Course detail and pedagogy of  
**BBM (Bachelor of Business Management) 5th Semester**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 311</td>
<td>Fundamentals of Marketing</td>
<td>3 Cr. hrs</td>
</tr>
<tr>
<td>MGT 314</td>
<td>Legal Environment of Business</td>
<td>3 Cr. hrs</td>
</tr>
<tr>
<td>OPR 311</td>
<td>Introduction to Operations Management</td>
<td>3 Cr. hrs</td>
</tr>
<tr>
<td>Specialization course</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EED 211</td>
<td>Entrepreneurship Development</td>
<td>3 Cr. Hrs</td>
</tr>
<tr>
<td>INS 212</td>
<td>Insurance Broking and Bancassurance</td>
<td>3 Cr. Hrs</td>
</tr>
<tr>
<td>MKT 411</td>
<td>Consumer Behavior</td>
<td>3 Cr. Hrs</td>
</tr>
</tbody>
</table>

2015
MKT 311: Fundamentals of Marketing

Credits: 3
Lecture Hours: 48

Course Objectives
This course aims to build students' understanding of the marketing process and principles and inculcate basic skills to analyze marketing decision situations.

Course Description
This foundation 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
Meaning of marketing. Evolution of the marketing philosophies - Basic principles of the production, product, selling, marketing, and holistic marketing concepts. Meaning and tasks of marketing management. Marketing challenges of the 21st century and firms' responses to the challenges. Concept, relevance and practices of relationship marketing, green marketing, and e-marketing. Components of the marketing mix for products and services.

Unit 2: Marketing Environment
Meaning and scope of marketing environment; Micro environment variables, and Macro environment variables; Reactive and proactive marketing. Marketing environment in Nepal.

Unit 3: Marketing Information System and Buyer Behavior
Concept and relevance of information in marketing decisions. Components of the marketing information system. Marketing research areas and process.

Unit 4: Buyer Behavior

Unit 5: Segmentation, Targeting and Positioning Strategies
Concept, process, requirements, and levels of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation, analysis and selection. Concept and types of positioning; product positioning process.

Unit 6: Product Decisions
Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages 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 - service marketing concept, characteristics of services and marketing strategies; management of people, physical evidences, and process.

Unit 7: Pricing Decisions
Unit 8: Distribution Decisions

Concept and objectives of distribution. Channel functions and flows. Channel designs for consumer and industrial products. Channel selection factors. Channel conflicts and their resolution. Concept, nature and objectives of marketing logistics. Major logistics functions - transportation, warehousing, inventory management, order processing, and customer services decisions.

Unit 9: Promotion Decisions


Basic Texts

References
Kamarulzaman, Ysniza and Nor Khaledah Abu. *Principles of Marketing*, Oxford University Press, New Delhi, India.
MGT 314: Legal Environment of Business

Credits: 3
Lecture Hours: 48

Course Objective
The thrust of this course is to introduce legal concepts and reasoning that the student can apply in a business context. This is much more than merely studying laws; this course is the study of how laws come to be and how they are applied in business. A special emphasis will be given to master “legal jargon” in order to better understand legal concepts and materials. The objective of the course is thus to provide students with a sound understanding of major laws affecting the operation of business enterprises in the context of Nepal.

Course Description
The course is broken up into three distinct sections. In the first part, the concept of legal environment, sources of business laws, and the format, structure and operating practicality of the court systems in Nepal will be discussed. The second part deals with contracts, sale of goods, agency, different forms (types) of doing business, areas of regulatory relationship, and arbitration laws. The final section is an overview of different types of laws, different areas of law, and issues relating to business ethics in Nepal.

Course Details
Unit 1: The Basics of Legal Environment and Court System
Concept and importance of legal environment; Nature, types and sources of law; Meaning and sources of business law in Nepal; The court system - structure, powers, organization and jurisdiction of the court systems; Civil procedures in Nepal; Provisions of the Nepalese Constitution pertaining to business; Changing dimensions of legal environment in Nepal

Unit 2: Nepalese Contract Law
Concept of contract; Valid, void and voidable contracts; Essentials of a valid contract; Offer and acceptance; Consideration; Free consent; Contingent contract; Performance of contract; Termination of contract; Breach of contract and remedies; Meaning of bailment and pledge; Rights and duties of bailor/bailee and pledger/pledge; Pledge by non-owner; Finder of lost goods; Discharge of liability; Contract of indemnity and guarantee; Rights and duties of surety.

Unit 3: Sale of Goods
Meaning and feature of the contract of sale of goods; Types of goods; Conditions and warranties; Transfer of ownership; Unpaid seller; Suits of breach of the contract; Performance of the contract of sale of goods.

Unit 4: Agency and Business Organization
Law of agency; Creation and modes of agency – Classification of Agents – Relation of Principal and Agent – Rights and duties of agents, sub-agents, principal, substitute agent; Relation of Principal with Third Party – Personal liability of Agent – Termination of Agency; Classification of companies; Formation and incorporation, registration, memorandum and articles of association, prospectus, shares and share capital, borrowing powers - debentures, board of directors and board meetings, minutes and resolution, auditing, dissolution, winding up, liquidation; Arbitration - powers of arbitrator, duties of arbitrator, revocation of arbitrator's authority.
Unit 5: Legal and Regularity Compliance


Reference Books

Kalika, S. N. Business Law, Buddha Academic Enterprises Pvt. Ltd.
Ashwathapa K, Legal Environment of Business, Himalaya Publication, Delhi
Albuquerque, Daniel, Legal Aspects of Business, New Delhi: Oxford University Press.
Nepal Acts and Regulations (collection in several volumes).
OPR 311: Introduction to Operations Management

Course Objective
This course aims to impart the basic knowledge, tools and techniques of operations management to students.

Course Description
Introduction to operations management. Operations strategy, Product and service design, Location decision and facility layout, linear programming, Aggregate planning, Inventory management and The quality system.

Course Details
Unit 1: Introduction
Meaning, definitions, and objectives; The transformation process; Differences between production and service operations; Scope of operations management; 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, types, factors affecting productivity; Productivity measurement, concept on green productivity; Supply chain management (concept only).

Unit 2: Operations Strategy
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
Concept on 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: Locations decision and Facilities layout
Reasons and Importance of location decisions; Factors affecting location decision of service, and manufacturing organizations; Techniques of location analysis: Qualitative and quantitative analysis; Concept on layout; Types of layout: Product layout, process layout, cellular layout, fixed position layout; Designing process layout.

Unit 5: Linear programming
Introduction to linear programming; Graphical and simplex method; Introduction to duality and sensitivity analysis by using solver; Assignment model (only minimization case); Transportation model (Only minimization case: excluding loop formation).

Unit 6: Aggregate planning
Concept on aggregate planning; Aggregate planning strategies; Planning options; Aggregate planning in services.
Unit 7: Inventory Management

Concept and importance; Inventory costs; Dependent and independent demand; Inventory systems- continuous and periodical; Basic EOQ Model (with and without discount); ABC classification.

Unit 8: The Quality System

Introduction to quality; Historical evolution of Total Quality Management; Definitions of quality; 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 and attributes; JIT and Six Sigma; Quality Management System: ISO 9000 series; 7 tools for the quality.

Addendum: At least one case will be administered at the end of each chapter. The students will also complete a project work and a few other assignments as specified by the faculty member.

Class Lecture = 45 hrs.
Tutorials = up to 15 hrs.
Assessment = 3 hrs.

Reference Books:

INS 212: Insurance Broking and Bancassurance
(Insurance and Risk Management)

Credits: 3
Lecture Hours: 48

Course Objective
The main objective of this course is to acquaint students with the concepts and practices of insurance broking and Bancassurance. This course also deals with different laws and provisions of Bancassurance.

Course Description
This course contains: introduction to broking, broking practices, introduction to bancassurance, bancassurance model, bancassurance practice, prospects of bancassurance, legal provision of broking and bancassurance.

Course Details
Unit 1: Introduction to Broking
Broking, History of Broking, Role of Insurance Broking, Concept of Insurance Brokers, Role of Insurance Brokers, Types of Insurance Brokers: Direct Broker, Reinsurance Broker and Composite Broker, Functions of Direct Broker, Functions of Indirect Broker, Functions of Reinsurance Broker, Functions of Composite Broker.

Unit 2: Broking Practices
Cost reduction by Broking, Process of Broking, Steps of broking, Obstacles of broking practice, Legal Provision of Bancassurance.

Unit 3: Introduction to Bancassurance
Evolution and Historical Development of Bancassurance Conceptual framework, Insurance Intermediaries, New Distribution Channel, Bancassurance: Concept and Characteristics, Need of Bancassurance.

Unit 4: Bancassurance Model
Distribution Alliance, Joint Venture Between Insurance and Bank, Leveraged Life Distribution, Leveraged Bank Distribution, Advantage and Disadvantage of Bancassurance Model, Choosing the right partner in Bancassurance, Requisites for successful Bancassurance.

Unit 5: Bancassurance Practice
Unit 6: Prospects of Bancassurance
Prospects of Bancassurance in Nepal, Challenges of Bancassurance, Strength of Banks and Insurance Companies.

Unit 7: Legal Provision of Broking and Bancassurance

Reference
www.irda.gov.in
INS 211: Introduction to Risk and Insurance
(Insurance and Risk Management)

Course Objective
This course deals with the insurance and risk management. Also acquaints students with different type of risk involved in insurance business.

Course Description
This course contains: risk, insurance and risk, introduction to risk management, pooling arrangements and risk, the changing scope of risk management, risks of insurance companies, principles of insurance, type of insurance, laws of insurance, insurance market.

Course Details
Unit 1: Risk
LH 3
Meaning of Risk, Chance of Loss, Perils and Hazard, Basic Categories of Risk, Types of Pure Risk, Burden of Risk on Society, Methods of Handling Risk

Unit 2: Insurance and Risk
LH 6

Unit 3: Introduction to Risk Management
LH 6

Unit 4: Pooling Arrangements and of Risk
LH 4
Risk Reduction through Pooling Independent Losses, Pooling Arrangements with Correlated Losses, Insurers as Managers of Risk Pooling Arrangements.

Unit 5: The Changing Scope of Risk Management
LH 5

Unit 6: Risks of Insurance Companies
LH 5
Operational Risk, Underwriting Risk, Diversification of Underwriting Risk, Claim Risk, Investment Risk, Reinsurance Risk, Insolvency Risk

Unit 7: Principles of Insurance
LH 4
Unit 8: Types of Insurance


Unit 9: Laws of Insurance

Insurance Act, Insurance Regulation, Directives issued by Insurance Board

Unit 10: Insurance Market


Reference Books:
(Beema Samiti), www.bsib.org.np
INS 213: Commercial Property Risk Management  
(Insurance and Risk Management)

Credits: 3  
Lecture Hours: 48

Course Objective
The main objective of this course is to acquaint students with concepts and practices of commercial property risk management.

Course Description
This course contains introduction to commercial property, commercial property risk, commercial property insurance, commercial property insurance policy wording, commercial property underwriting, and insurance market of commercial property.

Unit 1: Introduction to Commercial Property  
LH 8  
Meaning of Commercial Property, Laws related to Commercial Property, Scope of Commercial Property

Unit 2: Commercial Property Risk  
LH 8  
Commercial Property Risk, Commercial risk in Perspective of Insured and Insurer

Unit 3: Commercial Property Insurance  
LH 8  
Proposal Form, ISO Commercial Property Program, Building and Personal Property Coverage Form, Causes of Loss Forms, Business Income Insurance, Other Commercial Property Coverage, Transportation Insurance

Unit 4: Commercial Property Insurance Policy Wording  
LH 8  
Major Coverage, Condition, Exclusion, Endorsements, Schedule, Bill, Deductibles and Self Insured Retentions

Unit 5: Commercial Property Underwriting  
LH 8  
Underwriting of Commercial Property, Ratemaking of Commercial Property Policy

Unit 6: Insurance Market of Commercial Property  
LH 8  
Buyer of CPI Policy, Underwriter of CPI Policy, Premium, Reinsurance, Claim Status of CPI of the Industry

Reference Books:
(Beema Samiti), [www.bsib.org.np](http://www.bsib.org.np)
INS 214: Commercial Liability Risk Management
(Insurance and Risk Management)

Credits: 3
Lecture Hours: 48

Course Objective
This course is related with managing commercial liability risk insurance business.

Course Description
This course contains introduction to commercial liability, commercial liability risk, commercial property insurance, commercial umbrella policy, commercial property underwriting, and insurance market of commercial property.

Unit 1: Introduction to Commercial Liability
Meaning of Commercial Liability, Laws related to Commercial Liability, Scope of Commercial Liability.

Unit 2: Commercial Liability Risk
Types of Commercial Liability Risk, Commercial Liability risk in the Perspective of Insured and Insurer.

Unit 3: Commercial Property Insurance

Unit 4: Commercial Umbrella Policy
Commercial Umbrella Policy, Business owner's Policy, Professional Liability, Insurance for Doctors, Medical Establishments, Engineers, Architects, Accounts, and Lawyer and Doctors and Officers Liability Insurance.

Unit 5: Commercial Property Insurance Policy Wording
Major Coverage, Condition, Exclusion, Endorsements, Schedule, Bill, Deductibles and Self Insured Retentions.

Unit 6: Commercial Property Underwriting
Underwriting of Commercial Liability, Ratemaking of Commercial Liability Policy.

Unit 7: Insurance Market of Commercial Property
Buyer of CLI Policy, Underwriter of CLI Policy, Premium, Reinsurance, Claim, Status of CLI of the Industry.
Reference Books:
S. Chand and Company Ltd., New Delhi
(Beema Samiti), [www.bsib.org.np](http://www.bsib.org.np)
Insurance Institute of India, Mumbai
stitute of India, Mumbai
INS 215: Life and Non Life Insurance
(Insurance and Risk Management)

Credits: 3
Lecture Hours: 48

Course Objective
The main objective of this course is familiarize students on life and non life insurance.

Course Description
This course is divided into two parts- life and non life insurance. The life insurance part contains introduction, whole life insurance, endowment life insurance, term life, and other types of insurance, group insurance where as the non life insurance part deals with introduction, fire insurance, motor insurance, marine insurance, engineering insurance, and miscellaneous insurance.

Course Details

Life Insurance

Unit 1: Introduction LH5
Introduction to Life Insurance, History of Life Insurance, Scope of Life Insurance, Essentials of Life Insurance Contract, Mortality Table, Reserve and Investment of Fund, Surrender Value, Valuation and Surplus, Life Insurance Claim Process, Life Insurance Contractual Provision

Unit 2: Whole Life Insurance LH4

Unit 3: Endowment Life Insurance LH4

Unit 4: Term Life LH4
Yearly Renewable Term Insurance, 5 to 20 Year Term Insurance, Term to age 65, Decreasing Term, Reentry Term, Uses and Limitation of Term Insurance, Popular Endowment Policies in Nepal, Coverage, Exclusion, Condition, Premium Calculation

Unit 5: Other Types of Life Insurance LH4
Modified Life Insurance, Preferred Risks, Second to Die Life Insurance, Juvenile Insurance, Saving Bank Life Insurance, Industrial Life Insurance, Group Life Insurance, Annuities

Unit 6: Group Insurance LH4
Group Insurance, Group Life Insurance, Group Accident Insurance, Group Health Insurance
Non Life Insurance

Unit 1: Introduction
Introduction to Non Life Insurance, Types of Non Life Insurance, History of Non Life Insurance, Difference between Life and Non Life Insurance, Essential Elements of Non Life Insurance

Unit 2: Fire Insurance

Unit 3: Motor Insurance

Unit 4: Marine Insurance

Unit 5: Engineering Insurance
Contractors all Risk Insurance, Erection All Risk Insurance, Machinery Breakdown Insurance, Boiler Insurance, Coverage, Policy Condition, Exception, Pricing, Premium Calculation, Claim

Unit 6: Miscellaneous Insurance
Cash Insurance, Bankers Indemnity Insurance, Personal Accident Insurance, Burglary Insurance

Reference Books:
Beema Samiti, www.bsib.org.np
Course Objective
This course is about managing private property risk associated with insurance business.

Course Description
This course contains the liability risk, homeowner insurance, personal umbrella policy, personal liability insurance, automobile insurance, automobile insurance and pricing, other property and liability insurance.

Unit 1: The Liability Risk  

Unit 2: Homeowner Insurance  

Unit 3: Personal Umbrella Policy  

Unit 4: Personal Liability Insurance  

Unit 5: Automobile Insurance  
Liability Coverage, Medical Payments Coverage, Uninsured Motorist Coverage, Coverage for Damage to Your Auto, Duties after an Accident or Loss, General Provision, Standard Motor Policy of Nepal.

Unit 6: Automobile Insurance and Pricing  

Unit 7: Auto Insurance and Society  
Approaches for Compensating Auto Accident Victims, Auto Insurance for High Risk Drivers, Cost of Auto Insurance, Shopping for Auto Insurance.
Unit 8: Other Property and Liability Insurance


Reference Books:
(Beema Samiti), [www.bsib.org.np](http://www.bsib.org.np)
Course Objectives
The main objective of this course is to acquaint students with various dimensions of micro insurance. This course also deals with the micro insurance regulation in Nepal.

Course Description
This course contains introduction to micro insurance, micro insurance environment, micro insurance delivery channels, micro insurance underwriting and claim, micro insurance inclusion, micro insurance in Nepal, micro insurance regulation in Nepal.

Course Details

Unit 1: Introduction
Concept and characteristics of micro insurance, micro insurance vs. conventional Insurance, Benefits of micro insurance-Benefits for insured (Policyholders), Benefits for Intermediaries, and Benefits for Insurers and Social Benefits.

Unit 2: Micro insurance Environment
Concept of micro insurance Environment, Components of micro insurance Environment, Micro level; Key players-policyholders, Insurers, Insurance Intermediaries; Meso level: Support Infrastructure-Reinsurers, Actuaries, Adjusters and Surveyors. Auditors, Market Research Institutes, IT Service Providers; Macro Level: Enabling Environment-Legislation, Regulation, Policy, Supervision.

Unit 3: Micro insurance Delivery Channels
Concept and Important of Delivery Channels, Types of micro insurance Delivery Channels-Partner-agent Model, Full Service Model, Mutual or Community- based Model, Provider Model.

Unit 4: Micro insurance Underwriting and Claim

Unit 5: Micro insurance and Inclusion
Poverty and Micro insurance, Role of Micro insurance in Financial Inclusion, Prospects of Micro insurance, SWOT analysis of Micro insurance

Unit 6: Micro insurance in Nepal
Unit 7: Micro insurance Regulation in Nepal


Reference Material:
Beema Samiti, www.bsib.org.np
Beema Samiti, (2014), Microinsurance Directive, Kathmandu
Insurance Regulatory and Development Authority, India; www.irda.gov.in
Microinsurance Academy, www.microinsuranceacademy.org
EED 211: Entrepreneurship Development  
(Entrepreneurship and Enterprise Development)  
Credits: 3  
Lecture hours: 48

Course Objective
This course aims at familiarizing students with the significance of entrepreneurship development, the role and functions of entrepreneurship and entrepreneurs, the concept of women entrepreneurship, the factors affecting entrepreneurship development, and the need for institutional support in entrepreneurship development.

Course Description
This course contains introduction, women entrepreneurship, growth of entrepreneurship, entrepreneurship competency development, entrepreneurial venture creation, Legal Issues of Entrepreneurial Venture, Institutional Support to Entrepreneurship Development.

Course Details
Unit 1: Introduction  
Significance of entrepreneurship development; Role and importance of an entrepreneur in economic growth; Concepts of entrepreneurship, entrepreneur, and entrepreneurial venture; Types of entrepreneurship; Traits of an entrepreneur; Distinction among entrepreneur, entrepreneur and owner-manager; Functions of an entrepreneur; Small business vs. entrepreneurship; Entrepreneurial motivation

Unit 2: Women entrepreneurship  
Concept of women entrepreneurship; Women empowerment through entrepreneurship; Women entrepreneurship in Nepal; Problems of women entrepreneurship; Future challenges of women entrepreneurs and their success factors

Unit 3: Growth of Entrepreneurship  
The concept of socio-economic growth; Factors affecting entrepreneurial growth; Rural entrepreneurship – types, problems and factors affecting rural entrepreneurship; Tourism entrepreneurship – types, problems and factors affecting tourism entrepreneurship;

Unit 4: Entrepreneurship Competency Development (ECD)  
Concept of entrepreneurial competency; Need for Entrepreneurial competency development (ECD); Entrepreneurial competency development programs (ECDPs); Phases of ECDPs; Evaluation of ECDPs; Different institutions and agencies operating ECDPs in Nepal

Unit 5: Entrepreneurial Venture Creation  
Idea generation; Idea selection process; Feasibility study analysis; Preparing business plan – concept, significance and elements; Venture creation – venture project formulation, implementation and evaluation

Unit 6: Legal Issues of Entrepreneurial Venture  
Legal requirements for venture creation – legal structures, venture registration, PAN and VAT registration, obtaining intellectual property rights, contract laws, labor laws and environmental laws

Unit 7: Financing of Entrepreneurial Venture  
Need for financial planning; Sources of finance for entrepreneurial ventures – angel investors and venture capitalists; Types of financing – equity and debt; Sources of short-term loans for ventures
Unit 8: Institutional Support to Entrepreneurship Development

Institutional support – concept and need; Financial support agencies – Rural Development Banks, microfinance institutions, commercial banks; micro enterprise development projects and programs; Logistic support agencies - government, specialized and consultancy agencies; Industrial estates

Basic Readings
Khanka, S.S. *Entrepreneurial Development*. New Delhi: S. Chand & Company

Reference Readings
Joshi, Shyam, *Entrepreneurship Development* (Nepali). Kathmandu: Taleju Prakashan,
EED 212: Principles of Small Business Management  
(Entrepreneurship and Enterprise Development)  

Credits: 3  
Lecture Hours: 48

Course Objective  
This course aims at familiarizing students with the economic significance of the small business sector, concept of small business management, and the basic principles of different aspects of small business management.

Course Description  
This course contains introduction, options for going into business, business plan, legal issues, financing new and growing business, marketing, operations management, human resource issues.

Course Details  

**Unit 1: Introduction**  
Economic significance of the small business sector; Concept of small business – generic definitions and national definition; Differences between small business and large business; advantages and disadvantages of operating a small business; Factors leading to success and failure of small business; Entrepreneur vs. business owner-manager; Small business vs. entrepreneurship.

**Unit 2: Options for Going into Business**  
Issues to consider before going into business – personal goals and abilities; Starting a new business – advantages of starting a business; Purchasing an existing business; Entering a franchise system – advantages and disadvantages; Comparison of options; Procedural steps when starting a business venture.

**Unit 4: Business Plan**  
Concept of business plan – advantages and disadvantages of planning; Elements of a business plan; Different types of plans – specificity, length and audience; The business planning process – setting preliminary goals, conducting initial research, confirming goals, conducting subsequent detailed research, writing business plan, critically assessing proposed plan, implementing and evaluating the plan.

**Unit 5: Legal Issues**  
Legal structures – sole proprietorship, partnership, company, cooperative and trust; Comparing legal structures; Business registration, PAN and VAT registration; obtaining intellectual property rights – procedures for obtaining such rights, contract law, income tax and property tax laws, labor laws and environmental laws.

**Unit 6: Financing New and Growing Business**  
Need for financial planning; Types of financing – debt and equity; Debt finance – bank overdraft, trade credit, Term loan and leasing; Equity finance – owner’s equity, family and friends, business angels, venture capital and publicly raised equity; Alternative sources of finance – debt factoring and discounting.

**Unit 7: Marketing**  
Concept of marketing; Role of market research; Conducting market research; Marketing process – goal setting and understanding the market; Marketing mix – product or service, promotion, price, placement, people, process and physical evidence; evaluation of marketing.
Unit 8: Operations Management
Operations as a management process; Physical site factors – premises, location and internal layout; Production process and work flow; Service blue printing – inventory and supply management, and operating equipment; Evaluating, improving and securing operational activities; Procedural systems and quality assurance; Risk management.

Unit 9: Human Resource Issues
Concept and functions of HRM; HRM as a business strategy; Acquisition of staff – employ or not employ, organization structure, job analysis, setting selection criteria, remuneration and rewards and recruitment sources; Employment contract; Maintenance - orientation and induction, and motivation mechanisms; Performance appraisal; Termination; Regulatory requirements.

Basic Readings

Reference Readings
EED 213: Creativity and Innovation

Course Objective
This course aims at familiarizing students with the basics of creativity and innovation so that they can easily understand that both creativity and innovation involve some process by which one can learn how to be creative and innovative for organizational success.

Course Description
This course contains introduction, creativity, creative process, innovation, type, sources and principles of innovation, product innovation, process innovation, ice and other innovation, financial support for innovation.

Course Details
Unit 1: Introduction
Concepts of creativity and innovation; Linking creativity, innovation and entrepreneurship; Creativity, critical thinking and creative thinking.

Unit 2: Creativity
Role of creativity; Components of creativity; Creativity techniques – problem reversal, forced analogy, attribute listing, mind maps and brainstorming; Factors influencing creativity – encouragement, autonomy, resources, pressures and mental blocks.

Unit 3: Creative Process
Creativity as a process; Nature of creative process – knowledge accumulation, incubation, idea experience, and evaluation and implementation; Developing creativity – recognizing relationships, developing a functional perspective, using brains and eliminating muddling mind-sets; Creative climate.

Unit 4: Innovation
Nature of innovation; Innovation and related terms invention, growth, creativity, design, exploitation, change, failure, entrepreneurship, customers, knowledge and society; Drivers of innovation – emerging technologies, competitor actions, new ideas from customers, strategic partners and employees, and emerging changes in the environment; Major myths of innovation.

Unit 5: Types, Sources and Principles of Innovation
Types of innovation – invention, extension, duplication and synthesis; Sources of innovation – unexpected occurrences, incongruities, process needs, industry and market changes, demographic changes, perceptual changes and knowledge-based concepts; Principles of innovation – action orientation, simple and understandable product, process or service, humble and small start, try test and revise, learning from failure, rewarding heroic activity, and hard and continuous work.

Unit 6: Product Innovation
Concept and nature; Product innovation – incremental improvements, additions to product families, next-general products and new core products; Design methods from product innovation – phase review, stage gate and product and cycle time excellence (PACE).

Unit 7: Process Innovation
Concept and nature; Approaches to process innovation - just-in-time, total quality management, lean manufacturing, supply chain management and enterprise resource planning; Product and process innovation
Unit 8: Service and Other Innovation

Concept and nature; Types of service operations – quasi-manufacturing service, mixed service and pure service; Incremental and radical innovations; Other classifications – disruptive innovation.

Unit 9: Financial Support for Innovation

Need for financial support for innovation; Venture capital environment; Sources of venture capital – angel investors and venture capitalists; Government support of innovation; Non-government support of innovation.

Basic Books:

Reference Books:
Course Objective
The main purpose of this course is to acquaint students with the role and significance of micro-finance in the development of a poor country like Nepal. Besides, it also provides with the products and services and functions of micro-finance institutions operating in Nepal.

Course Description

Course Details
Unit 1: Introduction
Concept and nature of micro-finance; Evolution of micro-finance; Growth of micro-finance industry; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; Difference between micro-finance and micro credit

Unit 2: Micro-finance Products and Services
Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance. Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services

Unit 3: Micro-finance in Nepal
Evolution of micro-finance in Nepal; Micro-finance credit lending models – association model, community banking model, cooperative model, credit union model, rural joint liability group model, self-help group (SHG) model and village banking model; Micro-finance models in Nepal – cooperative model, small farmers cooperative model, rural development bank model, SHG or community-based organization (CBO) model and village bank model; National Micro-finance Policy, 2005

Unit 4: Micro-finance Policy, Legal and Regulatory Framework
Micro-finance policy; MF regulatory authority and institutions – Nepal Rastra Bank (NRB), Department of Cooperatives (DoC), Laws and regulations – Nepal Rastra Bank Act, Bank and Financial Institutions Act, Cooperative Societies Act, Financial Intermediaries Act, NRB Directives for MFIs

Unit 5: Wholesale Lending Micro-finance Institutions
Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs); The four-tier apparatus – tier I SHGs, tier II NGOs, tier III micro finance institutions (MFIs and Non Banking Finance Companies) and tier IV NBFCs and cooperatives
Unit 6: Risks in Micro-finance Institutions  
LH 7
Concept and nature of micro-finance risks, Risks in MFIs – functional, financial and external risks; Functional risks – mission drift, staff fraud, inefficient performance, inefficient tracking system of loans, overdependence on donors and staff turnover; Financial risks – interest rate risk and foreign exchange risk; External risks – calamities, market speculation, market competition, theft and government policies; Strategies for risks minimization – securitization, controlling internal frauds, developing effective MIS, efficient human resource management, disaster risk management, developing secured cash transportation, disbursal and collection system and hedging

Unit 7: Micro-finance and Development  
LH 5
Role of micro-finance in development; Women empowerment; Health; Micro entrepreneurs and enterprise development; Handicrafts and handloom and cottage industry development; Agri-industry and agriculture development; education development; Networking and linkage building

Unit 8: Activities of Micro-finance Institutions in Nepal  
LH 6
Overview of micro-finance institutions (MFIs) in Nepal; Major MFIs in Nepal and their programs – Agriculture Development Bank Ltd, commercial banks (NBL and RBB), Rural Micro-finance Development Center (RMDC), and Rural Development Banks; Micro-finance programs of major MFIs – Small Farmer Development Program (SFDP), SFDP’s Institutional Development Program, Intensive Banking Program, Women Development Program, Saving and Credit Programs, Production Credit Program for Women, Women Awareness Program, Banking with the Poor and Cottage and Small Industry Development Program

Basic Books:

Reference Books:


EED 217: Project Management
(Entrepreneurship and Enterprise Development)

Credits: 3
Lecture Hours: 48

Course Objective
This course aims at familiarizing students with the significance of project management and its important aspects so that they can acquire the knowledge and skills of project management.

Course Description
This course contains introduction, project definition, time, cost and quality planning, plan analysis and risk management, project organization: structures and teams, control of projects, supply chain issues, Project Completion and Review.

Course Details
Unit 1: Introduction
LH 7
Concept of project and project management; Phases of project management; 7-S of project management; Project environment; Complexity of projects; Organizational strategy and projects; Project management as a strategic capability; Resource coordination; Project and organizational goals; Project and performance management

Unit 2: Project Definition
LH 3
Developing the project concept; Scope management; Project process; Work breakdown structure; Process mapping; Establishing check points

Unit 3: Time, Cost and Quality Planning
LH 8
Time planning process; Gantt charts; Estimating; Activity-on-arrow (AoA) diagrams and CPM; Scheduling; Computer-assisted project planning; Fast-track projects; Cost planning process; Cost estimating techniques; Cost build-up; Cost management – budgets; Quality planning process; Quality conformance planning; Quality performance planning

Unit 4: Plan Analysis and Risk Management
LH 3
Analyzing time plans; Analyzing cost plans; Analyzing quality plans; Risk management; Risk quantification techniques

Unit 5: Project Organization: Structures and Teams
LH 8
Role of teams; The pure project management; Matrix management; Structure selection; Mixed organizational structures and coordination; Teamwork; Life-cycles of teams; Managing personalities in teams; Effective teamwork; Managing the team – running effective meetings and working with geographically remote people and groups

Unit 6: Control of Projects
LH 7
Control systems; Control of major constraints – quality, cost and time; Visual control; Last planner; Technical performance monitoring; Project management information management system (PMIS); Change control; Control of the work of development projects

Unit 7: Supply Chain Issues
LH 3
Concept of supply chain management; purchasing; Contracts; From buying to relationship management; Modern techniques in supply chain management
Unit 8: Project Completion and Review

Project completion and handover; Structuring improvement activities; Learning before doing – role of external knowledge; Learning by doing – role of audit and review; Conducting reviews; Justifying it all – evaluating cost of quality

Basic Reading:

Other Readings:
MKT 411: Consumer Behavior

Credits: 3
Lecture Hours: 48

Course Objective
The major objective of this course is to develop students’ understanding of the buying process of consumer and identify the various factors that influence the buying process.

Course Description
Consumer behavior is the basic science of modern marketing. Consumer is also the focal point of modern marketing. The marketing process starts from consumer and ends at the consumer. In this course students are expected to learn the nature of consumer behavior; importance of understanding consumer behavior in marketing; consumers’ buying decision process; influence of individual, group, social-class and cultural factors in consumer buying behavior.

Course Detail
Unit 1: Introduction to Consumer Behavior
Meaning and nature of consumer behavior. Differences between consumer buying and organizational buying. Use of consumer behavior knowledge in marketing and public policy decisions. The consumer movement.

Unit 2: Consumer Decision Process

Unit 3: Information Search and Evaluation
Nature of information search: internal and external search, passive and active search. Types of information sought by consumers: evaluative criteria, alternatives available, alternative characteristics. Sources of consumer information. Information search in the Internet. Marketing strategy in information search.

Unit 4: Alternative Evaluation and Choice

Unit 5: Post-purchase Behavior

Unit 6: Individual Factors Influencing Consumer Behavior

Unit 7: Group and Family Influences
Reference group influences: nature and degree of influences, marketing strategies based on reference group influences. Family influences: structure of household, family decision roles, family life cycle.

Unit 8: Social Class and Cultural Influences
Social class hierarchy and consumption behavior in Nepal. Cultural and subcultural influences: nature of culture, cultural dynamism, values, norms, myths. Cross cultural marketing.
Text and References

Course Objective
The major objective of this course is to develop students’ understanding and skill in development of communication strategy of a firm, particularly with advertising and public relations.

Course Description
Developing effective communication has become the focal activity in a marketing firm. Marketers need to develop powerful messages about the products and services, and select appropriate appeals and execution framework to reach the target audience in order to establish their brands in consumers mind set. In this course students are expected to learn the nature of marketing communication and communication process; marketing communication strategy; nature and role of advertising; creative issues in advertising; the structure of the advertising business; and public relations strategy.

Course Detail
Unit 1: Introduction to Marketing Communication
Meaning, elements, structure, and role of marketing communication. Theories of marketing communication: hierarchy of effects of communication, information processing theories, communication and attitude formation and change. Key communication terminologies. Miscommunication issues.

Unit 2: Marketing Communication Strategy
Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Communication budgeting issues and methods. Promotion campaign planning and management.

Unit 3: Advertising
Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising. Theories of advertising: how advertising influences consumer behavior, advertising and information processing, and advertising objectives and effectiveness theory.

Unit 4: Advertisement Development

Unit 5: Print Advertisement

Unit 6: Active Media Advertisement

Unit 7: Public Relations Management
PR concept and dynamism. PR objectives. Traditional and modern PR methods. PR Strategy and tactics. Organization needs hierarchy and PR. Internal and external PR. International PR. Word of mouth PR. Corporate identity, corporate image, corporate advertising and PR. Corporate sponsorship and cause-related marketing.
Text and References
3. K.D. Koirala, Marketing Communications, Buddha Publications.
MKT 413: Creative Selling

Course Objective
This course aims to develop students’ understanding in the various dimensions of the sales job and develop their skills in successful selling.

Course Description
Selling is the end result of marketing. Business organizations are involved in selling of products and services. Social organizations sell social products and ideas. It is also the most growing field and becoming more challenging in the present context. Selling jobs today need more creativity and a variety of skills. This course mainly deals in inculcating selling skills in the students specializing in the marketing area. The course includes nature and challenges of the sales job, necessary traits of a salesperson, tactical selling skills, self management skills, and strategic selling skills.

Course Detail

Unit 1: Introduction

Unit 2: Knowledge for Successful Selling

Unit 3: Tactical Selling Skills

Unit 4: Presentation and Negotiation Skills

Unit 5: Self-Management Skills

Unit 6: Strategic Selling Skills

Text and References
1. Carlton A. Pederson, Milburn D. Wright, and Barton A. Weitz, Selling Principles and Methods, Irwin.
2. David J. Batchelor and Arthur H. Horn, Skills for Sales Success, Macmillan India.
MKT 414: Sales Force Management

Credits: 3
Lecture Hours: 48

Course Objective
This course aims to develop students’ understanding in the area of management of sales personnel and develop their skills in management of sales organization and sales force.

Course Description
Most marketing firms employ large sales organization with a variety of sales jobs performed through people. This course mainly deals in the management issues related to sales including managing sales organization, sales territory, sales quota, recruitment, selection and training of sales personnel, compensating and motivating sales personnel, and evaluating sales force performances.

Course Detail

Unit 1: Introduction

Unit 2: Sales Organization

Unit 3: Sales Territory and Sales Quota

Unit 4: Recruitment, Selection and Training of Sales Force

Unit 5: Compensation and Motivation

Unit 6: Sales Force Evaluation and Control

Text and References
MKT 415: Retail Management

Credits: 3
Lecture Hours: 48

Course Objective
This course aims to develop students’ understanding in the area of retail management and develop their skills in management of retail functions in large-scale retail outlets such as department stores and super markets.

Course Description
The retail scene in Nepal’s urban areas is rapidly changing with the emergence of departmental store chains, super markets, medium size self service stores, and shopping malls. It has created a new area of employment to thousands of educated youths. In view of this growing sector of the economy need for specialized manpower has become imperative. This course deals on the emerging retail scene, retail organization, retail service quality, retail business location, category management, supply chain management, retail buying, store layout and design, and retail promotions.

Course Detail

Unit 1: Introduction

Unit 2: Retail Organization

Unit 3: Service Quality Management

Unit 4: Retail Business Location
Nature and importance of location decision. Determinants of location decision. Process and steps in location decision: trade area analysis, location formats, general location decision, evaluation of store sites.

Unit 5: Merchandise Management and Supply Chain

Unit 6: Retail Store Layout and Operations

Unit 7: Retail Promotions

Text and References
1. David Gilbert, Retail Marketing Management, Pearson Education.
2. Retail Management, Chetan Bajaj, Rajnish Tuli, and Nidhi Varma Shrivastava, Retail Management, Oxford University Press.
3. Piush Kumar Sinha and Dwarika Uniyal, Managing Retailing, Oxford University Press.
MKT 416: Supply Chain and Channel Management

Credits: 3
Lecture Hours: 48

Course Objective
This course aims to develop students’ understanding in the area of supply chain management and channel management with a view to develop their skills in management of supply chain functions and effective management of marketing channels.

Course Description
The supply chain management (SCM) has been recognized today as the most critical aspect in a business organization’s capability to create and deliver value to customers. Similarly, marketing channels are equally important in the value delivery process. This course deals on the role and importance of SCM, SCM structure, supply chain drivers, strategic decisions in supply chain, distribution channel functions and flows, and designing customer-oriented marketing channels.

Course Detail

Unit 1: Introduction

Unit 2: Supply Chain Drivers
Supply chain performance drivers: facilities management, inventory management, transportation, information, sourcing, and pricing. Trade offs in designing supply chain drivers: demand and supply conditions, negotiating powers, innovations, resource-based strategy, technology, and government policies.

Unit 3: Strategic Decisions in Supply Chain Management
SCM decisions and its linkages to firm’s strategies. Third party logistics in supply chain. Fourth party logistics

Unit 4: Channel Management
Nature and importance of marketing channels. Key channel functions. Value enhancement through channels. Channel management decision areas.

Unit 5: Designing Customer-oriented Marketing Channels
Understanding customer requirements. Conceiving the channel flows. Linking service output to channel flows. Channel cost analysis. Ideal channel decision. Channel design considerations.

Unit 6: Channel Information System (CIS)
Nature and forms of CIS. Motives and challenges in CIS. CIS components. Steps in designing a CIS.

Unit 7: Managing Channel Member Behavior
Channel dynamics. Channel relationships, control, power, and positioning. Channel influence strategies. Channel conflicts: causes and resolution.

Text and References
1. N. Chandrasekaran, Supply Chain Management, Oxford University Press.
2. Tapan K Panda and Sunil Sahadev, Sales and Distribution Management, Oxford University Press.
MKT 417: Industrial Marketing

Credits: 3
Lecture Hours: 48

Course Objective
This course aims to develop students’ understanding in the area of industrial marketing and develop their skills in designing industrial marketing strategy.

Course Description
Industrial marketing involves marketing to various industries. The business to business marketing is growing very rapidly. Although industrial marketing involves the basic marketing principles and strategy it is executed differently. Recognizing the uniqueness of this area of marketing this course includes the industrial marketing concept and systems, nature of industrial demand, industrial marketing strategy.

Course Detail

Unit 1: Introduction

Unit 2: Industrial Demand

Unit 3: Product and Service Strategy
Industrial product development process. Industrial product mix. Services marketing to industries.

Unit 4: Channel Management

Unit 5: Pricing

Unit 6: Promotion

Text and References
MKT 418: Rural Marketing:

Course Objective
This course aims to develop students’ understanding in the area of rural marketing and develop their skills in designing marketing strategy for the rural market.

Course Description
Rural marketing involves marketing to villages. Four-fifth of Nepalese live in villages. Remittances from foreign employment has given unprecedented purchasing power to the villagers. Thus rural marketing, although neglected for a very long period of time, has growing significance in the country. Recognizing the importance of this area this course has been designed. This course includes the relevance of rural marketing, characteristics of the rural market, rural market segmentation, rural marketing strategy, and agricultural marketing.

Course Detail

Unit 1: Introduction

Unit 2: Rural Marketing Strategy

Unit 3: Agricultural Marketing

Text and References
MGT 203: Organizational Behavior

Course Objectives
This course aims is to provide students with an in-depth understanding of fundamental theories of organizational behavior.

Course Description
The course comprises 10 units- introduction, understanding individual behavior, perception, learning, personality, motivation and job satisfaction, groups and teams in organizations, leadership, communication, conflict and organizational change and development.

Course Details
Unit 1: Introduction to Organizational Behavior  
Concept, Organizational behavior system, basic assumptions, levels of OB analysis, Basic assumptions of OB, Contributing disciplines to the field of OB, challenges for managers.

Unit 2: Understanding Individual Behavior  
Concept, behavior as an input-output system. Mental process-beliefs, attitudes, values, needs, motives and behavior, Sensation, Emotions and Cognitive dissonance.

Unit 3: Perception  
Concept, perceptual process, factors affecting perception, specific application of perception in organizations, theories in organizations, Attribution theory, Attribution errors.

Unit 4: Learning  
Concept of learning, Learning theories, Factors influencing learning, Principles of learning, Behavior modification.

Unit 5: Personality  
Concept, Personality traits and characteristics, Determinants of personality, linking an individual's personality and values to the workplace, Major personality attributes influencing OB, application of personality traits and characteristics at work place.
Unit 5: Motivation and Job Satisfaction  

Unit 6: Groups and Teams in Organizations  
Concept of group and group dynamics, the dynamics of group formation, types of groups, The dynamics of informal groups, concept and nature of teams, Types of teams, Team processes.

Unit 7: Leadership  
Concept, Effective leadership, Theories of leadership-trait perspective, behavioral theories, contingency theories,

Unit 8: Communication  
Concept, Function and process, System, Types, Communication network, Barriers to effective communication, Overcoming communication barriers, Issues in communication.

Unit 9: Conflict  
Concept, nature, types and nature and types of intergroup conflict, Dynamics of intergroup conflict, Sources of conflict, Approaches to conflict management.

Unit 10: Organizational Change and Development  
Concept, Forces of change, Resistance to change, Approaches to managing organizational change, Concept of organizational development (OD), OD values, OD interventions.

Text Books