Tribhuvan University

Faculty of Management

Office of the Dean

BACHELOR OF BUSINESS MANAGEMENT (BBM)

Curriculum

Office of the Dean
Faculty of Management
Tribhuvan University
Kathmandu
2013
SOC 201: SOCIOLOGY FOR BUSINESS

Module Objectives
This module aims to inculcate knowledge of basic sociological concepts and methods so that students are equipped with an adequate understanding of the sociological perspectives on management and business administration.

Contents
Introduction to Sociology, Basic concepts in Sociology; Social Institutions: Social Processes; Social Stratification; Social Disorder, Deviance and Social Control; Social Change; Theoretical Perspectives in Sociology; Research Methods in Sociology and; The Sociological perspectives on Management and Business Administration.

Detailed Course
Unit 1: Introduction to Sociology LH 4
- Meaning, nature, subject matter and emergence of sociology.
- Relationship of sociology with economics, psychology and anthropology.
- Relevance of sociology in management and business administration.

Unit 2: Basic Concepts in Sociology LH 4
- Meaning and definition of society, community, culture, group, norms, values, status, role, ethnicity, gender, class and caste.
- Implication of sociological concepts in management and business administration related issues/problems.

Unit 3: Social Institutions LH 4
- Meaning and definition, and basic features of family, kinship, economy, polity, education and religion.
- Linkage of social institutions with management and business administration related issues/problems.

Unit 4: Social Processes LH 4
- Meaning and definition of socialization, adaptation, cooperation, competition, conflict, globalization.
- Implications of social processes in management and business administration.

Unit 5: Social Stratification LH 5
- Meaning and definition of social differences, inequalities and stratification
- Caste, class, ethnicity and gender dimensions of social stratification in Nepal
- Social stratification vis-à-vis management and business administration

Unit 6: Social Disorder, Deviance and Social Control LH 2
- Meaning and definition of social problems (disorder and deviance) and social control.
- Linkage with management and business administration.

**Unit 7: Social Change**  
**LH 4**
- Meaning and definition of social and cultural change.
- Factors of social and cultural change.
- Connection of management and business administration to social and cultural change.

**Unit 8: Theoretical Perspectives in Sociology**  
**LH 6**
- The sociological imagination and sociological perspectives.
- Functionalism: basic assumptions.
- Conflict Theory: basic assumptions.
- Postmodernism: basic assumptions.
- Implications of sociological theories in management / business administration.

**Unit 9: Research Methods in Sociology**  
**LH 5**
- Nature and trend of sociological research
- Choosing a research problem or a topic
- Formulating hypothesis or assumptions
- Designing a research or writing a research proposal
- Collecting / acquiring data through fieldwork
- Processing, analyzing and interpreting data / findings
- Writing up the report and Presenting / disseminating the findings

**Unit 10: The Sociology of Management and Business Administration**  
**LH 10**
- Sociology of organizations
- Networks and organizations
- Analysis of organization
- Organizational / bureaucratic goals and societal expectations
- Managers and corporations vis-à-vis politics and power
- Work and leisure
- Group dynamics and intergroup relations
- Indigenous management and management of indigenous knowledge
- Dynamics of social capital
- Interdependence of social and technical skills
- Market and political culture
- Management of non-government development organizations
- Social movement politics and organization
- Relations in Business

**Project Work (Specify the hours allocated to Unit 10)**
- Choosing a topic for research
- Preparing research plan / proposal and developing research tools
- Conducting fieldwork / research
- Writing report and presentation

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

**References**
ECO 211: Introductory Microeconomics

Course Objectives
This module aims to develop students' understanding of the microeconomic concepts and theories in order to enhance their skill in analyzing business opportunities, market and risks.

Contents

Detailed Course
Unit 1: Introduction to Microeconomics  LH 3
Meaning, Scope, Types, Uses

Unit 2: Theory of Demand and Supply  LH 6
Demand function
  ▪ Meaning and types
  ▪ Movement along a demand curve and shifts in demand curve
Supply Function
  ▪ Meaning and types
  ▪ Movement along a supply curve and shifts in supply curve
Concept of Elasticity of demand and supply
  ▪ Price elasticity of demand: degrees, measurement (percentage, total outlay, point and arc methods), uses in business decision making.
  ▪ Income elasticity of demand: degrees, measurement (percentage, arc and point methods)
  ▪ Cross elasticity of demand: types, measurement (percentage and arc methods)
  ▪ Price elasticity of supply: degrees, measurement (percentage, point and arc methods)

Measurement of elasticity

Unit 3: Theory of Consumer’s Behaviour  LH 8
Cardinal vs ordinal utility
Indifference curve analysis
  ▪ Meaning, assumptions and properties
  ▪ Principle of MRS
  ▪ Consumer’s equilibrium
  ▪ Price effect – derivation of PCC and demand curves for normal goods (substitutes and complements)
- Income effect – derivation of ICC and Engel curves for normal goods and inferior goods
- Substitution effect – Hicksian approach
- Decomposition of price effect into income and substitution effects – Hicksian approach
- Applications – tax and subsidy, income leisure choice of workers

**Computations and Numerical assignments**

**Unit 4: Theory of Production  LH 7**
Concept of total, average and marginal product
Production function – meaning, types (short run and long run production function, Cobb-Douglas production function. Law of variable proportions (explanation of three stages of production with reasons)
Isoquants
- Meaning, assumptions and properties
- Principle of marginal rate of technical substitution
- Optimal employment of two inputs (or least cost combination of two inputs)
Laws of returns to scale
- Explanation with table and diagram (using IQ)

**Computations and Numerical assignments**

**Unit 5: Cost and Revenue Curves  LH 8**
Cost function
Various concepts of costs: opportunity cost, explicit and implicit costs, accounting and economic costs
Short run costs
- Behaviour of short run total costs
- Behaviour of average and marginal cost curves
- Relation between AC and MC, TVC and MC and AC and AFC and AVC
Long run costs
- Meaning
- Derivation of U-shaped and L-shaped LAC with reasons
Revenue
- Revenue under perfect competition
- Revenue under imperfect competition
- Relationship of Revenues (TR, AR and MR) with price elasticity of demand

**Computations and Numerical assignments**

**Unit 6: Theory of Product Pricing  LH 10**
Profit maximisation and equilibrium of a firm
- TR-TC approach (table and diagram)
- MR-MC approach (table and diagram)
Equilibrium price and output determination under perfect competition
- Meaning and characteristics
- Derivation of short run supply curve of a firm
- Short run equilibrium (firm and industry)
Long run equilibrium (firm and industry)

Equilibrium price and output determination under monopoly
- Meaning and characteristics
- Short run equilibrium
- Long run equilibrium
- Meaning and conditions of price discrimination
- Degrees of price discrimination
- Equilibrium of firm under third degree discrimination

Equilibrium price and output determination under monopolistic competition
- Meaning and characteristics
- Short run equilibrium
- Long run equilibrium of a firm

Oligopoly
- Meaning and characteristics

Computations and Numerical assignments

Unit 7: Theory of Factor Pricing LH 6
Rent
- Concept of economic rent and its determination: modern theory of rent.
Wages
- Marginal productivity theory of wages
Interest
- Loanable funds theory of interest
- Liquidity preference theory of interest
Profits
- Dynamic theory of profits
- Innovation theory of profits

Computations and Numerical assignments

References


Course Objectives
The BBM English course is a two-level General English course with a strong emphasis on reading and writing. It is designed to help students get ahead fast with their core English skills in interdisciplinary contexts. The lessons cover important vocabulary, grammar, reading, writing, listening and speaking skills for general and technical English, along with literary pieces with reading/writing exercises build on them. It is a theme-based course with comprehensive coverage of English language and critical thinking skills.

General Objectives
The General Objectives of the Course are to

- teach the writing modes
- discuss rhetorical devices
- present language points required for academic success
- support serious reading and writing activities

Specific Objectives
The specific course objectives are to teach students to:

- use correct punctuation, spelling and vocabulary
- increase confidence and fluency in speaking
- improve accuracy to enable clear communication of ideas
- develop understanding of grammar
- interact in a multi-cultural and interdisciplinary environment
- work on writing, reading and listening skills
- focus on student's personal needs and objectives
- develop specific skills in core English and business English
- build students' confidence in using English in professional and social scenarios
- develop social skills and cultural awareness
- acquire a wide interdisciplinary knowledge of different disciplines

Contents

Unit I: The following pieces carry 70% of the weightage of this course: LH 33

1. Invitation
   Interactions (relating to the text) and Spotlights

2. Ancient Tales
   Yudhishthira’s Wisdom; The Brave Little Parrot; If Not Higher;
Interactions (relating to the selected texts) and Spotlights

3. **Education**

   Why go to a University?; Don't Cut Down the Trees, Brother Woodcutter; Surely You Are Joking, Mr. Feynman; A 1996 Commencement Speech;

   Interactions (relating to the selected texts) and Spotlights

4. **Actions and Consequences**

   The Parrot in the Cage; A Sound of Thunder; No Smoke from the Chimneys’

   Interactions (relating to the selected texts) and Spotlights

5. **Television**

   The Wretched Stone; TV Can be a Good Parent;

   Interactions (relating to the selected texts) and Spotlights

6. **Crosscultural Bridges**

   Marriage is a Private Affair; Then and Now: Finding My Voice;

   Interactions (relating to the selected texts) and Spotlights

7. **Cultural Anthropology**

   Arranging a Marriage in India; Life is Sweet at Kumansenu;

   Interactions (relating to the selected texts) and Spotlights

8. **The Human Condition**

   The Lunatic; How Sane Are We?; Gaia

   Interactions (relating to the selected texts) and Spotlights

9. **Natural Science**

   The Making of a Scientist; Scientific Inquiry: Invention and Test;

   Interactions (relating to the selected texts) and Spotlights

10. **Humor and Satire**

    King John and the Abbor of Canterbury; Thir Thoughts; The Clock Tower;

    Interactions (relating to the selected texts) and Spotlights
11. Critical and Creative Thinking

The Stub Book; Mr. Know-All; Keeping Errors at Bay; What Is Intelligence, Anyway;

Interactions (relating to the selected texts) and Spotlights

12. Love

To His Coy Mistress; The Telegram on the Table; Piano;

Interactions (relating to the selected texts) and Spotlights

13. Life and Death

The Great Answer; Stopping by Woods on a Snowy Evening; A Tale; Ethics; “Where the Mind is without Fear”; New Year;

Interactions (relating to the selected texts) and Spotlights

Appendix I. Sounds of English
Appendix II. 99 Lousy Sentences
Appendix III. Deloused 99 Sentences
Appendix IV. Documenting Scholarly Essays and Books
Appendix V. Speaking English in Chicago and London
Appendix VI. Speaking in Public
Appendix VII. Answers to Selected Questions

Prescribed Book


Unit II: The following pieces carry 30% of the weightage of this course: LH 22

1. Paragraph to Short Essay

The Paragraph

Unity and Coherence

From Paragraph to Short Essay
Editing Your Writing

Putting It All Together

2. Descriptive Essays

3. Narrative Essays

4. Opinion Essays

5. Comparison and Contrast Essays

6. Cause and Effect Essays

(subtopics for all the different essay types):

Stimulating Ideas

Brainstorming and Outlining

Developing Your Ideas

Editing Your Writing

Putting It All Together

7. The Writing Process

8. Punctuation

9. Connectors

10. Grammar Terms

Prescribed Book


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. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines, to expand their intellectual and spiritual horizons, to underscore the nobility of humanity's never-ending search for truth, beauty, and compassion. The goal is, therefore, to teach language skills along with insight and wisdom. The specific methods are also suggested in the course books and teacher manuals, and it will prove valuable for teachers to follow them.
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.

Reference Books


MGT 201: Principles of Management

Course Objectives
This module aims to impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

Contents

Detailed Course

Unit 1: Introduction LH 4

Unit 2: Perspectives in Management LH 8

Unit 3: Planning LH 7

Unit 4: Organizing LH 8

Unit 5: Leading LH 7

Unit 6: Controlling LH 10

Unit 7: Organizational Change and Development LH 4
Nature, forces, paradigm shifts and areas (structure, technology, business process and behaviors) of organizational change. Resistance to change. Overcoming resistance to change. Concept of Organizational Development, OD intervention.

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.

References
Griffin, Ricky W., Management. AITBS Publishers and Distributors, New Delhi.
Hitt, M.A., J.S. Black and Porter, L.W., Management, Pearson Education, New Delhi
Pant, Prem Raj, Principles of Management, Buddha Academic Publishers and Distributors Pvt. Ltd.
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, matrices, the Mathematics of Finance and some numerical methods as well.

Course Contents

Detailed Course
Unit 1: Straight lines and Functions 6 hrs
- Straight lines, Linear Functions,
- Applications: demand, supply, cost, revenue, Elasticity of demand, supply and income,
- Budget and cost constraints, Method of Least Squares;

Unit 2: Simultaneous equations 6 hrs
- Simultaneous linear equations, Equilibrium and break-even, Consumer and producer surplus, the IS-LM model

Unit 3: Quadratic Equations 7 hrs
- Graphs of Quadratic Functions, Quadratic Equations, Applications to Economics;

Unit 4: Non-linear functions, their graphs and applications 10 hrs
- Cubic and other polynomial functions, Exponential functions, Logarithmic functions,
- Hyperbolic functions of the form \( a/(bx + c) \);
Bisecton method, Newton-Raphson method for solving nonlinear equations;

**Lab. Work:** Excel for non-linear functions;

**Smart math calculator** (software): Bisecton method, Newton-Raphson method.

**Unit 5: Financial mathematics**

<table>
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<tr>
<th>10 hrs</th>
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<tbody>
<tr>
<td>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;</td>
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**Lab. Work:** Excel for financial mathematics.

**Unit 6: Differentiation and applications**

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<th>9 hrs</th>
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<tr>
<td>Slope of a curve and differentiation, Rules of differentiation, Differentiation and marginal analysis, Optimization for functions of one variable, Economic applications of maximum and minimum points, Curvature and other applications, Elasticity and the derivative;</td>
</tr>
</tbody>
</table>

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

**References**

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


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

