Tribhuvan University

Faculty of Management

Office of the Dean

Course detail of
BIM (Bachelor of Information Management) 7th Semester

IT 247: E-Commerce and Internet Marketing	3 Credit Hours
Elective I (Any one course of the Following)	3 Credit Hours
IT 271: Networking and System Administration	
IT 272: Mobile Application Development	
IT 273: Multimedia System Application	
IT 274: Data Warehousing and Data Mining	
SOC 203: Sociology for Business Management	3 Credit Hours
MGT 205: Operations Management	3 Credit Hours
MGT 240: Strategic Management	3 Credit Hours

April 2025

IT 247: E-Commerce and Internet Marketing

Credits: 3
Lecture Hours: 48

Course Objectives:
The main objective of this course is to provide knowledge of different concepts of e-commerce and internet marketing to students. After completing this course, students will be able to

- Understand different types of e-commerce and its importance to organizations,
- Know about different e-commerce business models,
- Understand technology infrastructure for e-commerce,
- Know the process of building e-commerce applications,
- Understand security threats and solutions to e-commerce transactions,
- Know different payment systems for e-commerce and
- Learn different concepts Internet marketing and learn to use different digital marketing tools available.

Course Description:
This course covers different concepts of e-commerce including introduction, business models, technology infrastructure, building e-commerce applications, e-commerce security and payment systems. This course also covers different concepts of concepts internet marketing.

Course Details

Unit 1: Introduction to E-Commerce 4 LHs

What is E-Commerce? Importance of E-Commerce; E-Commerce vs. E-Business; Technology Building Blocks; Unique Features of E-Commerce; E-Commerce Types; Understanding E-Commerce: Organizing Themes.

Unit 2: E-Commerce Business Models and Concepts 8 LHs

E-Commerce Business Models; Major Business-to-Consumer (B2C) Business Models; Major Business-to-Business (B2B) Business Models; How E-Commerce Changes Business: Strategy, Structure, and Process.

Unit 3: E-Commerce Infrastructure 6 LHs

The Internet: Technology Background; Internet Infrastructure and Access; The Web; Features and Serves of Internet and Web; Mobile Apps.

Unit 4: Building an E-Commerce Presence: Websites, Mobile Sites, and Apps 8 LHs

Imagine Your E-Commerce Presence; Building an E-Commerce Presence: A Systematic Approach; Choosing Software and Hardware; E-Commerce Site Tools; Building Mobile Website and Mobile Applications.

Unit 5: E-Commerce Security and Payment Systems **10 LHs**

E-Commerce Security Environment; Security Threats; Technology Solutions; Management Policies, Business Procedures, and Public Laws; E-Commerce Payment Systems.

Unit 6: Internet Marketing **12 LHs**

Introduction to Digital Marketing; Importance of Digital Marketing; SEO; On-Page and Off-Page Optimization; Concepts of Pay-Per-Click (PPC) Advertisement, Digital Display Advertising, E-Mail Marketing, Social Media Marketing, Mobile Marketing, and Web Analytics.

Laboratory Works:

The laboratory work includes developing an e-commerce web application and learning to use different digital marketing tools such as Google Ads, Google Search Console, Google Keyword Planar, Google Analytics, Social Media Analysis tools etc.

Suggested Reading

Kenneth C. Laudon and Carol Guercio Traver, E-Commerce: Business, Technology, and Society, 17th Edition, Pearson, 2023.

Ian Dodson, The Art of Digital Marketing, Wiley, 2016.

IT 271 Networking and System Administration

Credits:3
Lecture Hours: 48

Course Objectives:
The main objectives of this course are

- Understand the fundamentals of computer networking and system administration
- Gain practical skills in configuring and managing networks and systems
- Develop problem-solving skills related to network and system issues
- Learn about network security principles and best practices

Course Description:
This course provides an in-depth study of computer networking and system administration concepts, principles, and practices. Topics include network protocols, architectures, security, operating systems, and system management. Emphasis is placed on hands-on experience with network configuration, troubleshooting, and system maintenance.

Course Details

Unit 1: Introduction to Computer Networks **6 LHs**

Overview of computer networks; Network types (LAN, WAN, WLAN); Network devices (routers, switches, firewalls); Network protocols (TCP/IP, UDP, HTTP)

Unit 2: Network Architecture and OSI Model **6 LHs**

OSI model layers and their functions; TCP/IP model; Data encapsulation and decapsulation

Unit 3: IP Addressing and Subnetting **7 LHs**

IPv4 and IPv6 addressing; Subnetting and subnet masks; Address resolution (ARP, DHCP)

Unit 4: Network Security **6 LHs**

Types of network attacks (DoS, DDoS, malware); Security protocols (SSL/TLS, IPsec); Network security tools (firewalls, IDS/IPS)

Unit 5: Wireless and Mobile Networks **5 LHs**

Wireless standards (802.11a/b/g/n/ac); Wireless security (WPA, WPA2, WEP); Mobile network technologies (3G, 4G, 5G)

Unit 6: System Administration **5 LHs**

Role of system administrators; System administration tasks (user management, software installation, backup); Operating system basics (Windows, Linux)

Unit 7: Network Management **6 LHs**

Network monitoring and troubleshooting; Network management protocols (SNMP, NetFlow); Network performance optimization

Unit 8: Cloud Computing and Virtualization **7 LHs**

Cloud computing concepts and services (IaaS, PaaS, SaaS); Virtualization technologies (VMware, Hyper-V, KVM); Cloud security and management

Laboratory Work:

The laboratory work includes all the features mentioned in the course.

Suggested Reading

1. "Computer Networking: A Top-Down Approach" by James F. Kurose and Keith W. Ross
2. "The Practice of System and Network Administration" by Thomas A. Limoncelli, Christina J. Hogan, and Strata R. Chalup
3. "Network Security Essentials" by William Stallings
4. "UNIX and Linux System Administration Handbook" by Evi Nemeth, Garth Snyder, Trent R. Hein, and Ben Whaley

IT 273: Multimedia System Application

Credits: 3
Lecture Hours

Course Objectives:
The main objectives of this course are to provide knowledge and skill on multimedia technologies, tools and applications.

Course Description:
This course covers different concepts of multimedia system including sound, images, graphics, video, animation, data compression, user interfaces, and applications.

Course Details

Unit 1: Introduction **5 LHs**

- Global structure of Multimedia
- Multimedia Application
- Medium
- Multimedia system and properties
- Characteristics of a Multimedia System
- Challenges for Multimedia Systems
- Components of a Multimedia System

Unit 2: Sound / Audio System **6 LHs**

- Concepts of sound system
- Music and speech
- Speech Generation
- Speech Analysis
- Speech Transmission

Unit 3: Images and Graphics **6 LHs**

- Digital Image Representation
- Image and graphics Format
- Image Synthesis , analysis and Transmission

Unit 4: Video and Animation **7 LHs**

- Video signal representation
- Computer Video Format
- Computer- Based animation
- Animation Language
- Methods of controlling Animation
- Display of Animation
- Transmission of Animation

Unit 5: Data Compression **8 LHs**

- Storage Space
- Coding Requirements
- Source, Entropy and Hybrid Coding
- Lossy Sequential DCT- based Mode
- Expanded Lossy DCT-based Mode

- JPEG and MPEG

Unit 7: User Interfaces **5 LHs**

- Basic Design Issues
- Video and Audio at the User Interface
- User- friendliness as the Primary Goal

Unit 8: Abstractions for programming **5 LHs**

- Abstractions Levels
- Libraries
- System Software
- Toolkits
- Higher Programming Languages
- Object –oriented approaches

Unit 9: Multimedia Application **6 LHs**

- Media preparation and composition
- Media integration and communication
- Media Entertainment
- Telemedicine
- E-learning
- Digital video editing and production systems
- Video conferencing
- Video-on-demand

Laboratory Works:

After completing this course, students should have practical knowledge of different components of multimedia system, multimedia tools and applications.

Suggested Reading

1. Multimedia: Computing, Communications and Applications, Ralf Steinmetz and Klara Nahrstedt, Pearson Education Asia
2. Multimedia Communications, Applications, Networks, Protocols and Standards, Fred Halsall, Pearson Education Asia
3. Multimedia Systems, John F. Koegel Buford, Pearson Education Asia

IT 272: Mobile Application Development

Credits: 3
Lecture Hours: 48

Course Description:
This course is designed to provide a comprehensive knowledge related to the mobile programming based on android which encompasses integrated development environment, architecture, design, develop, and publish mobile application. The course covers essential topics, including app lifecycle, layouts, and handling user input, databases to store and retrieve data as well as use APIs to retrieve data from remote server with a focus on real-world, practical app-building skills.

Course Objectives:
The objectives of course typically aim to equip students with the knowledge and skills necessary to design, develop, and deploy applications for mobile devices such as smartphones and tablets that solve real world problem with use of current mobile technology.

Course Details

Unit 1: Android Programming Overview **5 LHs**

Introduction to mobile programming, Introduction to Android OS: Android Architecture, Setting up the Android Application Development Environment, Creating an android project, laying out user interface (The View hierarchy, widget attributes, creating string resources, previewing the layout, Resources and Resource IDS) Creating new class, Setting up the project, Creating, Testing and Debugging Applications Making Toasts, Running on Emulator.

Unit 2: Android UI Controls **8 LHs**

Introduction to user interface, View Hierarchy, android layout and its type (Linear Layout, Frame Layout, Relative Layout, Table Layout, Absolute Layout and Constraint Layout), layout attributes.

Android Widget: TextView, EditText, ImageView, Button, CheckBox, RadioButton, Spinner etc.) And its attributes, User Interface Events and Event Handling, Menus (Introduction, Types, Implementing menu in an application), Drawable, Themes and Style, Color, String and String Array, adding Icon to the Project

Unit 3: Activity and Fragment in Android **10 LHs**

Introduction to Activity, Activity Lifecycle, understanding intent and its type, Intent filter, Creating a new Activity, Declaring activities in manifest, passing data between activities, Getting a result back from child activity.

Fragments: The Need for UI Flexibility, Introduction and Lifecycle of Fragment Creating UI Fragment, Adding Fragment to an activity, wiring widgets in fragments, Introduction to fragment manager, Activity vs. Fragment. Passing data between Fragments. Dialogs (Introduction, creating a dialog fragment, a setting a dialog’s content) and its type.

Unit 4: Displaying Data with Views **7 LHs**

Adapter and its type, List View: Introduction, Feature, attribute, implementing ListView in an Application, Creating Custom ListView

GridView: Introduction, Feature, attribute, implementing GridView in an Application, Creating Custom GridView.

RecylerView: Introduction, Features, Implementing RecylcerView in an application.

Unit 5: Content Provider **8 LHs**

Working with Shared preferences, storing and retrieving shared key-Value pairs. Using internal storage, retrieving cache files. Working with External storage and working with files shared by other applications.

Local Database with SQLite: SQLite programming, SQLiteOpenHelper, SQLite Database, Cursor, Reading and updating contacts, Implementation of CRUD Operation.

Unit 6: Android Advanced Concept **10 LHs**

Android Debugging, Notification, Thread, AsyncTask, Handler and Runnable, gradle plugins, Introduction to API, API types, Introduction to JSON, Retrieving and sending contents from/to remote server. Localization, SMS sending and receiving, Phone calls, Sending Emails, implementing Google Maps in application, Create mini Project Procedure for publishing application on Google Play Store.

Laboratory Works:

The laboratory should contain all the features mentioned in a course, which should include

1. Basic Concept of Android application architecture
   - Installation and environment setup for Android studio.
   - Source, resource folder concept
   - Terminology for android
2. Concept of android Layouts
   - Concept of Linear layout, Relative layout, Absolute Layout, Table Layout and Constraint Layout Concepts of list view, recycler view, grid view, scroll view, view pager, tab Layout
   - Create form and form validation
   - Alert Dialogs, Toast
   - Popup
3. Introduction to Activity, Fragment
   - Simple activity information
   - Working with intents
4. Menu
   - Option menu, context menu
5. Database
   - Simple overview to database (simple query)
   - SQLite overview
6. API Implementation
   - Working with volley
   - JSON Parsing
   - Google Play Service (Maps, GPS)

Suggested Reading

1. Sills, B., Gardner B., Marsicano K. & Stewart .C (2022). **Android Programming: The Big Nerd Ranch Guide, Big Nerd Ranch**, LLC 5th Edition
2. Fling B. (2009). **Mobile Design and Development** O'Reilly
3. Marko Gargenta and Masumi Nakamura, "**Learning Android**" O'REILLY
4. Lucas Jordan and Peiter Greyling, "**Practical Android Projects**", Apress

IT 274: Data Warehousing and Data Mining

Credits: 3
Lecture Hours: 48

Course Objectives:
The main objective of this course is to provide knowledge of different concepts of data ware housing and data mining to students. After completing this course, students will be able to

- Understand different concepts of data warehousing and data mining.
- Learn to design and use data warehouses and OLAP.
- Know and apply pattern mining algorithms.
- Understand and use classification and clustering algorithms.
- Learn outlier detection and related algorithms.

Course Description:
This course covers different concepts of data warehousing and data mining including data mining, data warehousing and OLAP, and different concepts and algorithms of pattern mining, classification, clustering and outlier detection.

Course Details

Unit 1: Introduction **6 LHs**

Data Mining and Knowledge Discovery; Mining Various Kinds of Knowledge; Data Mining Applications; Data Types; Statistics of Data; Similarity and Distance Measures; Data Quality, Data Cleaning, and Data Integration; Data Transformation; Dimensionality Reduction

Unit 2: Data Warehousing and Online Analytical Processing **8 LHs**

Data Warehouse; Data Warehouse Modeling: Schema and Measures; OLAP Operations; Data Cube Computation; Data Cube Computation Methods

Unit 3: Pattern Mining **5 LHs**

Basic Concepts; Frequent Itemsets, Closed Itemsets, and Association Rules; Frequent Itemset Mining Methods: Apriori and Pattern-Growth Approach; Generating Association Rules from Frequent Itemsets; Pattern Evaluation Methods

Unit 4: Classification **12 LHs**

Basic Concepts; Decision Tree Induction; Bayes Classification Methods; Lazy Learners; Linear Classifiers; Model Evaluation and Selection; Techniques to Improve Classification Accuracy

Unit 5: Cluster Analysis **10 LHs**

Cluster Analysis; Partitioning Methods (k-Means, k-Mediods and k-Modes); Hierarchical Methods (Agglomerative and Divisive); Desisty-Based (DBSCAN); Evaluation of Clustering

Unit 6: Outlier Detection **7 LHs**

Basic Concepts; Statistical Approaches; Proximity-Based Approaches; Reconstruction-Based Approaches; Clustering-Based Approaches; Classification-Based Approaches

Laboratory Works:

The laboratory work includes implementing data warehouse and algorithms for pattern-miming, classification, clustering and outlier detection using any appropriate programming language. Students should also learn to use visualization tools during implementation of these algorithms.

Suggested Reading

1. Jiawei Han, Jian Pei, and Hanghang Tong, Data Mining Concepts and Techniques, 4th Edition, Morgan Kaufmann, 2023.

MGT 205: Operations Management

Credits: 3
Lecture Hours: 48

Course Objective

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

Course Description

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

Course Details

Unit 1: Introduction **5 LHs**

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

Unit 2: Operations Strategy **3 LHs**

Introduction, linkage between corporate, business and operations strategy; Components of operations strategy; Manufacturing strategies; Service strategies; Productivity: Concepts, and types.

Unit 3: Aggregate Planning and Inventory Management **6 LHs**

Concept of aggregate planning; Aggregate planning strategies; Planning options; Aggregate planning in services; Concept and importance of inventory; Inventory costs; Dependent and independent demand; Inventory systems- continuous and periodical; Basic economic order quantity (with and without discount).

Unit 4: Quality System **4 LHs**

Introduction to quality; Concept and historical evolution of total quality management; Costs of quality; Quality Control: Introduction, objectives and advantages; Statistical

process control -Control charts- control charts for variable; JIT and Six Sigma; Quality Management System: ISO 9000 series; 7 tools for the quality.

Unit 5: Decision Theory **7 LHs**

Decision making environments; Decision making under uncertainty: Criterion of maximax, maximin, minimax regret, Laplace and Hurwitz's; Decision making under risk: Expected monetary value criterion, Expected opportunity loss criterion; Marginal analysis.

Unit 6: Linear Programing **8 LHs**

Introduction to linear programming; Characteristics of Linear programming model, Graphical and simplex method (only two variables); Introduction to duality.

Unit 7: Transportation Problem **4 LHs**

Introduction, Initial basic feasible solution, Testing optimality condition, Solution of minimization transportation problem (excluding loop formation).

Unit 8: Assignment Problem **4 LHs**

Introduction, Solution of minimization and maximization assignment problem.

Unit 9: Game Theory **4 LHs**

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

Class Lecture = 45 hrs. Assessment = 3 hrs.

Suggested Reading

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

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

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

Frederick S. H., and G. J. Lieberman. ***Introduction to Operations Research*.** New York: McGraw-Hill Education.
Gaither, N., and G. Frazier. ***Operations Management***. Singapore: Thomson Asia Pvt. Ltd.
Krajewski, L. J., and L.P. Ritzman. ***Operations Management***. Delhi: Pearson Education Pvt.
Stevenson, W.J. ***Operations Management***. New York: McGraw-Hill Education Ltd.
Taha, H. A. ***Operation Research: An Introduction***. England: Pearson Education Ltd.

SOC 203: Sociology for Business Management

Credits: 3
Lecture Hours: 48

Course Overview

Business administration, business management and business information management have sociological embeddedness. The business leadership, entrepreneurship, business acumen, and corporate success emanate from the social network, social capital and cultural aptitude. This course aims to share some of the key facets of sociological knowledge concerning business administration with graduate students of business administration and management. This course is developed by overlaying sociology with studies on business management.

The key components of this course comprise a basic orientation to sociology as a social science discipline where the core of sociology and sociological perspectives are brought to the fore. Here linkages between Sociology and Management Studies are elaborated. It follows by an exposition to how sociology attempts to unpack and understand 'society' as such and a discussion on how society is composed of. Students will get an opportunity here to be exposed to the debates on consumer behaviour and organizational culture.

Learning Objectives

The primary objective of this course is to provide students of business administration and management basic orientation to sociological knowledge and insights. This course has the following objectives:

- To encourage students to learn and get benefits from sociological knowledge and perspectives to prepare them as better business leaders and administrators.
- To help students learn fundamentals of social structure in the forms of the family, social institutions, social groups, organizations, corporate houses and the like such that this helps them understand the business dynamics in a better way.
- To train students in Sociology of management and business administration in general and issues like authority, trust, social network, social embeddedness of market, indigenous knowledge management and business application of anthropology, in particular.

Course Details

Unit 1: Introduction to Sociology **8 LHs**

a) Sociology (introduction and broad historical context of its emergence)
b) The core of sociology
c) Sociological perspective
d) Development of sociology as a discipline
e) The institutional history of sociology in Nepal
f) Sociology and Management Studies
g) Business application of anthropology

Required readings

Giddens, A., Duneier, M., Appelbaum, R.P. & Carr, D. (2018). What is Sociology? in *Introduction to Sociology*, eleventh ed., W.W. Norton & Company, pp. 3-20.

Mills, C.W. (1959). *The Sociological Imagination*, London: Oxford University Press, (The promise), pp. 3-13.

Macionis, J. J. (2010). Sociology as a point of view, Chapter 1, in *Sociology*, Thirteenth ed., Prentice Hall: Pearson Education, pp. 4-10.

Berger, P. & Luckman, T. (1991). The social interaction in everyday life, in *The Social Construction of Reality: A Treatise in Sociology of Knowledge*, Irvington Publisher. pp. 13-30; 43-48.

Luintel, Youba Raj. (2021). Sociology in Nepal: A brief disciplinary history, in Why Sociology and Anthropology Department at Tribhuvan University had to split? An inside story of political-academic muddling, Gaurab KC and Pranab Kharel (eds.), *Practices of Sociology in Nepal*, Kathmandu: Bajra Publications, pp. 38-45.

Smith, J.H. (1960). Sociology and Management Studies. *The British Journal of Sociology*, Vol.11, No.2, pp. 103-111.

Covert, B. & Heilborn, J. (2007). Where did the New Economic Sociology come from? *Theory and Society*, Vol. 36(1), pp. 31-54.

Pant, D.R. & Alberti, F. (1997). Anthropology and business: reflections on the business applications of cultural anthropology, *Liuc Papers No. 42, Serie Economia e Impresa 11, giugn*, pp. 1-19.

Unit 2: Understanding Society Sociologically **5 LHs**

a) The building blocks of society
b) How does society shape individuals?
c) Consumer behavior and organizational culture

Required readings

Tischler, H. L. (2011). Culture, in *Introduction to Sociology*, tenth ed., Belmont: Wadsworth Publishing, pp. 51- 70.

Shankar Rao, C. N. (2019). Basic sociological terms: role and status; Social control: social norms and social values, in *Sociology: Principles of Sociology with an Introduction to Sociological Thought*, Chand and Company, pp. xx-xx.

Macionis, J. J. (2010). Social interaction, Chapter 5, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 102-109.

Vasavi, A.R. (1996). Co-opting culture: managerialism in age of consumer capitalism. *Economic and Political Weekly*, Vol. 31(21), pp. 22-25.

Guiso, L., Sapienza, P. & Zingales, L. (2015). Corporate culture, societal culture, and institutions. *The American Economic Review*, Vol.105(5), pp. 336-339.

Unit 3: Social Institutions and Business Acumen **7 LHs**

a) Family (and business)
b) Economy and work
c) Power and authority
d) Religion, business acumen and work ethics

Required readings

Macionis, John J. (2010), Religion (chapter 13), education (chapter 14) and political and economic systems, Chapters 13-15, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 294- 363.

Ritzer, G. & Wiedenhoft Murphy, W. (2019) Politics and the economy, chapter 15, in *Introduction to Sociology*, fifth ed., Los Angeles: Sage Publication, pp. xx-xx.

Coleman, J. S. (1984). Introducing social structure into economic analysis. *The American Economic Review*, Vol. 74(2), pp. 84-88.

Simon, H. A. (1979). Rational decision making in business organizations. *The American Economic Review*, Vol. 69(4), pp. 493- 513.

Davies, C. (1992). The Protestant Ethic and the comic spirit of capitalism. *The British Journal of Sociology*, Vol. 43(3), pp. 421-442.

IP, P. K. (2009). Is Confucianism good for business ethics in China*? Journal of Business Ethics*, Vol. 88(3), pp. 463-476.

Van Buren III, H.J., Sayed J. & Mir, R. (2020). Religion as a macro social force affecting business: concepts, questions, and future research, *Business and Society*, Vol. 59(5), pp. 799-822.

Unit 4: Social Differentiation and Inequality **5 LHs**

a) Social inequality and social stratification
b) Dimension of social stratification
c) Theories of social stratification (brief overview)
d) Class and class division
e) Gender inequality and women's subordination
f) Caste, livelihoods and caste hierarchy in Nepal

Required readings

Haralambos, M., Holborn, M., Chumpman, S. & Moore, S. (2018*).* Stratification, Class and Inequality, Chapter 1, in *Sociology: Themes and Perspective*, eighth ed., London: Collins Publisher Limited, pp. 21-82.

Ritzer, G. & Wiedenhoft Murphy, W. (2019). Dimension of social stratification, from Chapter 8, in *Introduction to Sociology*, fifth ed. Los Angeles: Sage Publication, pp. 188-197.

Luintel, Youba R. (2018). Gender and women's subordination, in *Gender and Development: Some Essays*, Kathmandu: Academic Book Center, pp. 1-28.

Luintel, Youba R. (2018). Caste and the dynamics of change in livelihoods, in *Caste and Society: Changing Dynamism of Inter-Caste Relations in Nepal*, Kathmandu: Academic Book Center, pp. 13-31.

Luintel, Youba R. (2018). Disposition of contemporary caste hierarchy, in *Caste and Society: Changing Dynamism of Inter-Caste Relations in Nepal*, Kathmandu: Academic Book Center, pp. 69-99.

Unit 5: Groups, Organizations, Bureaucracy and Leadership **7 LHs**

a) Social groups (primary and secondary)
b) Organizations (type, origin, management, and work organization)
c) Institutional theories of organizations
d) Leadership and organizational performance
e) Corporate governance
f) The sociology of labor market

Required readings

Macionis, J. J. (2010). Social groups and organizations, Chapter 6, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 120-137.

Zucker, L. G. (1987). Institutional theories of organization, *Annual Review of Sociology*, Vol. 13, pp. 443-464.

Blau, P. M. (1968). The hierarchy of authority in organizations, *American Journal of Sociology*, Vol. 73(4), pp. 453- 467.

Lieberson, S. & O'Connor, J. F. (1972). Leadership and organizational performance: a study of large corporations, *American Sociological Review*, Vol. 37(2), pp. 117-130.

Dobson J., Gorospe N., and Jeong S. S. (2017). Third-wave feminism, ethics of care, and corporate governance: The case of gender quotas on corporate boards, *International Handbooks in Business Ethics*, New York: Springer, pp. 283-295.

Davis, G. F. (2005). New directions in corporate governance, *Annual Review of Sociology*, Vol. 31, pp. 143-162

Kalleberg, A. L. & Sorensen, A. B. (1979). The sociology of labor markets source, *Annual Review of Sociology*, Vol. 5, pp. 351-379.

Unit 6: Social Change and Transformation **5 LHs**

a) What is social change?
b) Sources of social change
c) Modernity and progress
d) Post-modernity
e) Globalization and social change
f) Urban Sociology and the sociology of the city

Required readings

Macionis, J. J. (2010). Collective behavior and social change, Chapter 18, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 417- 429.

Tischler, H. L. (2011). Collective behaviour and social change; globalization and social Change, Chapter 18, in *Introduction to Sociology*, tenth ed., Belmont: Wardsworth Publishing, pp. 267- 289.

Wu, C. (2016). Moving from urban sociology to the sociology of the city, *The American Sociologist*, Vol. 47(1), pp. 102-114.

Unit 7: Social Science Research Method **5 LHs**

a) Basics of sociological investigation
b) Three ways of doing Sociology (Positivist, Interpretative, and Critical)
c) Methods of sociological inquiry
d) Sociological research: processes and procedures
e) Research ethics
f) Problem-solving sociology

Required readings

Tischler, H. L. (2011). Sociological investigation, Chapter 2, in *Introduction to Sociology*, tenth ed., Belmont: Wardsworth Publishing, pp. 29-47.

Giddens, A., Duneier, M., Appelbaum, R.P. & Carr, D. (2018). Asking and answering sociological questions, in *Introduction to Sociology*, eleventh ed., W.W. Norton & Company, pp. 25-35.
Prasad, M. (2018). Problem-solving sociology, *Contemporary Sociology*, Vol. 47(4), pp. 393- 398.

Unit 8: Sociology of Management and Business Administration 6 LHs

a) Understanding sociology of management
b) Price, authority, and trust
c) Social network analysis and the sociology of economics
d) Sociology of work, leisure and entrepreneurship

Required readings

Bradach, J. L. & Eccles, R. G. (1989). Price, authority, and trust: from ideal types to plural forms, *Annual Review of Sociology*, Vol. 15, pp. 97- 118.
Baker, W. E. (1984). The social structure of a national securities market, *American Journal of Sociology*, Vol. 89(4), pp. 775-811.
Bögenhold, D. (2013). Social network analysis and the sociology of economics: filling a blind spot with the idea of social embeddedness, *The American Journal of Economics and Sociology*, Vol. 72(2), pp. 293- 318.
Thornton, P. H. (1999). The sociology of entrepreneurship, *Annual Review of Sociology*, Vol. 25, pp. 19-46

Note: This is a text-based course. It implies that Colleges/Departments offering this course, together with teaching faculties, should compile the reading materials and refer to the texts in the classroom teaching, discussion, assignments and final exam. Every student should have easy access to such a collection and compilation of the reading materials.

MGT 240: Strategic Management

BIM 7th Semester

Credits: 3
Lecture Hours: 48

Course Objectives:

The major objective of this course is to introduce the basic concepts and application of strategy and strategic management. It also aims to enhance the knowledge and approaches of strategic management. The course provides students with an in-depth understanding of fundamental concept and understanding of business strategy and strategic management.

Course Description:

This course contains Introduction to strategic management, environment analysis, strategy formulation, strategy implementation, and Strategic Evaluation and Control etc.

Learning Outcomes:

Upon successful completion of this course, the students will be able to;

- Develop basic understanding of business strategy
- Apply different dimensions of business strategy and strategic management
- Understand the importance of environmental analysis for business strategy
- Able to know the issues and approaches of strategic management i.e formulation, implementation and evaluation

Learning Strategies:

The faculty member / course instructor strictly follows the following learning strategies while teaching to the student

- **Quizzes/ Surprise Test:** Quizzes to be taken individually without prior information. The quizzes are to be taken using objective questions covering the related text chapter materials.
- **Project & Live Projects**: The students should work in team for producing live project report as a part of experiential learning. They should go to the field, collect real time data and develop report. They also should present it in the class.
- **Case Analysis with presentation:** The students should submit analysis of the cases provided by the course instructor reflecting the text/ practice related problems, genesis of the problems. It may be presented in the class room.
- **Assignments**: The students tend to develop and deliver a presentation on contemporary issues that are worthy enough. Home assignment in preparation of term paper can be provided.

• **Term paper & Thematic Review**: The Course instructor/faculty should provide issues that are importantly raised in the society and ask students to review related articles and develop the theme as the part of term paper and ask them to present in the class.

Course Details:

Unit 1: Introduction **9 LHs**

Concept and importance of strategic management; evolution of strategic management; elements of strategic management; strategic management process; need for strategy; levels of strategy; concept and features of strategic planning; concept of vision; mission and objectives; roles of information in strategic management.

Unit 2: Environment and Strategy Analysis **10 LHs**

Concept of environment (internal and external); Techniques of external environment analysis: PESTLE analysis, ETOP, scenario planning, competitors analysis, Techniques of internal analysis: value chain analysis, comparative analysis (historical comparison, industry standards, benchmarking), strategic advantage profile (SAP) and financial analysis; SWOT analysis for strategies; environmental analysis for strategic management.

Unit 3: Strategy Formulation **12 LHs**

Strategy formulation: concept and importance; Generating strategic options: corporate strategy, business strategy and functional strategy; Strategic alternatives at corporate level (stability strategy, growth strategy, retrenchment strategy, combination strategy); Strategic alternatives at business level (Porter's competitive strategy, strategic clock-oriented market based generic strategies); Strategies at functional level (marketing strategy, financial strategy, operation strategy, human resource management strategy and research and development strategy); Direction for strategy development (Consolidation, market penetration, product development, market development, diversification); Methods of strategy development (Internal development method, acquisition and merger method, joint development and strategic alliances method) ; Portfolio analysis for strategic choice (BCG matrix, GE Business Screen, Hofer's Matrix).

Unit 4: Strategy Implementation **10 LHs**

Concept and meaning of strategy implementation; organizational structure and its types for strategy implementation (simple, functional, multidivisional, SBU, holding company, Project based, team based structure); process of strategy implementation; strategic leadership; requirements for strategy implementation: structure, resources and management system.

Unit 5: Strategic Evaluation and Control **7 LHs**

Concept of strategic evaluation and control; strategic audit; strategic information system; difference between strategic and operational control; types of strategic control and evaluation; guidelines for proper control and evaluation; roles of information in strategic evaluation and control.

Suggested Readings:

Bhattacharya, S. C. Strategic Management; Concepts and Cases, Wheeler Publishing.

David, F. R. Strategic Management; Concept and Cases, Pearson Education Inc.

Henry, E. A. Understanding Strategic Management, Oxford.

Jauch, L. R. and Glueck, W. F. Business Policy and Strategic Management; Formulation, Implementation and Control, McGraw-Hill.

Kazmi, A. Business Policy and Strategic Management, Tata McGraw Hill.

Prasad, L. M. Business Policy and Strategic Management, Sultan Chand and Sons.

Wheelan, T. L. and Hunger, J. D. Strategic Management and Business Policy, Pearson Education Inc.

Chalise, M and Bhandari, D.R. Strategic Management, Asmita Publication, Kathmandu