

University  
**Faculty of Management**  
**Office of the Dean**



**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Curriculum**

**Effective from the Academic Batch of 2021 AD**

**Office of the Dean**  
**Faculty of Management**  
**Tribhuvan University**  
**Kathmandu**

# **TRIBHUVAN UNIVERSITY**

## **Faculty of Management**

### **INTRODUCTION TO FACULTY OF MANAGEMENT**

The Faculty of Management (FOM), Tribhuvan University has its ultimate objective of educating students for professional pursuits in business, industry and government. It is further dedicated to contributing to an increase in the knowledge and understanding of business and public administration. FOM aims at developing a networking with management institutes in the country and abroad to exchange new knowledge, technology, and methods of achieving higher level efficiency in management of business and public entities. It also attempts to continuously innovate and promote cost-effective, socially relevant, modern technology based educational programs in Nepal.

The FOM offers instructions leading to Bachelor of Business Studies (BBS), Bachelor of Travel and Tourism Management (BTTM), Bachelor of Hotel Management (BHM), Bachelor of Information Management (BIM), Bachelor of Business Administration (BBA), Bachelor of Public Administration (BPA), Bachelor of Mountaineering Studies (BMS), Bachelor of Business Administration - Finance (BBA-F), Post Graduate Diploma in Police Sciences (PGDPS), Master of Business Management (MBM), Master of Business Studies (MBS), Master of Public Administration (MPA), Master of Travel and Tourism Management (MTTM), Master of Hospitality Management (MHM), Master of Finance and Control (MFC), Master of Business Administration (MBA) and Master of Business Administration in Global Leadership and Management (MBA in GLM), Master of Business Administration in Information Technology (MBA IT), Master of Business Administration - Finance (MBA-F), Master of Business Administration in Corporate Leadership (MBA-CL), Master of Business Administration in Marketing (MBA - M), Master of Adventure Tourism Studies (MATS), The FOM also offers Master of Philosophy (M. Phil.) in Management, Master of Philosophy (M. Phil.) in Public Administration leading to a Degree of Doctor of Philosophy (Ph. D.).

### **FOM's GOALS**

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.
- Conduct research and management development programs for updating the knowledge and skills in academia and corporate world.
- Innovate and promote management programs catering to the needs of various social and economic sectors of Nepal.
- Establish linkages with leading universities and management institutes abroad and collaborate with them in development programs and their implementation in the work place.

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAM**

The Bachelor of Business Administration (BBA) aims at educating students and preparing them for handling managerial position to start a professional career in business or public management. It will enable them to take over responsible positions in domestic and global business organizations with modern impersonal skills and technical know-how of the recent trends in global business. It is designed to provide students with a better and broader perspective of the world, society, business, and life by combining the study of social sciences and humanities with the study of business and management. The curriculum is built on four targeted learning competencies for starting career in management and pursuing advanced management knowledge.

This BBA program will develop positive attitudes, abilities and practical skills that are needed for a competent and responsible manager; and the program will work as foundation for master's studies in management.

### **Mission**

The mission of FOM's Bachelor of Business Administration (BBA) Program is to develop socially responsive, creative, and result oriented management professionals to fill up the middle level managerial positions in the rapidly growing business sector in Nepal and abroad.

### **Objectives of the BBA program**

- Prepare students to take-up middle level managerial positions in the business sector.
- Develop students' skill in object-oriented business management capable of understanding and solving practical business problems creatively.
- Provide professional management education with a blend of computer and management information system courses.
- Prepare students to proceed onto postgraduate level study in business administration.

### **ELIGIBILITY CONDITION FOR ADMISSION**

The candidate applying for admission to the BBA program must have

- Successfully completed twelve-year schooling or its equivalent from any university, board or institution recognized by Tribhuvan University.
- Minimum D+ grade in each subject of grade 11 and 12 with CGPA 1.80 or more / Secured at least second division in the 10+2, PCL or equivalent program; and
- Complied with all the application procedure.

## **ADMISSION CRITERIA**

### **Written Test:**

Eligible applicants are required to appear in the entrance test commonly known as Central Management Admission Test (CMAT) conducted by the Faculty of Management. The test will follow the international testing pattern and standards. It includes the areas like:

Verbal ability

Quantitative ability

Logical reasoning

General awareness

There shall be altogether one hundred (100) objective questions in the CMAT containing twenty (25) questions in each section with a total weight of 100 marks. Student must secure a minimum of 40% in the CMAT in order to qualify for the interview.

### **Interview**

Applicants securing above cut off point marks in the CMAT will be short-listed. Only short listed candidates will be interviewed and selected for admission.

## **TEACHING PEDAGOGY**

The general teaching pedagogy includes class lectures, group discussions, case studies, guest lectures, role play, research work, project work (individual and group), assignments (theoretical and practical), and term papers. The teaching faculty will determine the choice of teaching pedagogy as per the need of the course.

The concerned faculty shall develop a detailed course outline and work plan at the beginning of each semester and also recommends the basic text and other reference materials for effective teaching-learning of the course modules.

## **SEMINAR AND PRACTICUM**

Seminar and Practicum may conduct in accordance to guideline and evaluation criteria strictly follow as per direction mention in guidelines.

## **INTERNSHIP**

In the final semester, students shall be attached to organizations where they have to work for a period of eight weeks. Each student shall prepare an individual project report in the prescribed format based on his / her work in the respective organization assigned to him / her. Evaluation of the internship shall be based on the confidential report by the organization, project report and presentation of the report. The report must be submitted by the end of the eighth semester. Students must secure a minimum grade of "C" in the internship. The internship carries a weight equivalent to 6 credit hours.

## **EXAMINATION, EVALUATION AND GRADING SYSTEM**

The BBA program will be executed through the semester system. The regular program shall be completed in eight semesters. The internal (ongoing) evaluation and the external (end of semester) examination shall carry 40 percent and 60 percent weightage

respectively. The semester examinations shall be conducted by FOM. The final grade of the student shall be determined on the overall performance in the internal and external examinations.

### **Passing Grade and Grading System**

The final evaluation of students is done through the examination conducted by Tribhuvan University. Students must secure a minimum of grade 'B' or Grade Point Average (GPA) of 3.00 in the internal evaluation in order to qualify to appear in the semester examination. In order to pass the semester examination the student must secure a minimum of grade 'B' or the Cumulative Grade Point Average (CGPA) of 3.00. The grading system shall be as follows:

<b>Letter Grade</b>	<b>Cumulative Grade Point Average (CGPA)</b>	<b>Marks Obtained in Percent</b>	<b>Divisions / Remarks</b>
A	4.00	90 - 100	Distinction
A-	3.70 - 3.99	80 - 89.9	Very Good
B+	3.30 - 3.69	70 - 79.9	First Division
B	3.00 - 3.29	60 - 69.9	Second Division
B-	2.70 - 2.99	50 - 59.9	Pass in Individual Subject
F	Below 2.70	Below 50	Fail

### **MAKE UP/RETAKE EXAM**

Make up/Retake examination shall be conducted as per the semester guideline.

### **Attendance**

Students are required to attend regularly all theory and practical classes, assignments, study tour, field trip, seminars and presentations as required by the course. A student is required to attend at least 80 percent of such activities in order to qualify for the semester examination.

### **CREDIT TRANSFERS AND WITHDRAWAL**

The program allows students to transfer the credits earned by them in similar program of other universities recognized by Tribhuvan University.

A student who has partially completed the BBA program and would like to discontinue his / her studies shall also be allowed to withdraw from the program. In such cases, a certificate specifying the credit earned by the student in the program shall be provided.

### **GRADUATION REQUIREMENTS**

The BBA program extends over eight semesters (four academic years). The BBA degree is awarded upon its successful completion of all the following requirements specified by the curriculum.

- The successful completion of 120 credit hours as prescribed with a minimum of passing grade in all courses with CGPA of 3.00.
- A minimum of grade ‘B’ obtained in the Internship.
- Completion of courses for the fulfillment of the requirements of the BBA program must occur within seven years from the time of registration.

### **CURRICULAR STRUCTURE**

The BBA program requires the students to study a total of 120 credit hours. The curricular structure of the program comprises of the following four separate course components.

<b>I. Management and Allied Courses</b>	<b>84 Credit Hours</b>
<b>II. Computer Related Courses</b>	<b>12 Credit Hours</b>
<b>III. Specialization Area Course</b>	<b>18 Credit Hours</b>
<b>IV Summer Project</b>	<b>03 Credit Hours</b>
<b>V Internship</b>	<b>03 Credit Hours</b>
<b>Total</b>	<b>120 Credit Hours</b>

### **COURSE COMPOSITION**

<b>Business Foundation Courses:</b>		<b>Credit Hours</b>
ENG 201	English -I	3
ENG 202	English- II	3
ENG 203	Business Communication	3
ECO 203	Micro Economics for Business	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issue of Macro Economics	1
MTH 201	Business Mathematics I	3
MTH 202	Business Mathematics II	3
PSY 202	Psychology	3
STT 201	Business Statistics	3
SOC 203	Sociology for Business Management	3
SOC 204	Nepalese History and Politics	3
MGT 231	Foundation of Business Management	3
MGT 232	Leadership and Organizational Behavior	2
MGT 233	Seminar in Leadership and Organization Behavior	1
MGT 234	Legal Environment for Business in Nepal	3
MGT 205	Operations Management	3
MGT 236	Business Environment	3
MGT 240	Strategic Management	3
MGT 239	Business Ethics and Corporate Governance	3
MGT 237	Entrepreneurship & Business Resource Mapping	2
MGT 238	Practicum on Business Plan	1
ACC 201	Financial Accounting	3
ACC 202	Cost and Management Accounting	3
ACC 204	Taxation and Auditing	3
FIN 206	Fundamentals of Finance	3

FIN 208	Financial Markets and Services	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
RCH 201	Business Research Methods	3
<b>Computer Related Courses</b>		
IT 231	IT and Applications	3
IT 232	Database Management	3
IT 233	Business Information System	3
IT 204	E-Commerce	3
<b>Specialization Area Courses (any Six Courses)</b>		
<b>Banking and Finance</b>		
BNK 202	Financial Derivatives	3
BNK 203	Working Capital Management	3
BNK 204	Investment Analysis	3
BNK 206	Commercial Banks Management	3
BNK 208	Microfinance Management	3
BNK 209	Insurance and Risk Management	3
BNK 210	Fundamentals of Cooperative Management	3
BNK 221	Corporate Financing Decision	3
<b>Industry and Services Management</b>		
ISM 202	Productivity Management	3
ISM204	Project Management	3
ISM 205	Supply Chain Management	3
ISM 206	Service Operations and Management	3
ISM 208	Industrial Relations	3
ISM 209	Total Quality Management	3
ISM 210	Creativity and Innovation Management	3
ISM 211	Employability skills Management	3
<b>Micro Enterprise Management</b>		
MEM 201	Management of Micro Enterprise	3
MEM 202	Business Plan for Micro Enterprise	3
MEM 203	Micro Finance	3
MEM 204	Cooperative Management	3
MEM 205	Social Entrepreneurship	3
MEM 207	Project Planning & Entrepreneurial Marketing	3
MEM 208	Micro Insurance	3
<b>Sales and Marketing Management</b>		
MKM 201	Consumer Behavior	3
MKM 203	Fundamentals of Selling	3
MKM 204	Services Marketing	3
MKM 206	Distribution Management	3
MKM 208	Public Relations and Media Management	3
MKM 209	Retail Marketing	3
MKM 210	Marketing Research	3
MKM 211	Internet Marketing	3
MKM 212	Branding	3
MKT 217	Fundamentals of Advertising	3

MKM 213	Sales Management	3
<b>Account Specialization</b>		
ACS 201	Taxation in Nepal	3
ACS 202	Accounting for Banking	3
ACS 203	Corporate Accounting	3
ACS 204	Budgeting	3
ACS 205	Corporate Auditing	3
ACS 206	Accounting for Business	3
ACS 207	Accounting for Insurance	3
ACS 208	Accounting for Financial Analysis	3
PRJ 350	Summer Project	3
MGT 350	Internship	3

<b>COURSE CYCLE</b>		
	<b><u>First Semester</u></b>	<b>15 Cr</b>
ENG 201	English - I	3
MGT 231	Foundation of Business Management	3
ECO 203	Micro Economics for Business	3
MTH 201	Business Mathematics - I	3
IT 231	IT and Applications	3
	<b><u>Second Semester</u></b>	<b>15</b>
ENG 202	English - II	3
ACC 201	Financial Accounting	3
ECO 204	Macro Economics for Business	2cr
ECO 205	Seminar on Contemporary Issues of Macro Economics	1 cr
MTH 202	Business Mathematics II	3
IT 232	Database Management System	3
	<b><u>Third Semester</u></b>	<b>15 Cr</b>
ENG 203	Business Communication	3
STT 201	Business Statistics	3
MGT 232	Leadership and Organizational Behavior	2cr
MGT 233	Seminar in Leadership and Organizational Behavior	1cr
FIN 206	Fundamentals of Finance	3
ACC 202	Cost and Management Accounting	3
	<b><u>Fourth Semester</u></b>	<b>15 Cr</b>
MGT 234	Legal Environment for Business in Nepal	3
MGT 235	Human Resource Management and Technology	3
SOC 203	Sociology for Business Management	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
	<b><u>Fifth Semester</u></b>	<b>15 Cr</b>
MGT 236	Business Environment	3
ACC 204	Taxation and Auditing	3
MGT 205	Operations Management	3
IT 233	Business Information System	3
PSY 202	Psychology	3
	<b><u>Sixth Semester</u></b>	<b>15 Cr</b>
RCH 201	Business Research Methods	3
FIN 208	Financial Markets & Services	3
SOC 204	Nepalese History and Politics	3

MGT 237	Entrepreneurship & Business Resource Mapping	2cr
MGT 238	Practicum on Business Plan	1cr
IT 204	E-Commerce	3
	<b><u>Seventh Semester</u></b>	<b>15Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 239	Business Ethics and Corporate Governance	3
PRJ 350	Summer Project	3
	<b><u>Eighth Semester</u></b>	<b>15 Cr</b>
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 240	Strategic Management	3
MGT 350	Internship	3

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Course detail of  
BBA (Bachelor of Business Administration) 4<sup>th</sup> Semester

October 2023

# **FIN 207: Financial Management**

## **BBA 4<sup>th</sup> Semester**

*Full Marks: 100*  
*Pass Marks: 40*

*Credits: 3*  
*Lecture Hours: 48*

### **Course Objective**

The aim of this course is to familiarize students with concepts and principles of financial management. This course has been structured as a compulsory course in finance. This course equips students with fundamental tools and techniques of financial management to prepare them to tackle the financial issues of business firms.

### **Course Description**

This course is a core course in finance and includes the basic area of financial management functions. It consists of introduction to financial management, analysis of financial statements, risk, return and portfolio theory, financial planning and forecasting, capital structure and leverage, current assets management, and distributions to shareholders.

### **Course Detail**

#### **Unit 1: Introduction**

**4 LHs**

Concept and scope of financial management; Financial management decisions; Financial manager's responsibility; Forms of organizations; The agency problem; Business ethics and social responsibility; Financial innovations

#### **Unit 2: Financial Planning and Forecasting**

**6 LHs**

Concept of financial planning and forecasting; Strategic plan; Operating plan; Financial plan, Sales forecast; The additional fund needed formula; Excess capital adjustments; Forecasted financial statement: forecasted income statement and balance sheet; Using regression to improve forecast

#### **Unit 3: Capital Budgeting**

**8 LHs**

Concept of capital budgeting decision; Capital budgeting decision process; Types of capital budgeting projects; Estimation of cash flows, Capital budgeting decision techniques: payback period, discounted payback period, net present value, profitability index, internal rate of return, modified internal rate of return; merits and limitations of each capital budgeting decision technique, Replacement decision; Evaluation of projects with unequal lives

#### **Unit 4: Risk, Return and the Portfolio Theory**

**6 LHs**

Concept and measurement of return and risk, Measurement of rate of return: expected and average rate of return; Measurement of risk: variance, standard deviation and coefficient of variations: Measurement of risk and return in portfolio context; Risk diversification; Minimum variance portfolio; Efficient portfolio; Optimal portfolio; Capital assets pricing model (CAPM)

**Unit 5: Capital Structure and leverage****6 LHs**

Concept of capital structure; Capital structure issues; Estimating the optimal capital structure; Factors affecting capital structure; Business risk and financial risk; Leverage: operating and financial leverage; Degree of operating and financial leverage; Combining operating and financial leverage, Impact of financial leverage; Indifference charts; Breakeven analysis: operating, cash and financial BEP

**Unit 6: Current Assets Management****7 LHs**

Concept of current assets management. *Cash management*: significance of cash management, motives of holding cash, importance of maintaining adequate cash; *Inventory management*: significance of inventory management, objectives of holding inventories, inventory management techniques, inventory control system; *Receivable management*: significance of receivable management, cost of maintain receivables, elements of credit policy, evaluating proposed changes in credit policy

**Unit 7: Dividend policy****5 LHs**

Nature and types of dividend policy, Dividend versus capital gain; Dividend irrelevance theory; Bird in the hand theory; Tax preference theory; Factors affecting dividend policy; Stock dividends and stock splits: stock split, stock dividend, effect on stock price, Stock repurchase.

**Unit 8: Multinational Financial Management****6 LHs**

Nature of multinational corporations; Reasons for companies going global; Multinational versus domestic financial management; Exchange rates quotations; Cross rates; Interbank foreign currency quotations; Trading in foreign exchange rates: spot rates and forward rates; Interest rate parity; Purchasing power parity

**Suggested Readings**

Brigham, E. F. & Houston, J. F. Fundamentals of financial management. Delhi: Cengage Learning.

Ross, S. A., Westerfield, R. W. & Jordan, B. D. Fundamentals of corporate finance. New York: McGraw-Hill Irwin.

Van Horne, J. C., Wachowicz, J. R. & Bhaduri, S. N. Fundamentals of financial management. New Delhi: Prentice-Hall India Ltd.

# MGT 234 Legal Environment for Business in Nepal

## BBA 4<sup>th</sup> Semester

*Credits: 3*  
*Lecture Hours: 48*

### Course Objectives

This course aims to enhance the students' understanding of composite insights on legal environment of business required for effective management of business operations.

### Course Description

This course contains fundamental understanding of law, sources of business law, general law of contract, specific contracts, law of company and insolvency, legal and regulatory compliance, disputes settlement systems

### Learning strategies

At least one case will be administered at the end of each chapter. The students will also prepare a project report from public media on legal issue of business, term paper and seminar work on the legal and compliance issues and other assignments as specified by faculty member.

### Unit 1: Legal Environment of Business 3 LHs

Nature, Types and Sources of law; Legal Environment of Business: Concept and importance of legal environment for business; Meaning and sources of business law in Nepal.

### Unit 2: General Law of Contract 3 LHs

#### Law of Contract

Meaning and definition of contract; Essential elements of a valid contract; Classification of contract; the law relating to contract in Nepal (Part-V of the *Muluki Civil Code, 2074*).

#### Offer and Acceptance 2 LHs

Meaning and Rules regarding Offer; Revocation/lapse of Offer; Meaning and Rules regarding Acceptance; Communication of Offer and Acceptance.

#### Contractual Capacity 2 LH

Meaning of Contractual Capacity; Legal effects of agreements made with an incompetent party (the minor and the person of unsound mind).

#### Consideration 2 LHs

Meaning and Rules regarding Consideration; Exceptions to the general rule 'No Consideration no Contract'.

**Free Consent** **2 LHs**

Concept and importance of Free Consent, Meaning, and legal effects of contract caused by: Coercion, Undue Influence, Misrepresentation, Fraud, Mistake

**Legality of Object and Consideration** **2 LHs**

Concept and importance of Legality of Object and Consideration; Conditions of unlawful agreement and void agreements.

**Contingent Contract** **2 LHs**

Meaning and definition of contingent contract; Rules regarding Contingent Contract

**Quasi Contract** **2 LHs**

Meaning and definition of Quasi Contract; Cases of quasi-Contract.

**Performance of Contract** **2 LHs**

Meaning and nature of Performance of Contract; who can demand Performance of Contract?

Who should perform the contract?

**Termination of Contract** **2 LHs**

Meaning of Termination of Contract; Modes of termination of contract

**Breach of Contract** **2 LHs**

Meaning and types of Breach of Contract; Remedies for Breach of Contract

**Unit 3: Specific Contracts**

**Contract of Agency** **4 LHs**

Meaning and general rules of agency; Modes of creating agency; Types of agents; Rights and duties of agent; Responsibilities of principal; Personal responsibility of agent; Termination of Agency

**Contract of Sale of Goods** **4 LHs**

Meaning and feature of contract of sale of goods; Difference between sale and agreement to sell;

Implied Condition and warranty, and caveat emptor; Transfer of ownership; transfer of title by non-owner; Rights and duties of unpaid seller.

**Contract of Carriage** **4 LHs**

Meaning and nature of Contract of Carriage; Characteristics of Common Carrier; Difference between Common and Private Carrier; Rights, duties and liabilities of Common Carrier; Carriage by land; Carriage by Sea (Contract of Affreightment: Charter party and Bill of Lading), and Carriage by air; Incoterms 2020: A brief introduction

**Unit 4: Law of Company and Insolvency****4 LHs**

Company: Meaning, nature and incorporation of company; Insolvency: Meaning and Procedure of insolvency of a company; Liquidation of a Company; Power and role of the Liquidator; Nepalese law of Insolvency and feature of Insolvency Act.

**Unit 5: Legal and Regularity Compliance****3 LHs**

Changing dimensions of legal environment of business in Nepal; Laws relating to Intellectual Property Rights; Right to Information; Cyber Law; Consumer Protection; Environment Protection; Ethics essentials - business ethics issues in Nepal.

**Unit 6 : Dispute Settlement Systems****3 LHs**

The Dispute Settlement Systems; Court system: structure and jurisdiction of courts and civil procedures in Nepal; Arbitration: powers of arbitrator, duties of arbitrator, revocation of arbitrator's authority.

***Suggested Readings***

Albuquerque, Daniel (2013) Legal Aspects of Business (Texts, Jurisprudence and Cases), Oxford University Press, New Delhi, India.

Kalika, S. N. (2023), Legal Environment of Business (for BBA), Buddha Publications, Kathmandu.

Shukla, M.C. (2010), Mercantile Law, S. Chand & Company Ltd, New Delhi.

*Muluki* Civil Code, 2074, Law Book Management Committee, Kathmandu.

Companies Act, 2063, Law Book Management Committee, Kathmandu.

Insolvency Act, 2063, Law Book Management Committee, Kathmandu.

Nepalese Acts and Regulations (Current Acts relating to Intellectual Property Rights; Right to Information; Cyber Law; Consumer Protection; and Environment Protection, and Constitution of Nepal, etc.).

# **MGT 235: Human Resource Management and Technology**

**BBA 4<sup>th</sup> Semester**

*Credits: 3*

*Lecture Hours: 48*

## **Course Objectives**

This course aims to develop student's understanding of the basic concepts, practices and approaches of human resource management and use of technology in HR activities in the modern days.

## **Course Description**

This course contains introduction to HRM and technology, human resource planning, job analysis and design, recruitment and selection, training and development, performance appraisal, rewards management, career development, managing employee retention and engagement, ethics, fair treatment at work and employee relations, use of technology in HRM, employee relations and labor Act of Nepal. Technology remains the focus of the course regarding how it intervenes the jobs and management of human resources in different organization.

## **Learning Strategies**

At least one case will be administered at the end of each chapter. Faculties are advised to provide related articles, videos and ask to write reflection notes, term paper, thematic presentation and seminar work. The students will also complete a project work and a few other assignments as specified by the faculty member.

## **Course Details**

### **Unit 1: Introduction to HRM and Technology**

**5 LHs**

Concept, objectives, and functions of HRM; HRM and personnel management; HRM outcomes; Changing role of HR managers; Contemporary HR issues; Paradigm shifts in HRM.

### **Unit 2: Technology in HR**

**5 LHs**

Concept and purposes of HR technology; Use of e-HR and HRIS in organization; Options for implementing HRIS; Access to HR database; Future of HR technology; Influence of IT on HR managers; Status of HR technology in Nepal.

### **Unit 3: Human Resource Planning and Job Design**

**6 LHs**

Concept and importance of human Resource Planning (HRP); HRP process; Major HRP activities; Techniques of HR demand and supply forecasting; Information Technology in HRP; Concept of job design; Terminologies used in job design; Significance of job

design; Job analysis Techniques: Job description, job specification and job evaluation; Technology and job design.

**Unit 4: Employee Recruitment and Selection**

**5 LHs**

Concept of recruitment and its sources; E-recruitment and its purposes; Meaning of selection; Significance of effective selection; Employee selection process; Selection tests and interviews: concept and types; Recruitment and selection practices in Nepalese private and government organization

**Unit 5: Human Resources Development**

**7 LHs**

Meaning and significance of HR Development; Meaning of training and need of training; Training needs assessment; Types of HR training: soft skills training, professional and legal training, team training, safety training, technology training, quality training; Methods of training: on-the-job and off-the-job; Evaluation of training effectiveness; Management development: concept, objectives, and methods; Career planning and development; Mentoring and counseling; Application of technology in human resource development.

**Unit 6: Performance Appraisal and Rewards Management**

**8 LHs**

Concept and purpose of performance management; Meaning and purpose of performance appraisal; Common methods of performance appraisal: simple ranking, alternative ranking, paired comparison, forced distribution, critical incident, behaviorally anchored rating scale; 360-degree performance appraisal; Technology and employee performance appraisal; Concept and types of rewards; Individual employee incentives and recognition programs: merit pay, diversity count, incentives for professional employees, non-financial and recognition-based awards; Role of technology on modern payroll management.

**Unit 7: Managing Employee Retention and Engagement**

**4 LHs**

Concept and causes of employee turnover; Voluntary turnover and retention strategies for reducing voluntary turnover; Meaning and purposes of employee engagement; Employee engagement and performance;

**Unit 8: Ethics, Fair Treatment at Work and Employee Relations**

**8 LHs**

Meaning of ethics and fair treatment at work; Ethics versus law; Ethics, public policy and employee rights; Workplace unfairness; Bullying and victimization; Guidelines to

manage ethical behavior at work; Employee relations: concept, objectives, and actors of employee relations; Trade unionism: concept, functions and types; Labor disputes: causes and settlement provisions; Collective bargaining: concept and process; Provisions of Labour Act;

### ***Suggested Readings***

Armstrong, M., *A Handbook of Human Resource Management*, NewDelhi: Aditya Books.

Chalise, M. and Gautam, P.K., *Human Resource Management and Technology*, KEC Publication, Kathmandu.

Decenzo, D.A. and Robbins, S.P., *Human Resource Management*, John Wiley and sons (Asia) Pte. Ltd. Singapore.

Dessler, G. and Varkkey, B., *Human Resource Management*, Pearson, India.

Richard D. Johnson & Hal G. Gucutal., *Transforming HR through Technology*, society of human resource foundation: Alexandria

*Labor Act* of Nepal.

# **MKT 201: Fundamentals of Marketing**

## **BBA 4<sup>th</sup> Semester**

*Full Marks: 100*

*Pass Marks: 50*

*Credits: 3*

*Lecture Hours: 48*

### **Course Objectives**

The main objective of this course is to equip students with knowledge and skills of marketing.

### **Course Description**

This 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**

**6 LHs**

Meaning of marketing. Core concepts of marketing. Marketing process. Marketing management orientation - production, product, selling, marketing, and societal marketing concepts. Meaning and components of the marketing mix for products and services.

#### **Unit 2: Understanding Marketing Environment**

**6 LHs**

Meaning of marketing environment; Micro environment: The company, suppliers, competitors, marketing intermediaries, publics, customers. Macro environment: demographic, economic, natural, technological, political, social, cultural environment; Responding to the marketing environment: Reactive and proactive marketing. Marketing environment in Nepal.

#### **Unit 3: Marketing Information System**

**4 LHs**

Concept of marketing information system. Components of the marketing information system. Marketing research process and areas of marketing research

#### **Unit 4: Buyer Behavior**

**6 LHs**

Meaning of buying behavior, model of consumer behavior, consumer buying process, factors influencing consumer behavior. Business buyer behavior: major types of buying situation, business buyer decision process, factors influencing business buyer behavior.

#### **Unit 5: Segmentation, Targeting and Positioning Strategies**

**5 LHs**

Concept, process, requirements of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation, and selection. Concept and types of positioning; product positioning process.

#### **Unit 6: Product Decisions**

**LH 8**

Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages: features 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

**Unit 7: Pricing Decisions****4 LHs**

Concept of price and pricing. Factors affecting pricing decisions: Internal and external price factors. Pricing approaches-cost-based, value-based and competition-based approaches. New product pricing decisions. Initiating and responding to price changes. Pricing practices in Nepal.

**Unit 8: Distribution Decisions****4 LHs**

Concept and objectives of distribution, channel designs for consumer and industrial products. Channel selection factors. Concept and components of marketing logistics: transportation, warehousing, inventory management, order processing, and customer services decisions. Distribution practices in Nepal.

**Unit 9: Promotion Decisions****5 LHs**

Concept and objectives of promotion. Promotion mix components. Factors affecting determination of promotion mix. Advertising: Nature and objectives. Nature and process of personal selling. Nature and objectives of sales promotions. Sales promotion tools and techniques. Nature, and tools of public relations. Concept, and methods of direct marketing. Promotion practices in Nepal.

**Suggested Readings**

Kotler and Armstrong, **Principles of Marketing**, Prentice Hall of India, New Delhi, India.  
Stanton, Etzel and Walker, **Fundamentals of Marketing**, McGraw Hill, New Delhi, India



# **SOC 203: Sociology for Business Management**

## **BBA 4<sup>th</sup> Semester**

*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. & Wiedenhof 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. & Wiedenhof 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: Wadsworth 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: Wadsworth 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.*