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, Yusniza and Nor Khalidah 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


Ashwathapa K, *Legal Environment of Business*, Himalaya Publication, Delhi


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**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>LH</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Introduction</strong></td>
<td>6</td>
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<tr>
<td></td>
<td>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).</td>
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<td>2</td>
<td><strong>Operations Strategy</strong></td>
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<td>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.</td>
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<td>3</td>
<td><strong>Product and Service Design</strong></td>
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<td></td>
<td>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).</td>
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<td>4</td>
<td><strong>Locations decision and Facilities layout</strong></td>
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<td>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.</td>
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<td>5</td>
<td><strong>Linear programming</strong></td>
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<td>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).</td>
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<td>6</td>
<td><strong>Aggregate planning</strong></td>
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<td></td>
<td>Concept on aggregate planning; Aggregate planning strategies; Planning options; Aggregate planning in services.</td>
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</table>
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:
Course Objectives
This Course provides an overview of the legislative provision of bank and financial institution, fundamental banking laws and regulation. This course familiarize with the basic concept of banking laws in local context as well as international market. It highlights major regulation and policies issued by Central bank to protect financial system.

Course Description
This course contains introduction of banking law, central bank and legal system, structure and formation of bank and financial institutions, major banking law, bank regulation and central bank policy for bank FIs, legal provision relating to negotiable instrument, bank and customer relationship, bank lending and securities, bank lending and securities, legal aspect of trade finance, legal Challenges in banking business.

Course Details
Unit 1: Introduction LH 5
Meaning and concept of bank and financial institutions, Evolution of banking institutions and banking law in Nepal, Role of banking institutions for socio-economic development.

Unit 2: Central Bank and Legal System LH 5
Meaning and concept of central bank, establishment, Composition of BOD in Nepal Rastra Bank, Function and legal power of Nepal Rastra Bank, NRB relationship with government and other agencies.

Unit 3: Structure and formation of Bank and Financial Institutions LH 5
Licensing Policy for bank and FIs, Capital requirement, Eligibility criteria and fit and proper test for potential promoter, Types of bank and FIs, Functions of bank and FIs as per BAFIA 2063, Composition of BOD, Roles and responsibilities of BOD.

Unit 4: Major Banking Law LH 6
Nepal Rastra Bank Act 2058, Bank and Financial Institution Act (BAFIA) 2063, Banking Offense Act, 2064, Anti-Money laundering Act, Foreign Exchange Company Act

Unit 5: Bank Regulation and Central Bank Policy for Bank and FIs LH 5
Concept, need and significance of regulation, Impact of deregulation, Major prudential regulation of central bank- Capital adequacy, Loan classification and provisioning, Corporate governance, Blacklisting.

Unit 6: Legal Provision Relating to Negotiable Instrument LH 4
Cheque, Draft, bills of exchange, Promissory note, Validity and dishonored of cheque, Right and duties of various parties involved in instruments, Impact and legal action for miss using promissory note including cheque.
Unit 7: Bank and Customer Relationship
Legal nature of bank and customer relationship, trustee-beneficiary, agent-principal, debtor-creditor, special types of customer(individual, corporate, Government, NGO etc) account opening and closing procedure. Know Your Costumer- KYC

Unit 8: Bank Lending and Securities
Procedure for bank lending, Credit policy guideline, Credit sanction limit and authority, Legal procedure for recall and recovery of banks loan, Meaning and definition of collateral and security, Legal features of collateral and security, Generally accepted security in Nepalese banking (land and building, goods and commodities, share and debenture, deposit certificate, personal guarantee promissory note, saving bond)

Unit 9: Legal aspect of Trade Finance:
Letter of credit, Guarantee, Basic features, Parties involves in various trade finance, Roles and responsibilities of parties.

Unit 10: Legal Challenges in Banking Business
Banking fraud, Cyber-crime, Innovative product, Anti-money laundering, Electronic banking, global access of banking services

Text and References
Gupta, S.N. The Banking law on Theory and Practice, Universal.
Regmi Resham Raj (2064), Banking law of Nepal, Lumbini Pustak, Kathmandu.
Padmalatha Suresh, Prof Justin Paul (2010), Management of Banking and Financial Services, Dorlingkindersley, India.
Indian Institute of Banking & Finance (2005), General Bank Management, Macmillan.
Nepal Rastra Bank Act 2058,
Bank and Financial institution Act 2063,
Banking Offense Act, 2064
Foreign Exchange Act
Negotiable Instrument Act
Antimony laundering Act, 2008
Company Act
NRB (2005), Nepal Rastra Bank in Fifty Years, Sajha Prakashan, Pulchowk, Lalitpur, Nepal
BNK 212: Wholesale and Retail Banking
(focus area II)

Credits: 3
Lecture Hours: 48

Course Objectives:
Familiarize the students with the knowledge related to banking business. Develop skill to acquire knowledge of wholesale and retail banking, make able to know lending principles and practices, various aspect of bank loan, their features, credit risk and other associated risk with wholesale and retail product of bank.

Course Description
This course contains introduction of wholesale and retail banking, wholesale banking, retail banking, corporate lending vs. consumer lending, credit process for corporate and consumer.

Course Details
Unit 1: Introduction  LH 5
Nature of banking business, Major functions of bank, Different types of Bank and FIs, Present status of banking business in Nepal.

Unit 2: Wholesale Banking  LH 8
Meaning and concept of wholesale banking, Characteristics, Target group of wholesale banking, corporate client, Individual client, Pros and cons of wholesale banking. Fund transfer facility, corporate salary account, Real time gross settlement Aid to trade, trade finance, corporate depositors- Insurance Company, investment trust, pension fund.

Unit 3: Retail Banking  LH 7
Meaning and concept of retail banking, characteristics, Target group, retail Loan product, Retail Deposit product, Opportunities and challenges of retail banking, Motivating factors for retail client, agency services, utility payments. Debit card, credit card and others retail services

Unit 4: Corporate lending Vs. Consumer Lending  LH 8

Unit 5: Credit Process for Corporate and Consumer Lending  LH 9
Credit appraisal- 5 c's Model, SWOT analysis, Industrial analysis, Financial viability of proposed project, evaluation of risk in Product. Credit approval, Credit documentation and administration, Credit disbursement, credit monitoring and supervision, Collateral: Cash backed and assets backed

Unit 6: Marketing of Banking product and Services  LH 7
References
Thapa R.B and D. Rawal (2010), *Principles and practices of Nepalese Banking*, Buddha Academic Enterprises, Kathmandu, Nepal
BNK 214: Commercial Banking Operations
(focus area III)

Course Objectives:
This course provides an overview of the operating function and overall banking activities of bank and financial institutions. It helps to understand different risk associated in banking business.

Course Description
This course contains an introduction to business of banking, risk in banking business, deposit mobilization, granting credit, cash operation, agency services, trade finance, foreign exchange service, treasury function and electronic banking services.

Course Details
Unit 1: An Introduction to the Business of Banking
LH 4
Meaning, Origin and necessity of bank and financial institutions, an overview of Nepalese financial system, Distinguish between banking and other business.

Unit 2: Risk in Banking Business
LH 5
Meaning and nature of financial risk, Types of major risk in banking business, Credit risk, Operational risk, Market risk, Liquidity risk, For-ex risk, Country risk, Risk identification, Risk measurement and Risk mitigation.

Unit 3: Deposit Mobilization
LH 7
Meaning and nature of bank’s deposit, Types of deposit: Current, saving, Fixed call, Demand/notice Deposit product, Procedure of account opening, eligibility, Type and structure of charge, Know Your Customer, Client account maintenance, account closing, Card services: debit card, credit card, prepaid card, Deposit marketing and customer care services.

Unit 4: Granting Credit
LH 8
Concept and nature of bank credit, Types of credit: Term loan, Revolving loan, Corporate loan, Consumer loan, Credit process, Credit appraisal, Approval, Documentation, Disbursement, Credit monitoring and supervision, Credit recovery, Credit marketing, Credit administration, Security, Valuation, Loan classification and provisioning, Non-performing loan and performing loan, Credit risk and its management.

Unit 5: Cash Operation
LH 4
Cash management, Security of vault, Cash insurance, Cash counter, Roles and responsibilities of cashier, Clearing system, Electronic clearing, Internal and external fund transfer.

Unit 6: Agency Services
LH 3
Fund transfer, Remittance services, Utility payment services, Advisory services, Standing order from customer.
Unit 7: Trade Finance LH 4
Funded/non funded, letter of credit/ guarantee, advance payment types of L/C, major parties, roles and responsibilities of different parties, essential documents, risk associates.

Unit 8: Foreign Exchange Service. LH 5
Meaning and concept, convertible and non-convertible currency, exchange rate determination, FEDAN, composition, function and responsibilities, meaning of Nastro and Vostro accounts.

Unit 9: Treasury Function LH 4
Introduction, scope of treasury, Back office, Font office back office, Asset liability management, Roles and responsibilities of (ALCO).

Unit 10: Electronic Banking Services LH 4
Meaning and concept of e-banking, Internet banking, Brach less banking, Tele/mobile banking, ABBS, ATM. Challenges from innovation.

References
Thapa R.B and Rawal D. (2010), Principles and practices of Nepalese Banking, Buddha Academic Enterprises, Kathmandu, Nepal
Padmalatha Suresh, Prof Justin Paul (2010), Management of Banking and Financial Services, Dorling Kindersley, India.
Pradhan, R.S. (2010), Financial Management, Buddha Academic Enterprises, Kathmandu, Nepal
Course Objectives:
To impart the theoretical and conceptual knowledge of the treasury management and potential risk involved in such transactions. It helps to understand different product and policies regarding treasury market in Nepal.

Course Description:
This course consists of ten units- Introduction of Treasury Management, Treasury Organization and Structure, Sources of Fund, Uses of fund, Major Risk in Treasury Management, Pricing of the Product, Assets Liability Management, Derivative Instrument, Investment Portfolio and Liquidity management and Treasury Management Function in Nepalese Banking Sector.

Course Details
Unit 1: Introduction
   LH 4
   Meaning of treasury, Scope of treasury management, Role and function of treasury department, Principles of treasury management.

Unit 2: Treasury Organization and Structure
   LH 5
   Concept and function of front office, Back office and mid office, Meaning of dealers, Dealers room, Roles and responsibilities of dealers.

Unit 3: Sources of Fund
   LH 4
   Deposit: fixed and revolving, Interest bearing and Non-interest bearing, Capital or equity, Reserve and surplus, Borrowing- Short term vs. long term.

Unit 4: Uses of fund
   LH 4
   Loan and advances, Credit products and their features, interbank lending, maintaining reserve, Investment- Forex, Treasury bill, Govt. securities, share and debenture, maintaining liquidity.

Unit 5: Major Risk in Treasury Management
   LH 3
   Counterparty default risk, Sovereign risk, foreign currency risk, liquidity risk, Market risk, Equity risk, Commodity risk.

Unit 6: Pricing of the Product
   LH 4
   Deposit pricing-Cost plus margin deposit product, Market penetration, Conditional, Relationship, Upscale target pricing. Loan pricing, Base interest rate, Risk based pricing.
Unit 7: Assets Liability Management
Meaning and concept of asset liability management, maturity mismatch, interest sensitive assets and liability, interest rate risk, determination of interest rate, interest spread, Gap analysis, Assets liability management committee (ALCO), roles and responsibility of ALCO.

Unit 8: Derivative Instruments
Meaning and concept of derivatives product, Financial derivatives-futures, option, pull option, call option, swaps, interest swaps, Contact swaps Forward rate agreement, Credit derivatives-Securitization, credit default swaps, Risk associated with derivatives product.

Unit 9: Investment Portfolio and Liquidity Management
Concept investment portfolio, investment instrument, importance of portfolio, money market instrument-Treasury bills, open market operation, interbank transaction, commercial papers Capital market-share debenture and govt. bonds. Liquidity management, estimation of liquidity, managing mandatory requirement-CRR, SLR.

Unit 10: Treasury Management Function in Nepalese Banking Sector
Scope, Opportunities and challenges, Foreign Exchange Dealers Association of Nepal (FEDAN) Roles and responsibilities, Central bank's regulation regarding ALM and treasury.

References
Avadhani V.A. *treasury Management* in India, Himalayan Publishing house.
Thapa R.B and D. Rawal (2010), Principles *and practices of Nepalese Banking*, Buddha academic enterprises, Kathmandu, Nepal.
BNK 218: Micro Finance and Rural Banking
(focus area V)

Credits: 3
Lecture Hours: 48

Course Objectives:
Familiarize with the basic concept of microfinance, historical background, products designing, operational procedures, infrastructure development for micro finance, legal framework and prudential regulation with specific reference to the Nepalese context; Provide knowledge of micro finance practices in Nepal along with global development in microfinance sector, To make able to understand the role of rural microfinance in poverty reduction and give practical knowledge on microfinance practices.

Course Description
This course contains Introduction to Micro Finance, Approaches to Micro-finance, Micro Finance Institutions, Product of Micro Finance, Directed or Deprived Sector lending, Measuring the Performance of MFIs, Matter of MFIs.

Course Details
Unit 1: Introduction to Micro Finance
LH 5
Concept, Definition and principles of microfinance, Characteristics and importance of Microfinance, Historical Background, Role of microfinance for elevation of poverty, Linkages between main stream financial services & micro-finance

Unit 2: Approaches to Micro-finance
LH 6
Saving led and credit led, Practices and different models (Special reference to Nepal) Grameen replication, Co-operative, FINGO and Self Help Groups (SHG), Strengths and weaknesses of the various approaches, Social Banking VS Commercial Banking, Financial access Vs Financial inclusion.

Unit 3: Micro Finance Institutions
LH 5
Ownership and Legal Form of MFIs, Objectives of MFIs, The importance of institutions, Organizational structure, Governance, Types of financial institutions, Offering microfinance services, Capital structure Management structure, growth and transformation.

Unit 4: Product of Micro Finance
LH 8
Saving product- Concept of saving, saving mobilization, Types of saving, compulsory saving, voluntary saving, Non-financial services, Micro insurance, Pricing of saving product. Credit product: micro credit, individual credit, Character and cash-flow based lending, Micro enterprises loan,Working capital loan, agricultural loan, Loan against group guarantee, interest rate and services charges on micro credit,

Unit 5: Directed or Deprived Sector lending
LH 6
Meaning and concept, Directed lending- importance, Pros and cons views, Priority sector lending vs. deprived sector lending, NRB policies for DSL, Penalty in case of default in DSL, Direct lending Vs Indirect lending. Roles of DSL for increasing productivity.
Unit 6: Measuring the Performance of MFIs

Analyzing financial statements, Financial performance ratios, efficiency and productivity; liquidity and capital adequacy; asset and liability management, Loan loss and provisioning, Benchmarking, Rating MFIs, Social Performance Measurement and Impact performance evaluation of microfinance institutions in the framework of WOCCU model, CGAP model, and SEEP model.

Unit 7: Matter of MFIs

Viability, Efficiency, Sustainability, Self-reliance, Outreach Cooperation, coordination and co-financing with various donors agencies. The role of governments in microfinance; national microfinance policies, Subsidizing, The Role of Subsidies and Donors, Measuring subsidy dependence, Traditional microfinance donors and instruments, socially responsible investors Vs commercial investors: Equity vs. debt financing options, Microfinance investment funds vs Microfinance investment vehicles, Culture of labor division, Opportunities and challenges of MFIs in Nepal.

Reference

Suggested Reading
Various publication and article published from Nepal Rastra Bank.
EED 211: Entrepreneurship Development  
(Entrepreneurship and Enterprise Development- focus area I) 

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-focus area II)

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
LH 4
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
LH 3
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
LH 4
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
LH 6
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
LH 4
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
LH 5
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

1. Hatten, S. T. *Small Business Management: Entrepreneurship and Beyond*. Ohio: South-Western Cengage Learning
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 brain storming; 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:
3. Conway, Steve and Steward, Fred, Managing and Shaping Innovation, New Delhi: Oxford University Press
EED 215: Micro-finance
(Entrepreneurship and Enterprise Development- focus area IV)

Credits 3
Lecture Hours: 48

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
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
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
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:

The Banking with the Poor Network, Micro Finance Industry Report Nepal, Singapore: BWTP


EED 217: Project Management
(Entrepreneurship and Enterprise Development- focus area V)

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
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
Developing the project concept; Scope management; Project process; Work breakdown structure; Process mapping; Establishing check points

Unit: 3 Time, Cost and Quality Planning
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
Analyzing time plans; Analyzing cost plans; Analyzing quality plans; Risk management; Risk quantification techniques

Unit 5: Project Organization: Structures and Teams
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
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
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:  
INS 211: Introduction to Risk and Insurance
(Insurance and Risk Management - focus area)

Credits: 3
Lecture Hours: 48

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

**Life Insurance**: Whole Life Insurance, Endowment Life Insurance, Term Life Insurance, Annuity & Pension Plan, Other Types of Life Insurance, **Non Life Insurance**: Fire Insurance, Motor Insurance, Marine Insurance, Engineering Insurance, Aviation Insurance, Cattle and Crop Insurance and Miscellaneous 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](http://www.bsib.org.np)

INS 213: Commercial Property Risk Management
(Insurance and Risk Management- focus area II)
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
Meaning of Commercial Property, Laws related to Commercial Property, Scope of Commercial Property

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

Unit 3: Commercial Property Insurance
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
Major Coverage, Condition, Exclusion, Endorsements, Schedule, Bill, Deductibles and Self Insured Retentions

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

Unit 6: Insurance Market of Commercial Property
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
INS 215: Life and Non Life Insurance
(Insurance and Risk Management-- focus area III)

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
INS 218: Micro Insurance
(Insurance and Risk Management-IV)

Credits: 3
Lecture Hours: 48

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
LH5
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
LH 8
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
LH 5
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
LH 8

Unit 5: Micro insurance and Inclusion
LH 6
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
LH8
Unit 7: Micro insurance Regulation in Nepal


Reference Material:
Beema Samiti, [www.bsib.org.np](http://www.bsib.org.np)
Beema Samiti, (2014), Microinsurance Directive, Kathmandu
Insurance Regulatory and Development Authority, India; [www.irda.gov.in](http://www.irda.gov.in)
Microinsurance Academy, [www.microinsuranceacademy.org](http://www.microinsuranceacademy.org)
INS 212: Insurance Broking and Bancassurance
(Insurance and Risk Management - focus area - V)

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
LH 8
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
LH 7
Cost reduction by Broking, Process of Broking, Steps of broking, Obstacles of broking practice, Legal Provision of Bancassurance.

Unit 3: Introduction to Bancassurance
LH 6
Evolution and Historical Development of Bancassurance Conceptual framework, Insurance Intermediaries, New Distribution Channel, Bancassurance: Concept and Characteristics, Need of Bancassurance.

Unit 4: Bancassurance Model
LH 8
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
LH 8
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
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
MKT 212: Advertising and Public Relations  
(Focus area- II : sales and Marketing)

Credits: 3  
Lecture Hours: 48

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 Details
Unit 1: Introduction to Marketing
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
MKT 213: Creative Selling
(Focus area-III : sales and Marketing)

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.
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
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