

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BBA (Bachelor of Business Administration) 6th Semester

MGT 203: Organizational Behavior	3 Cr. hrs
MGT 210: Entrepreneurship	3 Cr. hrs
RCH 201: Business Research Methods	3 Cr. hrs
SOC 202: Nepalese Society and Politics	3 Cr. hrs
ITC 206: E-Commerce	3 Cr. hrs

2016

MGT 203: Organizational Behavior

Credits: 3

Lecture Hours: 48

Course Objectives

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

Course Description

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

Course Details

Unit 1: Introduction to Organizational Behavior

LH 6

Concept, Organizational behavior system, basic assumptions, levels of OB analysis, Basic assumptions of OB, Contributing disciplines to the field of OB, challenges for managers.

Unit 2: Understanding Individual Behavior

LH 5

Concept, behavior as an input-output system. Mental process-beliefs, attitudes, values, needs, motives and behavior, Sensation, Emotions and Cognitive dissonance.

Unit 3: Perception

LH 3

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

Unit 4: Learning

LH 3

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

Unit 5: Personality

LH 5

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

Unit 5: Motivation and Job Satisfaction**LH 5**

Concept, Motivation theories-Maslow Hierarchy needs theory, Hygiene factors and motivators theory, ERG motivation theory, McClelland Achievement theory and Vroom expectancy theory. Application of motivation theories, Motivation for Performance, Concept of job satisfaction, Effects of job satisfaction on employees' performance.

Unit 6: Groups and Teams in Organizations**LH 5**

Concept of group and group dynamics, the dynamics of group formation, types of groups, The dynamics of informal groups, concept and nature of teams, Types of teams, Team processes.

Unit 7: Leadership**LH 4**

Concept, Effective leadership, Theories of leadership-trait perspective, behavioral theories, contingency theories,

Unit 8: Communication**LH 4**

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

Unit 9: Conflict**LH 3**

Concept, nature, types and nature and types of intergroup conflict, Dynamics of intergroup conflict, Sources of conflict, Approaches to conflict management.

Unit 10: Organizational Change and Development**LH 5**

Concept, Forces of change, Resistance to change, Approaches to managing organizational change, Concept of organizational development (OD), OD values, OD interventions.

Text Books

Robbins, S.P., *Organizational Behavior*, New Delhi: Pearson.

Arnold, H.J. and Fieldman, D.C. *Organizational Behavior*. New York: McGraw Hill Book Company.

Adhikari, D.R. *Organizational Behavior*. Kathmandu: Buddha Academic Enterprises Pvt. Ltd.

Asathappa, K. *Organizational Behavior*. (8th Edition), New Delhi: Himalayan Publishing House.

Dwivedi, R.S. *Human Relations and Organizational Behavior: A Global Perspective*. New Delhi: Macmillan India Limited.

Moorhead, G. and Griffin, R.W. (2000). *Organizational Behavior*. New Delhi: AITBS Publishers.

MGT 210: Entrepreneurship

Credits: 3
Lecture Hours: 48

Course Objective

This course provides a thoughtful, practical guide to the process of successfully launching an entrepreneurial venture. This course aims to help students develop the skills and knowledge required by commercial entrepreneurs. The students gain a deeper insight into the activities of entrepreneurs in the commercial and be able to reflect critically on the nature of entrepreneurship and its role in the creation of new commercial ventures.

Course Description

This course contains introduction, developing business ideas, feasibility analysis, writing a business plan, Industry and Competitor Analysis, Legal and Ethical Dimensions of Entrepreneurship, Start-up New Business Venture, Marketing Issues and Growth.

Course Details

Unit 1: Introduction

LH 7

Concept, becoming an entrepreneur, key elements of entrepreneurship, characteristics of successful entrepreneurs, common myths about entrepreneurs, types of start-up firms, Importance of entrepreneurship- entrepreneurial firms, society and larger firms, The process of new venture creation, Entrepreneurship development in Nepal.

Unit 2: Developing Business Ideas

LH 5

Identifying and recognizing opportunities- observing trends and solving problems, personal characteristics of the entrepreneur, techniques for generating ideas, encouraging and protecting new ideas; linking creativity, innovation and entrepreneurship.

Unit 3: Feasibility Analysis

LH 8

Concept, product/service feasibility, industry/target market feasibility analysis, organizational feasibility analysis and financial feasibility analysis.

Unit 4: Writing a Business Plan

LH 8

Concept, reasons for writing for a business plan, Guidelines for writing a business plan, section of the plan, presentation of business plan.

Unit 5: Industry and Competitor Analysis

LH 7

Industry trends analysis, Five competitive forces model, the value of the five forces model, industry types and the opportunities, identifying competitors, sources of competitive intelligence, completing a competitive analysis grid.

Unit 6: Legal and Ethical Dimensions of Entrepreneurship**LH 7**

Establishing a strong ethical culture, business licenses and business permits, sole proprietorship and partnership, Provisions of establishing entrepreneurs' business in Nepal, legal and ethical issues facing entrepreneurs' business in Nepal.

Unit 7: Start-up New Business Venture, Marketing Issues and Growth**LH 10**

Recruiting and selecting key employees, lenders and investors, funding requirements, sources of personal financing, venture capital, commercial banks, sources of debt financing; selecting a market and establishing a position, key market issues for new ventures, the 4 Ps of marketing for new ventures; Nature of business growth, planning for growth, reasons for growth and managing growth, knowing and managing the stages of growth, managing capacity, day-to-day challenges of growing a firm.

Text and Reference Books:

Schaper, M., Volery, T. Weber, P. and Lewis, K. entrepreneurship and Small Business, 3rd Asia-Pacific Edition.

Barringer, B.R., and Ireland, R. D., Entrepreneurship: Successfully Launching New Ventures, Pearson.

Holt, D.H. Entrepreneurship New Venture Creation, Prentice-Hall.

Mariotti, S. and Glackin, C., Entrepreneurship and Small Business Management, Pearson.

RCH 201: Business Research Methods

Credits: 3
Lecture Hours: 48

Course Objectives

This course is an introduction on how to do business research with an emphasis on applied problem solving and report writing. The objective of this course is therefore to provide knowledge and understanding of basic principles of business research methods.

Course Description

The course has a preliminary focus on problem identification, theoretical framework development and hypothesis formulation. The course will then deal with research design issues, measurement, sampling, data collection and analysis. This encompasses the overall understanding and application of appropriate research techniques and research statistics, and report writing and presentation skills.

Course Details

Unit 1: Introduction

LH 8

Meaning of research; Scientific research-features,; Types of research; The scientific research process; Approaches to research; Paradigm shifts-positivist vs. Interpretive philosophies; Management research-concept, nature, and value in business decision making; applying scientific thinking to management problems; Ethical concerns in research.

Unit 2: Literature searching and Theoretical Framework

LH 6

Concept, purposes and steps in literature survey; Literature search through the Internet; Theoretical framework ; Theory and research; Approaches-deduction and induction; Research problem; Research questions and hypothesis formulation.

Unit 3: Research Design

LH 5

Concept; Types-descriptive, developmental, case studies, causal-comparative, and experimental; Qualitative research-concept, assumptions and features.

Unit 4: Measurement, Scaling and Sampling

LH 7

Variables and their measurement; Nature of measurement; Scale construction for attitude measurement; Scales commonly used in business research; Validity and reliability of measurement; Sources of measurement problems; The sampling process; Types of samples -probability and non-probability sampling; Sampling and non-sampling errors.

Unit 5: Data Collection and Analysis

LH 12

Types of data and their sources-secondary data, advantages and disadvantages of using secondary data; Primary data-sources and methods; Questionnaires-design, components and principles of questionnaire writing; The research interviews-face-to-face and telephone interviews, computer assisted interviewing; Observation-concept and methods;

Data analysis – organizing and preparing data; Presenting data in tables, graphs and charts; Statistical techniques – descriptive and inferential statistics; Statistical testing of hypothesis; Methods of collecting and analyzing qualitative data.

Unit 6: Research Proposal and Report Writing

LH 10

Topic selection; Research proposal – purpose, types and structure; Writing research reports -the reporting process, procedure for writing, and style of writing; Typing and layout of the research report; Citations and references by using APA format; Essentials of a good research report.

Basic Books

William G. Zikmund. *Business Research Methods*. Thomson India. New Delhi.

Prem R. Pant. *Fundamentals of Business Research Methods*. Buddha Academic Enterprises. Kathmandu.

Reference Books

Alan Bryman and Emma Bell. *Business Research Methods*. Oxford University Press. New Delhi.

Donald R. Cooper, Pamela S. Schindler, and J. K. Sharma. *Business Research Methods*. McGraw Hill Education (India). New Delhi.

SOC 202: Nepalese Society and Politics

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

The objective of this course provides general introduction of Nepal, its geography, natural resources, history, society, cultures, economy, politics and the governance of Nepal.

Course Description:

After the completion of course the students will be able to understand Nepalese geography – climate and vegetation, understand history – society, religion and cultures, able to understand Nepalese economy and the problem of development, understand the political system – its development, and the governance system.

Course Details

Unit 1: Introduction

LH 10

- Origin of Nepal – Nepal as a sovereign country
- Geography – location
- Political history – Ancient period, Medieval period, Shah period Rana period
- Modern Nepal

Unit 2: People, Society and Culture in Nepal

LH 10

- Demography – demographic composition of people
- Religion – Hinduism, Buddhism, Islam, Kirat, and Christianity, and Religious harmony
- Festivals of Nepal
- Cultural heritage of Nepal
- Languages and literatures of Nepal
- Migration – types, trend, opportunities and challenges
- Implications on Business, economy and work culture

Unit 3: Nepalese Economy

LH 10

- Economy of Nepal – Planned economy and Mixed Economy, Nepal's status in HDI, World Development, and Poverty status
- Agricultural development – status, its contribution in national economy, challenges
- Secondary and tertiary sector development – status, its contribution to national economy, challenges
- Tourism in Nepal – scope and challenges
- Labour – employment status, domestic and foreign employment, challenges

Unit 4: Resources in Nepal

LH 8

- Natural resources – Land of Nepal, Rivers and Lakes of Nepal
- Water resources and Bio-diversity
- Climate and vegetation of Nepal
- Human resources

Unit 5: Political Development and governance in Nepal

LH 10

- Democracy
- Constitution and its development in Nepal
- Political parties and their roles
- Administrative division – central, sub-national and local administration
- Local self government – roles and functions of District Development Committee; Village Development Committee, Municipalities
- Nepal and international / regional organizations
- NGOs and INGOs in Nepal
- Implications in economy and Business

References

- Gyanwali, Ram Prasad, 2012. *Know Nepal*. Kathmandu: Bhundipuram Prakashan.
- Flippo, Edwin B. 1980. *Personnel Management*. London: Oxford Press.
- Hamilton, Francis B. 1971. *An Account of the Kingdom of Nepal*. New Delhi: Manjushri Publishing House.
- Hassold Davies. 1943. *Nepal Land of Mystery*. Londong: Scarcrow Publications.
- Joshi, Bhuvan Lal and Leo E. Rose. 1966. *Democratic Innovation in Nepal*. Burkeley: University of California Press.
- Regmi, D.R. 1975. *Modern Nepal Vol., 1*, Calcutta: K.L. Mukhopadhyay.
- Regmi, Dilli Raman. 1975. *Medieval Nepal Part II*. Calcutta: K.L. Mukhopadhyay.
- Shah, Rishikesh. 1990. *Modern Nepal: A Political History 1769-1955. Vol I 1769-1885*. New Delhi: Manohar Publications.
- Sharan, P. *Government and Politics of Nepal*, New Delhi: Metropolitan Publications, 1983.
- Sharma, Bal Chandra. 2022BS. *Nepal ko Aitihasi Ruprekha*. Varanasi: Krishna Kumari Devi.
- Sharma, Devi Prasad. 2047BS. *Adhunik Nepalko Itihas*. Kathmandu, Ratna Pustak

ITC 206: E- Commerce

Credits: 3
Lecture Hours: 48

Course Objectives

This module aims to provide the students with the theoretical background of e-commerce and its applications in business.

Course Description

Introduction to E-Commerce, E-Commerce Terminology, Internet marketing. The Network Infrastructure for E-Commerce, Electronic Data Interchange, Network Security and Measures, Electronic Payment System, Internet Marketing Basics, E-environment

Course Details

Unit 1: Introduction to E-Commerce

LH 8

E-Commerce Vs Traditional Commerce, E-Commerce Terminologies and Fundamentals, E-Commerce Framework, Elements of E-Commerce Application, Benefits and Limitation of E-Commerce, m-commerce, Types of ecommerce: B2B, B2C, C2C.

Unit 2: The Network Infrastructure for E-Commerce

LH 7

Introduction to Information Superhighway (I-Way), Components of the I-Way, Internet as a network infrastructure, Intranet, Extranet, Software Agents (Static and Dynamic), ADSL, Wi-Fi, Wide Area Wireless, UMTS (3G), LTE (4G), Bluetooth

Unit 3: Electronic Data Interchange (EDI)

LH 5

Basic Concepts, Type of Data to be interchanged, EDI Vs. E-mail, EDI Benefits, How EDI works, EDI Application in various field, Security and Privacy issues of EDI, EDI for E-Commerce.

Unit 4: Network Security

LH 8

Introduction, Data and message Security, Reasons for data and message security, Firewalls and its Types, Antivirus, Data and Message Security (Secret Key Cryptography, Public Key Cryptography), Digital Signature, Digital Certificate, Certificate Authority, Third Party Authentication, SSL, VPN, SET.

Unit 5: Electronic Payment System

LH 5

Introduction (Requirement, Risk), Credit Card (working, benefits and limitations), Digital Wallet (eSewa) Online Banking facilities in Banks of Nepal

Unit 6: Internet (online) Marketing Basics

LH 8

Introduction, Difference between Internet Marketing (online) and offline Marketing, Tools for online Marketing: Search Engines, Social Media Marketing, Email Marketing, Issues with online marketing

Unit 7: E-environment

LH 7

Introduction, Social and Legal Factors, Economic and Competitive forces, Political Factors, Technology innovation and technology Assessment

References

Andrew B. Whinston and Ravi Kalakota, "*Frontiers of Electronic Commerce*", Pearson 1996, ISBN 81-7808-357-5

Kenneth C. Laudon, Carol G. Traver, "*E-Commerce Business, Technology, Society*", Pearson

P.T. Joseph, "*E-Commerce A Managerial Perspective*", PHI 2002, ISBN 81-203-2089-1

Dave Chaffey, "E-business and E-commerce Management", Fourth Edition or Higher, Prentice Hall,