

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



**Course detail of  
BBM (Bachelor of Business Management) 5<sup>th</sup> Semester**

MKT 201: Fundamentals of Marketing	3 Cr. hrs
MGT 205: Operations Management	3 Cr. hrs
FIN 208: Financial Markets & Services	3 Cr. hrs
IT 231: IT and Application	3 Cr. hrs
<u>Focus Area Courses I</u>	
.....	3 Cr. Hrs
➤ Bank Operations and Cooperative Management (BNK) BNK 211: Banking Law	
➤ Sales and Marketing (MKM) MKM 201: Consumer behavior MKM 209: Retail Marketing	
➤ Insurance and Risk Management (INS) INS 219: Fundamentals of Risk and Insurance	
➤ Entrepreneurship and Enterprise Development (EED) EED 205: Social Entrepreneurship	
➤ Accounting (ACS) ACS 206: Accounting for Business	

**April 2024**

# FIN 208: Financial Markets and Services

Credits: 3  
Lecture Hours: 48

## Course Objectives

*The purpose of this course is to provide the students with in-depth understanding of the structure, principles and functions of financial markets and services. Upon completion of this course, the students will have necessary theoretical background of financial markets and how they work globally as well as in the context of Nepal. Furthermore, fund management, lending, insurance and investment.*

## Course Description

*The course deals with fundamental aspect of financial market and services. Particularly, this course covers the financial system, financial market regulation and financial services, financial markets, commercial banks and others lending institutions, insurance companies and pension funds, investment banks and mutual funds and security firms and other institutions.*

## Course Details

### Unit 1: The Introduction of Financial System

4 LHs

Meaning of financial system, Function of financial system, Components of financial system, and financial markets and its types, financial intermediaries and classification, financial assets and roles of financial system in economy.

### Unit 2: Financial market Regulations and Financial Services.

5 LHs

Financial Market regulations; Financial market regulations; Central bank and its functions, conduct of monetary policy, financial services; Meaning, scope and types of financial services, Characteristics of financial services, Causes for financial innovations, financial services and promotion of industries, financial service industries in Nepal.

### Unit 3: Money Market

6 LHs

Meaning of Money Market; Purposes of money market; Participants in money market; Money Market Instruments: Treasury bills, commercial paper, central bank funds, negotiable certificate of deposits, repurchase agreement, and banker's acceptances; Yield concepts on discount papers: discount yield, bond equivalent yield, effective annual rate, holding period return, and holding period yield; Yield concepts on other money market instruments; Money market in Nepal

### Unit 4: Capital Market

8 LHs

Meaning of capital market; Functions of capital market; participants in capital market; Capital market securities: Treasury notes and bonds, municipal bonds, corporate bonds, mortgaged backed securities, and common stock; Yield on capital markets securities; International aspects of capital markets; and Issues in capital markets in Nepal

**Unit 5: Commercial Banks and Other Lending Institutions****8 LHs**

Concept of commercial bank; Financial statements and off-balance sheet assets and liabilities; Financial statement analysis using a return on equity framework; Regulation of commercial banks; Types of regulations: liquidity regulation, capital adequacy regulation in reference to Basel Accord, Saving and loan associations; Saving banks; Credit unions; Overview of development banks, finance companies, micro-credit development banks, and co-operatives, Classification of financial institutions in Nepal.

**Unit 6: Insurance Companies and Pension Funds****7 LHs**

Concept of insurance companies; Types of insurance companies; Life insurance: types, the fair value of an annuity policy, and asset and liability structure; Property-casualty insurance companies: types, asset and liability structure, and profitability; Overview of insurance industry in Nepal; Regulation and supervision mechanism of insurance businesses in Nepal. Concept of pension funds; Types of pension plans; Retirement benefits under defined benefit plan and defined contribution plan; and Pension fund management practices in Nepal

**Unit 7: Investment Banking and Mutual Funds****6 LHs**

Meaning and roles of investment banks, Securitization of assets, Merger and acquisition, investment banking activities in Nepal; Concept of mutual funds; Types of mutual funds; Mutual fund expenses; Net asset value and return on mutual funds; Mutual fund practices in Nepal.

**Unit 8: Securities Firms and Other Institutions****4 LHs**

Concept of merchant banks, functions of merchant banks, merchant bank activities in Nepal; Concept of brokerage and dealer services, and practices in Nepal; Concept of rating agencies, rating agency services in Nepal, Functions of CDS and Clearing Limited; Overview of Employee Provident Fund and Citizen Unit Trust

**Suggested Readings**

Fabozzi, F. J., & Jones, F. J. *Foundations of Global Financial Markets and Institutions*. Massachusetts, USA: MIT Press.

Saunders, A. & Marcia, M. C. *Financial markets and institutions*. New Delhi: McGraw-Hill Education (India) Pvt. Ltd.

Gordon, E., & Natarajan, K. *Financial markets and services*. Mumbai: Himalaya Publishing House.

Banks and Financial Institutions Act (BAFIA), NRB

NRB Directives

Publications of Security Board of Nepal.

Publications of Insurance Board.

Circular and Guidelines related to security market of Nepal.

# **IT231: IT and Application**

(BBM 5<sup>th</sup> Sem)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

The main objective of this course is to provide students, knowledge of fundamental concepts of computers and information technology and its applications in real world. Students are expected to learn to use the MS Office for word processing, MS spreadsheet, MS PowerPoint, MS Access, and internet.

## **Course Description**

This course introduces students to the basic concepts of computers and information technology including introduction, hardware, software, memory, input/output, database, networks and data communication, Internet, multimedia, computer security, contemporary technologies.

## **Course Details**

### **Unit 1: Introduction to Computer**

**3 LHs**

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

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

**4 LHs**

Business in the information age; Information systems; Organization structure and IT support; Evolution and types of information systems; Business information system, Categories of business information system, e-Business system, Enterprise System, IT for business, IT for individuals. Computers in past and present.

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

**8 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**

**6 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: Database and Business Intelligence****5 LHs**

Introduction; Database; Data Concepts and Characteristics; Database vs file System; Database Models; Database Management System; Business-level advantages of databases; Business Intelligence: Data warehouse, Data Mining, Database Applications.

**Unit 6: Data Communication and Computer Network****3 LHs**

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

**Unit 7: Internet and Internet Applications****6 LHs**

Introduction; History of Internet, 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; Search Engines; E-Commerce; M-Commerce, E-Payment, E-Governance; Censorship and privacy issues, Digital Divide.

**Unit 8: 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 in Business.

**Unit 9: Computer Security and Privacy****6 LHs**

Computer security and control; Unauthorized Access and Unauthorized Use; Protecting Against Unauthorized Access and Unauthorized Use; Computer Sabotage and Protection; Types of Computer Crime; Software Piracy; Anti-Piracy; Computer Virus, Worm, Spyware; Professionalism, Ethics and Morality, Ethical Issues in Computer; Cyber Law; Digital Literacy, Copyright, Designs and Patents Act, Network Security; Hardware and Software Firewall; Data and Message Security; Encryption and Decryption.

**Unit 10: Contemporary Technologies and Businesses****4 LHs**

Artificial Intelligence and its Impact on Business and Society, Data Science, Machine Learning; Neural Networks; Cloud Computing; Green Computing; Virtual Computing; Big Data; Blockchain Technology; Social Media & Digital Marketing; Internet of Things.

**Laboratory Works:**

After Completing this course students should have practical knowledge of Hardware components of computer; Operating systems (DOS and Windows Operating System); Word Processors; Spreadsheets; PowerPoint Presentation; Database Management Systems; Internet and its services.

## **Suggested Reading**

Understanding Computers: Today and Tomorrow, Comprehensive, Morley, D., & Parker Charles S., 15th Edition, Cengage Learning, 2015.

Business Information Systems Technology, Development and Management for the E-Business, Paul Bocij, Andrew Greasley and Simon Hickie, Fifth edition 2015.

Introduction to Computers, Peter Norton's, Tata McGraw-Hill

Computer Fundamentals Concepts Systems and Applications, P K Sinha & Priti Sinha, BPB Publications

Information Technology for Management, On-Demand Strategies for Performance, Growth and Sustainability, 11th Edition, Efraim Turban, Carol Pollard and Gregory Wood, Willey.

# MGT 205: Operations Management

(BBM 5<sup>th</sup> Semester)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to impart the basic knowledge, tools and techniques of operations management and mathematical models used in operations research to make effective business/ management decision to students.

## **Course Description**

Introduction to operations management. Operations strategy, Product and service design, Inventory management, Quality system, Decision theory, Transportation problem, Assignment problem and Game theory.

## **Course Details**

### **Unit 1: Introduction**

**5 LHs**

Definitions, scopes, and objectives of operations management; Transformation process; Differences between production and service operations; Operations and supporting functions; Role of the operations manager; Production system: Intermittent and continuous; Key issues for operations managers; Historical evolution of operations management; Productivity: Concepts, and types.

### **Unit 2: Operations Strategy**

**3 LHs**

Introduction to operations strategy; Operations strategy as a competitive weapon; Linkage between corporate, business and operations strategy; Components of operations strategy; Manufacturing strategies; Service strategies.

### **Unit 3: Product and Service Design**

**5 LHs**

Concept of product and service design; Product development process; Difference between product and service design; Emerging issues in product and service design; Value analysis; Concurrent engineering and quality function deployment; Waiting line theory (Single channel only).

### **Unit 4: Inventory Management**

**4 LHs**

Concept and importance of inventory; Inventory costs; Dependent and independent demand; Inventory systems- continuous and periodical; Basic economic order quantity (with and without discount).

### **Unit 5: Quality System**

**6 LHs**

Introduction to quality; Historical evolution of total quality management; Philosophy, principles and concepts of total quality management. Costs of quality; Quality Control: Introduction, objectives, advantages; Statistical process control -Control charts- control charts for variable; JIT and Six Sigma; Quality Management System: ISO 9000 series; 7 tools for the quality.

### **Unit 6: Decision Theory**

**7 LHs**

Introduction to decision making environment; Decision making under uncertainty: Criterion of maximax, maximin, minimax regret, Laplace and Hurwitz's; Decision making under risk: Expected monetary value criterion, expected opportunity loss criterion, Expected profit of perfect information, Expected value of perfect information; Marginal analysis.

**Unit 7: Transportation Problem**

**6 LHs**

Introduction, generating initial basic feasible solution and testing optimality condition; Solution of minimization problem (excluding loop formation).

**Unit 8: Assignment Problem**

**4 LHs**

Introduction, and objectives of assignment problem; Solution of minimization and maximization problem.

**Unit 9: Game Theory**

**5 LHs**

Introduction; Importance of game theory; Two person zero- Sum game; Pure strategies; Games with saddle point; Mixed strategies; Rules of dominance; Solution methods of Games: Algebraic method only.

**Class Lecture = 45 hrs. Assessment = 3 hrs.**

**Suggested Reading**

Adam, E. E., and Jr. R. J. Ebert. *Production and Operations Management*. New Delhi: Prentice-Hall of India Private Limited.

Chase, R.B., F.R. Jacobs, N.J. Aquilano and N.K. Agrawal. *Operations Management for Competitive Advantage*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.

Dahlggaard J. J., Kristensen, K. and G.K. Kanji. *Fundamentals of Total Quality Management Process analysis and improvement*. London and New York: Taylor and Francis.

Frederick S. H., and G. J. Lieberman. *Introduction to Operations Research*. New York: McGraw-Hill Education.

Gaither, N., and G. Frazier. *Operations Management*. Singapore: Thomson Asia Pvt. Ltd.

Krajewski, L. J., and L.P. Ritzman. *Operations Management*. Delhi: Pearson Education Pvt.

Stevenson, W.J. *Operations Management*. New York: McGraw-Hill Education Ltd.

Taha, H. A. *Operation Research: An Introduction*. England: Pearson Education Ltd.





# MKT 201: Fundamentals of Marketing

## BIM 5<sup>th</sup> Semester

Full Marks: 100

Pass Marks: 50

Credits: 3

Lecture Hours: 48

### Course Objectives

The main objective of this course is to equip students with knowledge and skills of marketing.

### Course Description

This course on marketing deals on the operation of the marketing functions in a dynamic and competitive environment. It deals comprehensively on issues of emerging marketing practices and challenges. The course includes topics that help students to understand marketing process and environment, information systems and buyer behavior, segmentation, targeting, and positioning strategies, and strategies related to marketing mix variables.

### Course Details

#### Unit 1: Introduction

6 LHs

Meaning of marketing. Core concepts of marketing. Marketing process. Marketing management orientation - production, product, selling, marketing, and societal marketing concepts. Meaning and components of the marketing mix for products and services.

#### Unit 2: Understanding Marketing Environment

6 LHs

Meaning of marketing environment; Micro environment: The company, suppliers, competitors, marketing intermediaries, publics, customers. Macro environment: demographic, economic, natural, technological, political, social, cultural environment; Responding to the marketing environment: Reactive and proactive marketing. Marketing environment in Nepal.

#### Unit 3: Marketing Information System

4 LHs

Concept of marketing information system. Components of the marketing information system. Marketing research process and areas of marketing research

#### Unit 4: Buyer Behavior

6 LHs

Meaning of buying behavior, model of consumer behavior, consumer buying process, factors influencing consumer behavior. Business buyer behavior: major types of buying situation, business buyer decision process, factors influencing business buyer behavior.

#### Unit 5: Segmentation, Targeting and Positioning Strategies

5 LHs

Concept, process, requirements of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation, and selection. Concept and types of positioning; product positioning process.

#### Unit 6: Product Decisions

LH 8

Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages: features and strategies. New product development process. Branding strategies – branding objectives, types of brand, and concept of brand equity. Packaging: functions and levels of packaging; essentials of a good package. Product line and mix strategies. Service product strategies

**Unit 7: Pricing Decisions****4 LHs**

Concept of price and pricing. Factors affecting pricing decisions: Internal and external price factors. Pricing approaches-cost-based, value-based and competition-based approaches. New product pricing decisions. Initiating and responding to price changes. Pricing practices in Nepal.

**Unit 8: Distribution Decisions****4 LHs**

Concept and objectives of distribution, channel designs for consumer and industrial products. Channel selection factors. Concept and components of marketing logistics: transportation, warehousing, inventory management, order processing, and customer services decisions. Distribution practices in Nepal.

**Unit 9: Promotion Decisions****5 LHs**

Concept and objectives of promotion. Promotion mix components. Factors affecting determination of promotion mix. Advertising: Nature and objectives. Nature and process of personal selling. Nature and objectives of sales promotions. Sales promotion tools and techniques. Nature, and tools of public relations. Concept, and methods of direct marketing. Promotion practices in Nepal.

**Suggested Readings**

Kotler and Armstrong, **Principles of Marketing**, Prentice Hall of India, New Delhi, India.  
Stanton, Etzel and Walker, **Fundamentals of Marketing**, McGraw Hill, New Delhi, India

