microeconomics in business decisions: nature and uses; Basic principles of economics: how people make decisions, how people interact and how the economy as a whole works

#### **Unit 2: Analysis of Demand, Supply and Market Efficiency**

**12 LHs**

Demand function: concept and types, movement and shifts in demand curve; Supply function: concept and types, movement and shifts in supply curve; Market equilibrium; Effect of changes in demand and supply on market equilibrium; Effect of government policy (Tax, subsidy and price control) on market equilibrium; Market efficiency:

concepts and measurement (by consumer's surplus and producer's surplus); Price elasticity of demand: concept and calculation; Price elasticity of demand in demand curve; Relationship between revenue and price elasticity; Uses of price elasticity of demand in business decision making; Concept of income elasticity of demand, cross elasticity of demand, advertisement elasticity of demand and elasticity of supply.

**Unit 3: Analysis of Consumer's Behavior** **4 LHs**

Cardinal approach: assumptions, consumer's equilibrium and derivation of demand curve; Ordinal approach: concept, assumptions and properties of indifference curve; Marginal rate of substitution; Price line; Consumer's equilibrium; Price effect and derivation of demand curve for normal goods.

**Unit 4: Production, Cost and Profit analysis** **12 LHs**

Production function: concept and types; concept of Cobb-Douglas production function; Optimal employment of one and two variable inputs; Cost function: concepts, implicit cost and explicit cost, accounting cost and economic cost, opportunity cost; Short-run costs and long run costs, fixed and variable costs; Law of variable proportion and derivation of short cost curves; Isoquants, Iso-cost line, laws of returns to scale and derivation of long run average cost curve; Economies and diseconomies of scale; Relation between average cost and marginal cost; Profit: business profit and economic profit

**Unit 5: Firms in Market and Pricing Practices** **12 LHs**

Market structure: concept and characteristics; Profit maximization goal of firm; Price and output determination under perfect competition: short-run and long-run equilibrium, Derivation of short run supply curve of a firm and industry; Price and output determination under monopoly: short-run and long-run equilibrium; Price and output determination under monopolistic competition: short-run and long-run equilibrium, selling cost and effect on equilibrium; Concept and types of cartel; Pricing under joint profit maximization cartel; Game theory: concept, dominant strategy, Nash equilibrium and prisoner's dilemma; Pricing practices: price discrimination, cost plus pricing, predatory pricing, skimming pricing and penetration pricing

**Unit 6: Markets for Resources** **3 LHs**

Demand for labor, Supply of labor; Equilibrium in the labor market; Wage differentials; Other factors of production: land and capital.

**Basic Books**

Mankiew, N.G. *Microeconomics*, Newyork: Latest Edition

McConnell, C.R., Brue, S.L. and Flynn, S.M. *Economics: Principles, Problems and Policies*, New Delhi, McGraw Hill Education. Latest Edition

**References**

Koutsoyianis, A. *Modern Microeconomics*, London, Macmillan. Latest Edition

Shrestha,R.G and Adhikari,G.M. *Microeconomics for Business*, Kathmandu,KEC publications. Latest Edition

Sloman, J. and Sutcliffe, M. *Economics for Business*, New Delhi, Pearson Education. Latest Edition



# **ENG 201: English - I**

(BBA)

*Credits: 3*  
*Lecture Hours*

## **Course Description**

English 201 course focuses on English language and communication skills required for general as well as professional contexts. It encourages students to expand their English vocabulary, improve their reading and writing abilities in English in both social and professional interactions, and learn terminology and skills that they can apply to different communicative purposes. It also seeks to enhance students' cross-cultural understanding by presenting a wide array of ideas from different spheres of human activity, which is of vital importance for success as an executive in management. Reading opinions of thoughtful people is important because we learn about other opinions and ideas in the process and they help shape our ideas and prepare us to become educated citizens who can think and form their own conclusions.

The course has two main components of equal weightage: (50% + 50%)

### **I. Core English**

### **II. Genres and Disciplines**

## **Course Objectives and Outcomes**

After completing this course, students will be able to:

- read texts written in various disciplines and discourses
- express themselves using varied forms in both speech and writing
- adapt content to purpose, context and audience
- understand and use appropriate style and tone
- conduct general and business communications
- work successfully in a team
- match audience with the purpose and medium of communication
- use presentational and rhetorical techniques for effective communication
- gain disciplinary and interdisciplinary insights

## **Course Contents**

### **I. Core English**

#### **Unit 1.**

1. What are you like?
2. Customs and traditions
3. Looking ahead
4. Into the wild
5. Health matters
6. Would you believe it?
7. Traces of the past

#### **Unit 2.**

8. The big issues
9. It's a crime
10. Buying and selling
11. Entertainment or art
12. A changing world
13. Writing guide
14. Grammar reference

### **II. Genres and Disciplines**

#### **Unit 3**

1. New Nepal
2. Shooting an Elephant
3. The Parrot in the Cage
4. Advertise Your Business
5. The Company Man
6. Light My Lucky
7. The Etiquette of Freedom
8. The Rights of Animals
9. Professions for Women



10. The Stronger
11. Here I Love You

#### **Unit 4**

12. Girl
13. Popular Mechanics
14. The Fly
15. Jest and Earnest
16. The Hundredth Dove
17. The Lunatic
18. The Clock Tower
19. Beauty
20. All-Pervading Poetry
21. The Allegory of the Cave
22. Not the Non-Existent

#### **Teaching Method**

The suggested teaching method is to introduce the theme and the writing task and then guide the students to practice specific skills and put language knowledge to produce their own writings. It is important to discuss what it means to be educated and how great thinkers lead the way for students to become educated through different ideas and opinions. The study of thoughtful writings on different disciplines by experts in their fields should spark discussion and action around topics of societal importance. The method, therefore, is to engage students in a dialogue about the questions and ideas raised in each text by exploring different perspectives, listening to the voices of others, and respectfully sharing their own experiences and thoughts.

#### **Evaluation**

The examinations will cover the language skills and include a range of tasks which assess students' ability to use English in a variety of contexts. Above all, the examinations will assess the students' ability to communicate effectively in English, especially in reading and writing

activities using appropriate writing style. Special credit will be given to originality of expression and depth of thinking,

### **Prescribed Texts**

Gude, Kathy, & Mary Stephens. *Cambridge English Advanced Result: Student's Book with Online Practice*. Oxford UP, 2018.

Lohani, S., compiler & editor. *Visions: A Thematic Anthology*. Kathmandu: Vidyarthi Pustak Bhandar, 2020.

### **References**

Carter, Ronald, and Michael McCarthy. *Cambridge Grammar of English*. Cambridge UP, 2006.

Larsen-Freeman, Diane, and Marti Anderson. *Techniques and Principles in Language Teaching*. 3<sup>rd</sup> ed., Oxford UP, 2011.

Klarer, Mario. *An Introduction to Literary Studies*. 3<sup>rd</sup> ed., Routledge, 2013.

Abrams, M.H., and G.G. Harpham. *A Glossary of Literary Terms*. 11<sup>th</sup> ed., Cengage Learning, 2014.

Minot, Stephen, and Diane Thiel. *Three Genres: The Writing of Literary Prose, Poems and Plays*. 9th ed., Pearson, 2014.

Harmer, Jeremy. *The Practice of English Language Teaching*. 5<sup>th</sup> ed., Pearson, 2015.

Pearson Education. *Longman Business English Dictionary*. 2nd ed., Longman, 2018.

*Oxford Advanced Learner's Dictionary of Current English*. 10th ed., Oxford UP, 2020.

# **MGT 231: Foundation of Business Management**

## **(BBA)**

Credit Hours: 3  
Lecture Hours: 48

### **Course Objectives:**

The course aims to impart the knowledge of fundamental management principles and integration of those principles with the real time business situation and managerial activities that they have to perform in future so as to enhance their managerial capability and enable them to apply in the practical field. The course will remain important in the development of the soft skills of the students.

### **Course Description:**

This course covers introduction of the management that covers the concept, functions and roles of a manager and business environment and their analysis for the purpose of business use. It also incorporates major principles of management that covers classical and recent management principles. Similarly it covers some fundamental concepts and philosophies of business ethics and social responsibility. The fundamental functions of a manager has also been incorporated in the course with the Nepalese management practices.

### **Learning Outcomes:**

On completion of this course, the student will be able

- a. To understand the concept of business, management and business management, role and functions of manager and analysis of business environment using porter model.
- b. To understand the unethical behaviour in business and ethical behaviour as well the additional social responsibility of the business.
- c. To know the philosophical aspects of management with the understanding of management culture
- d. To know the functions of a manager and develop skill to apply them in practice.
- e. To communicate, present and play as a role of manager with the development of soft skills.
- f. To understand business management trends and scenario in Nepal

### **Learning Strategies:**

- *Quizzes/ Surprise Test:* Quizzes to be taken individually without prior information. The quizzes is to be taken using objective questions covering the related text chapter materials.
- *Project & Live Projects:* The students should work in team for producing live project report as a part of experiential learning. They should go to the field, collect real time data and develop report. They also should present it in the class within 10 minutes of each group.
- *Case analysis:* The students should submit analysis of the cases provided by the course instructor reflecting the text/ practice related problems, genesis of the problems. It may be presented in class too.

- *Assignments:* The students tend to develop and deliver a presentation of 15 minutes on contemporary issues that are worthy enough. Home assignment in preparation of term paper can be provided.
- *Simulation:* The students need to participate in the activities that are set inside the class room. Course Convenor should provide issues and make practice as in real life situation.
- *Term paper & Thematic review:* The course convenor should provide issues that are importantly raised in the society and ask students to review related articles and develop the theme as the part of term paper and ask them to present in the class.
- *Oral Presentation:* The convenor should provide issues a day before and ask them to speak 5-10 minutes without any supportive materials in the class.

### **Course Details:**

#### **Unit 1: Introduction**

**6 LHs**

Concept of management and business management, the management process, type of managers (general, functional and line managers), basic managerial roles and skills, changing job of managers, management challenges, acquaintance to task and general environment of business and analysis of task environment using Porter model.

*Activities:* Preparation of company profile focusing task environment and case analysis.

#### **Unit 2: Philosophical Aspects of Management**

**6 LHs**

The classical philosophy (scientific management, administrative management and bureaucratic management), behavioural management philosophy (human relation movement and Hawthorne studies), system and contingency philosophy and emerging issues and challenges in Nepalese business.

*Activities:* Surfing and finding out the techniques of using these theories in practice and presenting in class.

#### **Unit 3: Business Ethics and Social Responsibility**

**4 LHs**

Ethical issues in management, the roots of unethical behaviour, philosophical approaches to ethics, social responsibility of business and arguments for social responsibility and Friedman doctrine.

*Activities:* Oral presentation on social and ethical issues in Nepalese business and society and case analysis.

#### **Unit 4: Planning and Decision Making**

**7 LHs**

Planning: Meaning and levels of planning, planning horizons, planning process, meaning and use of single use, standing, contingency and derivative planning, pitfalls and their improvement in planning.

Decision Making: Concept of decision making, process of rational decision making, type of problems and decision making, decision making conditions and styles.

*Activities:* Simulation and case analysis

**Unit 5: Organizational Architecture****7 LHs**

Meaning and concept of organizational structure and architecture, elements of organizational architecture, designing structure: vertical differentiation (Tall Vs. Flat), horizontal differentiation (Functional, multidivisional, geographical and matrix), and integrating mechanisms (formal knowledge network and strategy, coordination and integrating mechanisms), definition and source of authority, responsibility and accountability and creating accountability in business organizations, emerging issues in organization design and architecture, Nepalese practices in organizational structure.

*Activities:* Project work and case analysis.

**Unit 6: Organizational Culture****4 LHs**

Meaning and concept of organizational culture, importance of organizational culture, change and strengthening organizational culture, managing organizational culture during merger, organizational culture in Nepalese organization.

*Activities:* Term paper on culture after merger and case analysis

**Unit 7: Group and Team****4 LHs**

Meaning of team and group, difference between team and group, importance of team in organization, creating effective team, types of group and team, managing team conflict, position of team work in Nepalese organization.

*Activities:* Simulation and case analysis.

**Unit 8: Communication and Control****5 LHs**

Meaning of business communication, communication process, parties involved in communication, communication barriers and their improvement, meaning, process and types of control, essentials of effective control system, control tools and techniques.

*Activities:* Simulation, oral presentation and case analysis

**Unit 9: Business Management Trends and Scenario in Nepal****5 LHs**

Growth of business sector in Nepal, major industries in Nepal – manufacturing, export – oriented, import- substitution, and service sector, existing management and business practices in Nepalese business, major problems of Nepalese business

*Activities:* Live project and presentation

**Reading Materials:**

Charles W. L. Hill & Steven L. McShane (2008). *Principles of Management*. Irwin: McGraw-Hill.

Stephen P. Robins & David A. Decenzo (2008). *Fundamentals of Management*. Delhi: Pearson Education Inc.

Ricky W. Griffin (2012). *Management Principles and Applications*. New Delhi: CENGAGE Learning

Chalise, M. & Gautam, P. K. (2021). *Principles of Management*. Kathmandu: KEC Publication and Distributors (P.) Ltd.

# MTH 201: Business Mathematics -I

(BBA)

Credits: 3

Lecture Hours: 48

## Course Objectives

The course introduces mathematical techniques through examples of their application to economic and business concepts. It also tries to get students tackling problems in economics and business using these techniques as soon as possible so that they can see how useful they are.

The purpose of the course, then, is to present mathematical skills and concepts, and to apply them to ideas that are important to the management students. In addition, the course includes the basics of spreadsheet operations relating to solving equations, systems of equations, quadratic equations, non-linear functions, applications of derivatives, financial mathematics and some numerical methods as well.

## Course Contents

Straight lines and Functions, their Applications in Market Analysis, Excel for Linear Functions Simultaneous Equations and Use them in Equilibrium Market Analysis, Quadratic Equations and Economic Applications, Non-linear Functions, Numerical Methods for Solving Nonlinear Equations, their Graphs and Applications, Financial Mathematics, Differentiation and Applications in Marginal Analysis, Derivatives for Economic and Business Applications.

## Course Details

### Unit 1: Straight lines and Functions

6 LHs

Straight lines, Linear functions, Applications: demand, supply, cost, revenue, Elasticity of demand, Supply and income, Budget and cost constraints, Least square method and line of best fit (two variables only), Least square method for time series analysis.

**Lab. Work:** Introducing Excel, Excel for linear functions.

### Unit 2: Simultaneous equations

5 LHs

Simultaneous linear equations, Equilibrium and break-even points, Consumer surplus, Producer surplus and Total surplus, National income and the IS- LM model

**Lab. Work:** Excel for simultaneous linear equations.

### Unit 3: Quadratic Equations

5 LHs

Graphs of Quadratic functions, Quadratic equations, Applications to economics and business;

**Lab. Work:** Excel for quadratic equations.

**Unit 4: Non-linear functions, their graphs and applications****10 LHs**

Cubic and other polynomial functions, Exponential functions, Logarithmic functions, Hyperbolic functions of the form  $a/(bx + c)$ ; Bisection method, Newton-Raphson method for solving nonlinear equations.

**Lab. Work:** Excel for non-linear functions; Smart math calculator (software): Bisection method, Newton-Raphson method.

**Unit 5: Financial mathematics****10 LHs**

Arithmetic and geometric sequences and series; Simple interest, compound interest and annual percentage rates, Depreciation, Net present value and internal rate of return, Annuities, debt repayments, sinking funds; Relationship between interest rates and the price of bonds.

Lab. Work: Excel for financial mathematics.

**Unit 6: Limit and Differentiation, Applications of derivatives****12 LHs**

Idea of limit, Limit of algebraic functions at a point and at infinity (basic concept only), Slope of a curve and differentiation, Rules of differentiation (power rule, sum rule, product rule, quotient rule, and chain rule), Differentiation by first principle (algebraic, logarithmic and exponential functions), Differentiation and marginal analysis (marginal cost, marginal revenue and marginal profit), Increasing and decreasing function, Stationary point, Point of inflection, Differentiation of implicit and parametric functions, Economic applications of derivatives for maximum and minimum points, Higher order derivatives (up to 3<sup>rd</sup> order), Curvature, Elasticity of demand and the derivatives.

**Lab. Work:** Excel for applications of derivatives.

**References**

Alpha C. Chiang, *Fundamental Methods of Mathematical Economics*, McGraw-Hill, Inc.

Frank S. Budnick, *Applied Mathematics for Business, Economics, and the Social Sciences*, McGraw-Hill Ryerson, Limited.

G. S. Monga, *Mathematics for Management and Economics*, Vikas Publishing House Pvt. Ltd., New Delhi.

Mike Rosser, *Basic Mathematics for Economists*, Routledge Taylor & Francis Group.

Ronald J. Harshbarger, James J. Reynolds, *Mathematical Applications for the Management, Life, and Social Sciences*, Houghton Mifflin Company.

Srinath Baruah, *Basic Mathematics and its Application in Economics*, Macmillan India.

Teresa Bradley, *Essential Mathematics for Economics and Business*, John Wiley & Sons Ltd.

Vassilis C. Mavron, Timothy N. Phillips, *Mathematics for Economics and Finance*, Springer-Verlag.

# IT 231: IT and Applications

(BBA)

*Credits:3*

*Lecture Hours: 48*

**Nature of the course:** Theory + Practical

## **Course Objectives**

The main objective of this course is to provide students both theoretical and practical knowledge of basic concepts of computers, information technology, and their applications.

## **Course Description**

This course covers different concepts computers, information technology and application specially focusing on introduction, use of IT in business, hardware, software, memory, input/output, database, networks and data communication, Internet, multimedia, computer security, and some contemporary technologies.

## **Course Details**

### **Unit 1: Introduction to Computers**

**3 LHs**

Introduction and Characteristics; Digital and Analog Computers; History and Generations of Computers; Classification of Computer; Data and Program representation in Computer; Applications of Computers.

### **Unit 2: Information Technology and Business**

**3 LHs**

Business in the Information Age; Roll of Information Technology in Business; Organization structure and IT support; Business Information Systems.

### **Unit 3: Computer System Hardware**

**10 LHs**

Introduction; Central Processing Unit; Memory Unit; Interconnecting the Units of a Computer; Inside a Computer Cabinet; Computer Memory: Introduction; Memory Representation; Memory Hierarchy; CPU Registers; Cache Memory; Primary Memory; Secondary Memory; Access Types of Storage Devices; Magnetic Tape; Magnetic Disk; Optical Disk; Magneto-Optical Disk; How the Computer uses its memory; Input and Output Devices: Introduction; Input-Output Unit; Input Devices; Human Data Entry Devices; Output Devices; I/O Port; Working of I/O System.

### **Unit 4: Computer Software**

**5 LHs**

Introduction; Types of Software; System Software; Application Software; Software Acquisition; Programming Languages; Operating System: Introduction, Objectives of Operating System, Types of OS, Functions of OS: Process Management, Memory Management, File Management, Device Management, Protection and Security, User Interface, Examples of Operating Systems; New Trends in Software.

### **Unit 5: Data Communication and Computer Network**

**5 LHs**

Introduction; Importance of Networking; Data Communication Media; Data Transmission across Media; Data Transmission and Data Networking; Computer Network; Network Types; Network Topology; Communication Protocols; Networking Hardware; Wireless Networking.



**Unit 6: Internet and Internet Services****5 LHs**

Introduction; History of Internet; The Internet Architecture; Managing the Internet; Connecting to Internet; Internet Connections; IP Address and Domain Name System (DNS); Client-Server Architecture; Hyper Text Transfer Protocol (HTTP); Electronic Mail (Email); File Transfer Protocol (FTP); World Wide Web; Remote Login (TELNET); Static and Dynamic Web Pages; Search Engines; E-Commerce; E-Governance; Smart City; Censorship and privacy issues; Intranet and Extranet.

**Unit 7: Multimedia and the Web****3 LHs**

Introduction; Elements of a multimedia system; Graphics; Sound; Image File Format; Web Based Multimedia; Future of Web Based Multimedia; Multimedia in Business; Applications of Multimedia.

**Unit 8: Database and Database Management System****5 LHs**

Introduction; Database; Data Concepts and Characteristics; Database vs File System; Database Models; Database Management System; Database System Architectures; Database Applications; Cloud Database.

**Unit 9: Computer Security and Privacy****4 LHs**

Computer security and control; Unauthorized Access and Unauthorized Use; Protecting Against Unauthorized Access and Unauthorized Use; Computer Sabotage and protection; Computer Crime; Software Piracy; Anti-Piracy; Computer Virus, Worm, Spyware; Ethical Issues in Computer; Cyber Law; Network Security; Hardware and Software Firewall; Data and message security; Encryption and Decryption.

**Unit 10: Introduction to Contemporary Technologies****5 LHs**

Concept of Digital Marketing and Digital Economy; Concept of Data Warehousing, Data Mining, Big Data, Artificial Intelligence, Machine Learning, Data Analytics, and Business Intelligence; Concept of Cybersecurity, Cloud Computing, and IoT; Web 2.0; Web 3.0.

**Laboratory Works:**

After Completing this course students should have practical knowledge of operating systems, word processors, spreadsheets, presentation packages, database management systems, and Internet and its services.

**Text Book:**

1. Understanding Computers: Today and Tomorrow, Comprehensive, Morley, D., & Parker Charles S., 15<sup>th</sup> Edition, Cengage Learning, 2015.
2. Information Technology for Management, On-Demand Strategies for Performance, Growth and Sustainability, 11<sup>th</sup> Edition, Efraim Turban, Carol Pollard and Gregory Wood, Willey.

**Reference Books:**

1. Introduction to Computers, Peter Norton's, Tata McGraw-Hill
2. Computer Fundamentals Concepts Systems and Applications, P K Sinha & Priti Sinha,

BPB Publications

3. Fundamentals of Computers, V. Rajaraman, PHI Learning Pvt. Ltd.
4. Introduction to Information System, James A O'Brien and George M. Marakas, Fifteenth Edition, McGraw-Hill.