

ECO 512 : Global Economy and International Business

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

This course aims to help learn the basic concepts, principles, procedures, and practices in international business and provide students with an understanding of the environments in which it is conducted and the institutions that oversee or otherwise play a role in international business activities. It is designed to give students information on international business and current trend of business taking place worldwide in general and particularly in South Asia and Nepal.

Course Details:

Unit 1: Introduction and Overview

LH 8

International Business in the age of globalization, Current Global Economy and its effect on International Business, Globalization: Concept, The changing demographics of global business, Emergence, Drivers and Process of Globalization, Regional Economic Integration, Opportunities and Challenges of Globalization, The global economy of the twenty-first century, and the globalization debate.

Unit 2: Dynamics of International Business Environment

LH 5

Economic environment, Political economy and legal system, the role of Culture in international business.

Unit 3: Global Market and Institutions affecting International Business

LH 5

The Troika (World Bank: International Finance Corporation, International Monetary Fund (IMF), World Trade Organization (WTO), Major provisions and agreements (GATT, GATS and TRIPS), Role in international trade/business promotion, Regional Trade Integration.

Unit 4: International Trade and Investment: Concept, Theories and Policies

LH 5

Review of International Trade Theory, Foreign Direct Investment (FDI) and FPI, Multinational Companies.

Unit 5: Political Economy of International Trade

LH 3

The case of government intervention, instrument of trade policy, revised case of free trade, controlling unfair trade practices.

Unit 6: International Financial / Monetary System**LH 3**

Global Monetary System, Foreign Exchange Market, Determinants of Exchange Rates.

Unit 7: National Differences in Political Economy**LH 6**

Introduction, Political systems, Economic systems, Legal systems, Determinants of Economic Development, Political economy and economic progress, states in transition, Implication of Changing Political Economy.

Unit 8: Global Human Resource Management**LH 3**

Concept, The strategic role of International HRM, Managing Expatriate Cross Cultural HR Management, Management Development and Strategy,

Unit 9: Strategies for International Business Promotion**LH 3**

The Strategy of International Business, Entering Foreign Markets Entry and promotion policies, Global strategies of Multinational Enterprises (MNEs).

Unit 10: Globalization and Nepalese Business**LH 7**

Nepal and WTO: Opportunities and Challenges for Nepalese Business, Regional Trading Blocs (SAFTA and BIMST EC) and Nepalese Business, Bi-lateral Trade and Investment Agreements and their implications for Nepalese Business, Nepalese Trade and Investment Policies and FITTA, 1992.

References:

- Hill Charles WL & Jain Arun K. (Latest edition). *International Business: Competing in the Global Marketplace*. New Delhi: TATA McGraw-Hill.
- Daniels, J., Radebaugh, L., & Sullivan, D. and et. al (2011). *International Business: Environments and Operations*. New Delhi: Pearson Education Inc.
- Cavusgil, S. Tamer and et. al (2009). *International Business: Strategy, Management, and the New Realities*. New Delhi: Pearson Education Inc.
- Hill, Charles WL (2008). *Global Business Today*. New York: McGraw Hill International.
- Ball, Donald and et. al. (2013). *International Business: The Challenges of Competition*. New York: McGraw Hill Publications.
- Griffin, Ricky W., and Pustay, Michael W. (Latest Edition). *International Business*. New Jersey: Pearson Prentice Hall.
- Bhagwati, Jagdish (2004). *In Defense of Globalization*. Oxford University Press, New Delhi.
- Collier Paul (2007). *The Bottom Billion*. Oxford University Press.
- MoICS (2004). *Nepal: Trade and Competitiveness Study*. Ministry of Industry, Commerce and Supplies, Government of Nepal.
- MoI (2010). *Nepal Trade Integration Strategy (NTIS)*.

Stiglitz Joseph (2006). *Making Globalization Work*. Allen lane and Imprint of Penguin Books.

Stiglitz Joseph (2002). *Globalization and its Discontents*. Penguin Books.

Friedmand, Thomas. *The Lexus and the Olive Tree*.

Friedmand, Thomas. *The World is Flat*.

World Trade Organization. *Annual Report*.

United Nationsl Conference for Trade and Development (UNCTAD). *Annual Report*.

UNDP (2006). *Asia Pacific Human Development Report 2006*. Trade on Human Terms: Transforming Trade for Human Development in Asia and the Pacific, Macmillan India Ltd.

UNDP (2005). *Human Development Report 2005*. International Cooperation at Crossroads: Aid, Trade and Security in an Unequal World, Oxford University Press.

UNDP (2003). *Making Global Trade Work for People*. Earthscan Publications Ltd.

World Bank (2009). *World Development Report 2009*. (Reshaping Economic Geography). The World Bank, Washington DC.

Harvard Business School Press. *Harvard Business Review*.

Mansback, Richard W. and et al. (2014). *Introduction to Global Politics*. New Delhi: Rutledge Taylor and Francis Group.

Lemert, Charles and et al. (eds) (2013). *Globalization: A Reader*. New Delhi: Rutledge Tayllor and Francis Group.

MIT Sloan School of Management. *Sloan Business Review*.

FIN 511 : Financial Management

Credit Hours: 3
Lecture Hours: 48

Course Objective:

This course aims to enable students to appreciate the significance of concepts, theories and practice of financial decision making in firms and to make them acquainted with analytical and problem solving skills for making investment, financing and dividend decisions along with managing working capital. The course also aims to familiarize students with emerging issues in finance and enable them to critically analyze these issues.

Course Details

Unit 1: Financial Management and Environment

LH 3

Meaning, functions and goal of financial management; place of Finance in organization structure; the agency problem; business ethic and social responsibility; corporate governance; forms of organizations; financial markets and financial institutions; cost of money; tax environment.

Unit 2: Financial Statements Analysis

LH 3

Financial statements and reports; modifying accounting data for managerial decisions; nature and need of financial analysis; financial ratio analysis and their types; DuPont equation; comparative ratios and benchmarking; uses and limitations of ratio analysis; common size statement; index analysis; trend analysis; qualitative factors in financial analysis.

Unit 3: Time Value of Money

LH 3

Future and present value; perpetuities and annuities; growing perpetuities and annuities; uneven cash flows, amortization of loan, intra-year compounding and discounting.

Unit 4: Risk, Return and the Portfolio Theory

LH 5

Return and return measures; risk and risk measures; measurement of risk and return in portfolio context; risk diversification; capital assets pricing model (CAPM) and beta; efficient portfolio; optimal portfolio.

Unit 5: Security Valuation and Cost of Capital

LH 5

Bond types and their classification; bond valuation; bond yields; riskiness of a bond. Legal rights and privilege of common stockholders; common stock valuation; stock market equilibrium; efficient market hypothesis. Weighted average cost of capital; specific cost of capital; marginal cost of capital; the CAPM and other approaches; factors affecting the weighted cost of capital; adjusting the cost of capital for risk; cost of capital in privately owned firms and small businesses.

Unit 6: Investment Decisions

LH 5

Cash flow estimation: estimating cash flows. Overview of capital budgeting; net present value (NPV); internal rate of return (IRR); NPV profile; comparison of NPV and IRR methods; modified international rate of return (MIRR); profitability index; business practices; optimal

capital budget. Project analysis: issues in project analysis; depreciation; adjusting for inflation; project risk analysis.

Unit 7: Financing Decision

LH 4

Capital structure issues; business risk and financial risk; estimating the optimal capital structure decision.

Unit 8: Dividend Decision

LH 4

The level of distribution and firm value; clientele effect; signaling hypothesis; the residual distributional model; forms of dividend; stock repurchase; distribution policy decision; stock split and stock dividend.

Unit 9: Working Capital Management

LH 6

The cash conversion cycle; alternative net working capital policies; cash management; cash management techniques; inventory; receivable management; alternative short-term financing policies and financing.

Unit 10: Seminar in Finance

LH 10

Seminar will be conducted on the contemporary issues of financial management. Key themes of the seminar will include corporate governance and social responsibility, interest rate determination by financial institutions, financial health checkup of companies, investment decision practices, debate on capital structure issues, dividend decision practices, management of working capital, financial management in other forms of businesses, financial management in small business.

References

- Brigham, Eugene F and Dhrhardt, Micheal C. *Financial Management: Theory and Practice*. New Delhi: Cengage Learning India.
- Ross, Stephen A, Westerfield , Randolph W., Jaffel, Jeffrey, and Kakani , Ram Kumar. *Corporate Finance*. New Delhi: McGraw Hill Education India.
- Van Horne, James C. *Financial Management and Policy*. New Delhi: Prentice Hall of India.
- Brealey, Richard A, Myers, Stewart C., Allen, Franklin, and Pitabas Mohanty. *Principles of Corporate Finance*. New Delhi: McGraw-Hill Education India.
- Annual reports and other publications of listed companies, Nepal Stock Exchange, Nepal Securities Board, Nepal Rastra Bank.
- Journals and magazines of international repute: Harvard Business Review, The Economist, Journal of Finance, Financial Management.

MGT 514 : Human Resource Management

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

The main objective of this course to provide students with the principles and practice of human resource management. This course provides an overview of the HRM on an organization. The course contains: Introduction to HRM, Job Design and Analysis, Human Resource Planning, Recruitment, Selection and Socialization, Human resource Development, Career planning, Performance Evaluation Compensation Management and Labour Relations.

Course Details

Unit 1: Introduction to HRM

LH 7

Concept, Development in HRM Concepts, HRM Environment, HR challenges, Characteristics of HRM, Personnel Management Vs. HRM, Strategic HRM, HRM and corporate performance, globalization and HR policy, Human Resource Management in Nepal.

Unit 2: Job Design and Analysis

LH 7

Concept of Job Design, Approaches, Impact of Job Design, Autonomous work group, Concept of Job Analysis, Purposes of Job Analysis, Methods for collecting Job Analysis Information, Job Analysis Techniques, Writing Job Descriptions and Specification.

Unit 3: Human Resource Planning (HRP)

LH 6

Concept, HRP Process, Human Resource Information System, Relationship between HRP and Strategic Planning, Techniques of Forecasting HR Demand and Supply, Managing Human Resource Surplus, HRP practices in Nepalese Organizations, Talent management.

Unit 4: Recruitment, Selection and Socialization

LH 6

Concept, Methods and Sources of Recruitment, Recruitment Process, Concept of Employee Selection Process of Selection, The Selection Interview, Selection Tests, Limitations of Interview Concept and Process of Socialization, Recruitment and selection process in Nepal.

Unit 5: Human Resource Development – and Training and Development

LH 6

Concept of Human Resource Development (HRD), Need for HRD, Training and Development-Concept, Determining Training Needs, On-the-Job and Off-the-Job Training and Development Techniques, Evaluation of Training, Practices of Training in Nepalese Organizations.

Unit 6: Career Planning**LH 4**

Concept, Objectives of career planning. Stages of career development Need for career planning. Individual career counseling and mentoring. Process of career planning and development, Career planning in Nepalese organizations.

Unit 7: Performance Evaluation and Compensation Management**LH 6**

Concept, performance management, issues in performance management, Selection of performance evaluation criteria, performance evaluation methods, problems of performance evaluation. Compensation, Types of Compensation, Consideration for Determining Compensation, Job Evaluation Process and Methods, Employee Benefits, Types of Benefits, The Legal Environment and Pay System Governance in Nepal.

Unit 8: Labour Relations and Collective Bargaining**LH 6**

Concept, Actors and process of labour relations, Unionism, Reasons for joining unions, Effects of union unionism, issues in collective bargaining, Labour disputes and grievances procedures, Contemporary issues in labour relations in Nepal, Features and provisions of Labour and Trade Union Acts .

References:

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

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

Adhikari, D.R. *Human Resource Management*. Buddha Publication.

Cascio, W. *Managing Human Resources*, McGraw-Hill.

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

Labour Act and Trade Union Act of Nepal.

MKT 511 : Strategic Marketing Management

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

This course aims to familiarize student to all aspects of strategic marketing management, including situational analysis, strategic market segmentation and planning, competitive analysis for structural awareness, formulating and implementing strategic marketing programme, e-commerce and evaluating and controlling the strategic marketing plan.

Course Details

Unit 1: Introduction

LH 4

- Strategic Marketing: Concept, Features and Reasons of Strategic Marketing;
- Business Strategy and Strategic Marketing;
- Business Ethics and Strategic Marketing;
- Strategic Marketing Decision: Marketing Planning, Implementing the Marketing Program and Controlling the Marketing Plan;

Unit 2: Situational Analysis

LH 3

- Scope of Situational Analysis: Organizational/Internal and External Analysis;
- Scanning the Environment;
- SWOT Analysis;

Unit 3: Strategic Market Segmentation & Market Planning

LH 8

- Customer Value and Satisfaction;
- Market Research for Identifying Customers;
- Process of Market Segmentation;
- Identifying and Selecting Market Segmentation Strategies;
- Developing Positioning Strategies;
- Developing Strategic Market Planning: Managerial framework and Marketing objectives and performance;

Unit 4: Competitive Analysis for Structural Attractiveness:

LH 5

- Concept and Types of Competition;
- Key Competitor Analysis;
- Analyzing and Creating Competitive Advantage (Michael Porter's Approach);
- Strategic Response to Competition;

Unit 5: Formulating and Implementing Strategic Marketing Programme:

LH 16

- Introduction;

Product and Brand Decision:

- Product and Branding Challenges in 21st Century;
- Identifying the Reasons for Product Failure in the Market;
- New Product Development & Analyzing New Product Adoption Trend;
- Analyzing Product-life-cycle and Product-life-cycle Strategies
- Identifying the Sources of Brand Equity and Building Competitive Brand;
- Identifying Marketing Entities for Brand Building;
- Brand Extension and Sustainability;
- Service Product and Strategies;

Pricing Decision:

- Strategic Role of Price and Analyzing the Pricing Situation;
- Initiating Price Changes on the basis of Consumers' Responses, Competitors' reactions and changes of cost of production;
- Pricing Strategies in Market-Driven Environment;
- Selecting the Pricing Policies and Strategies

Channels of Distribution Decision:

- Strategic Role of Distributors;
- Channel of Distribution Strategy;
- Selecting and Managing the Distribution Channel;

Marketing Communication Decision:

- Strategic Role of Promotion in Marketing;
- Promotion Mix Strategies;
- Selecting the Marketing Communication Mix;
- Strategic Role of Integrated Marketing Communication;
- Marketing Communication Strategy;

Unit 6: Marketing Through E-Commerce/Internet:

LH 6

- Growing Popularity of E-commerce/Internet Marketing;
- The Five Ps of Internet Marketing – Product, Price, Place, Promotion and People;
- Identifying Products and customers through Search Engines;
- Planning and Creating Websites for Business Opportunities;
- Use of E-mails and social media in Creating Business;

Unit 7: Evaluating and Controlling the Strategic Marketing Plan:

LH 6

- Essence of Evaluation and Control of Marketing Plan;
- Concept and Methods of Evaluation and Marketing Control;
- Process of Marketing Control;
- Types of Strategic Marketing Control;
- Strategic Marketing Practices in Nepal;

References:

Aaker, David. *Strategic Market Management*. John Wiley & Sons, Singapore.

Bradley, Frank. *Strategic Marketing: in the Customer Driven Organization*. John Wiley & Sons Ltd., England.

Cravens and Piercy *Strategic Marketing*. TATA McGraw Hill, New Delhi.

Douglas West, John Ford and Essan Ibrahim. *Oxford Strategic Marketing: Creating Competitive Advantage*, Oxford University Press, Indian Edition, 2009.

Kotler, Keller, Koshy and Jha. *Marketing Management: A South Asian Perspective*. Pearson/Prentice Hall of India.

OPM 511 : Operations and Supply Chain Management

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

The course aims to develop knowledge of students in Supply Chain Management (SCM) of product, services and information.

Course Details

Unit 1: Strategic Framework of Supply Chain Management **LH 6**

- Introduction of SCM, Objective of SC and its importance in Decision Making, Decision Phases of SCM, Process view of SCM.
- Competitive and Supply Chain strategies.

Unit 2: Designing the Supply Chain Network **LH 10**

- Role of Distribution in Supply Chain, Factors affecting Distribution Network Design, e-Business and the Distribution Network.
- Role of Network Design in Supply Chain, Factors affecting network Design Decisions, The role of IT in Network Design.
- Network Design under Uncertainty.

Unit 3: New Product Design, Planning Demand and Supply in Supply Chain Management

LH 14

- New Product Development and Design
- Demand Forecasting in Supply Chain, Basic Approaches to Demand Forecasting, Time-series Forecasting, Forecasting Error, Role of IT in Forecasting
- Aggregate Planning in Supply Chain, Role of IT in Aggregate Planning
- Managing Supply and Demand in Supply Chain

Unit 4: Logistics Operations Management in Supply Chain **LH 12**

- Managing Inventory in Supply Chain
- Transportation Infrastructure and Policies
- Warehousing
- Materials Management

Unit 5: Cross-Functional Management in Supply Chain

LH 6

- Sourcing Decisions in a Supply Chain
- Pricing and Revenue Management in Supply Chain
- Role of Information Technology in Supply Chain
- Coordination in Supply Chain

References:

- Chopra, Sunil and Meindl, Peter. *Supply Chain Management: Strategy, Planning & Operation*. Pearson Education, Third edition, 2007.
- Stanley E. Fawcett, Lisa M. Ellram and Jeffrey A. Ogden. *Supply Chain Management: From Vision to Implementation*. Pearson Education, First Edition, 2008.
- Donald J. Bowersox, David J. Closs and M. Bixby Cooper, *Supply Chain Management*. The McGraw Hill Cos., Second Edition, 2008.
- Donald J. Bowersox and David J. Closs. *Logistical Management: The Integrated Supply Chain Process*, Tata McGraw Hill, 17th Edition, 2008.
- Bajracharya, S.K.. *Logistic Management: Definition, Dimension, and Functional Application*. S. Chand & Co. Ltd., Second Edition, 2008.