



त्रिभुवन विश्वविद्यालय

व्यवस्थापन संकाय
डीनको कार्यालय

डीनको कार्यालय
कीर्तिपुर, काठमाडौं, नेपाल।

टेलिफोन : ०१-४३३०८१८, ०१-४३३२७१८, ०१-५१९५५६८ (Exam)

फ्याक्स : ९७७-०१-५१९५४२९

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मिति २०७८/१०/१२

सूचना

त्रि.वि.व्यवस्थापन संकाय, डीनको कार्यालयबाट संचालित Bachelor of Business Administration (BBA), Bachelor of Business Management (BBM) र Bachelor of Information Management (BIM) कार्यक्रमहरूको देहाय बमोजिमको संशोधित पाठ्य संरचना तथा पाठ्यक्रम यहि शैक्षिक वर्ष २०७७/०७८ (सन् २०२१) मा भर्ना भै अध्ययन गर्ने तथा त्यसपछिका विद्यार्थीहरूको लागि लागु हुने गरी त्रि.वि. प्राज्ञिक परिषद्द्वारा स्वीकृत भएको व्यहोरा जानकारी गराईन्छ र सोही अनुसार नै पठनपाठन गर्नुहुन समेत अनुरोध छ।

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प्रा.डा. दिल्लीसज शर्मा
डीन

Tribhuvan 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:

Letter Grade	Cumulative Grade Point Average (CGPA)	Marks Obtained in Percent	Divisions / Remarks
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.

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

COURSE COMPOSITION

Business Foundation Courses:		Credit Hours
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
Computer Related Courses		
IT 231	IT and Applications	3
IT 232	Database Management	3
IT 233	Business Information System	3
IT 204	E-Commerce	3
Specialization Area Courses (any Six Courses)		
Banking and Finance		
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
Industry and Services Management		
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
Micro Enterprise Management		
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
Sales and Marketing Management		
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
Account Specialization		
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

COURSE CYCLE		
	<u>First Semester</u>	15 Cr
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
	<u>Second Semester</u>	15
ENG 202	English - II	3
ACC 201	Financial Accounting	3
ECO 204	Macro Economics for Business	2
ECO 205	Seminar on Contemporary Issues of Macro Economics	1
MTH 202	Business Mathematics II	3
IT 232	Database Management System	3
	<u>Third Semester</u>	15 Cr
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
	<u>Fourth Semester</u>	15 Cr
MGT 234	Legal Environment for Business in Nepal	3
MGT 235	Human Resource Management and Technology	3
IT 233	Business Information System	3
MKT 201	Fundamentals of Marketing	3
FIN 207	Financial Management	3
	<u>Fifth Semester</u>	15 Cr
MGT 236	Business Environment	3
ACC 204	Taxation and Auditing	3
MGT 205	Operations Management	3
SOC 203	Sociology for Business Management	3
PSY 202	Psychology	3
	<u>Sixth Semester</u>	15 Cr
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
	<u>Seventh Semester</u>	15Cr
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 239	Business Ethics and Corporate Governance	3
PRJ 350	Summer Project	3
	<u>Eighth Semester</u>	15 Cr
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 240	Strategic Management	3
MGT 350	Internship	3

ECO 203: Micro Economics for Business

(BBA)

Credits:3
Lecture Hours: 48

Course Objectives

This course aims to enrich the understanding of students on microeconomic theories and tools of optimization so that students can use of resources efficiently in business by maximizing profit and minimizing cost.

Course Description

This course makes students skilled to understand the fundamentals of microeconomics; analysis of demand, supply, market efficiency, elasticity of demand and supply, analysis of consumer's behavior, production, cost and profit analysis, firms in market and pricing practices and the resource markets.

Course Learning Outcomes

By the completion of the course students will be able to:

- Describe the nature of microeconomics and its use in business and also understand basic economic principles.
- Use the demand and supply as the basic tools of market equilibrium and efficiency.
- Measure elasticity of demand and supply and use price elasticity of demand in business decision making.
- Derive the demand curve for normal goods by analyzing the consumer's behavior in both cardinal and ordinal approach.
- Explain the production functions, establish interrelationship among production curves and cost curves and determine optimal combination of inputs.
- Explain market structures, determine profit maximizing price of the products in those market and explain the pricing of real practices.
- Explain resource market equilibrium.

Course Details

Unit 1: Fundamentals of Microeconomics

5 LHs

Microeconomics: concept and scope; Microeconomics in business decisions: nature and uses; Basic principles of economics: how people make decisions, how people interact and how the economy as a whole works

Unit 2: Analysis of Demand, Supply and Market Efficiency

12 LHs

Demand function: concept and types, movement and shifts in demand curve; Supply function: concept and types, movement and shifts in supply curve; Market equilibrium; Effect of changes in demand and supply on market equilibrium; Effect of government policy (Tax, subsidy and price control) on market equilibrium; Market efficiency:

concepts and measurement (by consumer's surplus and producer's surplus); Price elasticity of demand: concept and calculation; Price elasticity of demand in demand curve; Relationship between revenue and price elasticity; Uses of price elasticity of demand in business decision making; Concept of income elasticity of demand, cross elasticity of demand, advertisement elasticity of demand and elasticity of supply.

Unit 3: Analysis of Consumer's Behavior **4 LHs**

Cardinal approach: assumptions, consumer's equilibrium and derivation of demand curve; Ordinal approach: concept, assumptions and properties of indifference curve; Marginal rate of substitution; Price line; Consumer's equilibrium; Price effect and derivation of demand curve for normal goods.

Unit 4: Production, Cost and Profit analysis **12 LHs**

Production function: concept and types; concept of Cobb-Douglas production function; Optimal employment of one and two variable inputs; Cost function: concepts, implicit cost and explicit cost, accounting cost and economic cost, opportunity cost; Short-run costs and long run costs, fixed and variable costs; Law of variable proportion and derivation of short cost curves; Isoquants, Iso-cost line, laws of returns to scale and derivation of long run average cost curve; Economies and diseconomies of scale; Relation between average cost and marginal cost; Profit: business profit and economic profit

Unit 5: Firms in Market and Pricing Practices **12 LHs**

Market structure: concept and characteristics; Profit maximization goal of firm; Price and output determination under perfect competition: short-run and long-run equilibrium, Derivation of short run supply curve of a firm and industry; Price and output determination under monopoly: short-run and long-run equilibrium; Price and output determination under monopolistic competition: short-run and long-run equilibrium, selling cost and effect on equilibrium; Concept and types of cartel; Pricing under joint profit maximization cartel; Game theory: concept, dominant strategy, Nash equilibrium and prisoner's dilemma; Pricing practices: price discrimination, cost plus pricing, predatory pricing, skimming pricing and penetration pricing

Unit 6: Markets for Resources **3 LHs**

Demand for labor, Supply of labor; Equilibrium in the labor market; Wage differentials; Other factors of production: land and capital.

Basic Books

Mankiew, N.G. *Microeconomics*, Newyork: Latest Edition

McConnell, C.R., Brue, S.L. and Flynn, S.M. *Economics: Principles, Problems and Policies*, New Delhi, McGraw Hill Education. Latest Edition

References

Koutsoyianis, A. *Modern Microeconomics*, London, Macmillan. Latest Edition

Shrestha,R.G and Adhikari,G.M. *Microeconomics for Business*, Kathmandu,KEC publications. Latest Edition

Sloman, J. and Sutcliffe, M. *Economics for Business*, New Delhi, Pearson Education. Latest Edition

ENG 201: English - I

(BBA)

Credits: 3
Lecture Hours

Course Description

English 201 course focuses on English language and communication skills required for general as well as professional contexts. It encourages students to expand their English vocabulary, improve their reading and writing abilities in English in both social and professional interactions, and learn terminology and skills that they can apply to different communicative purposes. It also seeks to enhance students' cross-cultural understanding by presenting a wide array of ideas from different spheres of human activity, which is of vital importance for success as an executive in management. Reading opinions of thoughtful people is important because we learn about other opinions and ideas in the process and they help shape our ideas and prepare us to become educated citizens who can think and form their own conclusions.

The course has two main components of equal weightage: (50% + 50%)

I. Core English

II. Genres and Disciplines

Course Objectives and Outcomes

After completing this course, students will be able to:

- read texts written in various disciplines and discourses
- express themselves using varied forms in both speech and writing
- adapt content to purpose, context and audience
- understand and use appropriate style and tone
- conduct general and business communications
- work successfully in a team
- match audience with the purpose and medium of communication
- use presentational and rhetorical techniques for effective communication
- gain disciplinary and interdisciplinary insights

Course Contents

I. Core English

Unit 1.

1. What are you like?
2. Customs and traditions
3. Looking ahead
4. Into the wild
5. Health matters
6. Would you believe it?
7. Traces of the past

Unit 2.

8. The big issues
9. It's a crime
10. Buying and selling
11. Entertainment or art
12. A changing world
13. Writing guide
14. Grammar reference

II. Genres and Disciplines

Unit 3

1. New Nepal
2. Shooting an Elephant
3. The Parrot in the Cage
4. Advertise Your Business
5. The Company Man
6. Light My Lucky
7. The Etiquette of Freedom
8. The Rights of Animals
9. Professions for Women

10. The Stronger
11. Here I Love You

Unit 4

12. Girl
13. Popular Mechanics
14. The Fly
15. Jest and Earnest
16. The Hundredth Dove
17. The Lunatic
18. The Clock Tower
19. Beauty
20. All-Pervading Poetry
21. The Allegory of the Cave
22. Not the Non-Existent

Teaching Method

The suggested teaching method is to introduce the theme and the writing task and then guide the students to practice specific skills and put language knowledge to produce their own writings. It is important to discuss what it means to be educated and how great thinkers lead the way for students to become educated through different ideas and opinions. The study of thoughtful writings on different disciplines by experts in their fields should spark discussion and action around topics of societal importance. The method, therefore, is to engage students in a dialogue about the questions and ideas raised in each text by exploring different perspectives, listening to the voices of others, and respectfully sharing their own experiences and thoughts.

Evaluation

The examinations will cover the language skills and include a range of tasks which assess students' ability to use English in a variety of contexts. Above all, the examinations will assess the students' ability to communicate effectively in English, especially in reading and writing

activities using appropriate writing style. Special credit will be given to originality of expression and depth of thinking,

Prescribed Texts

Gude, Kathy, & Mary Stephens. *Cambridge English Advanced Result: Student's Book with Online Practice*. Oxford UP, 2018.

Lohani, S., compiler & editor. *Visions: A Thematic Anthology*. Kathmandu: Vidyarthi Pustak Bhandar, 2020.

References

Carter, Ronald, and Michael McCarthy. *Cambridge Grammar of English*. Cambridge UP, 2006.

Larsen-Freeman, Diane, and Marti Anderson. *Techniques and Principles in Language Teaching*. 3rd ed., Oxford UP, 2011.

Klarer, Mario. *An Introduction to Literary Studies*. 3rd ed., Routledge, 2013.

Abrams, M.H., and G.G. Harpham. *A Glossary of Literary Terms*. 11th ed., Cengage Learning, 2014.

Minot, Stephen, and Diane Thiel. *Three Genres: The Writing of Literary Prose, Poems and Plays*. 9th ed., Pearson, 2014.

Harmer, Jeremy. *The Practice of English Language Teaching*. 5th ed., Pearson, 2015.

Pearson Education. *Longman Business English Dictionary*. 2nd ed., Longman, 2018.

Oxford Advanced Learner's Dictionary of Current English. 10th ed., Oxford UP, 2020.

MGT 231: Foundation of Business Management

(BBA)

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

The course aims to impart the knowledge of fundamental management principles and integration of those principles with the real time business situation and managerial activities that they have to perform in future so as to enhance their managerial capability and enable them to apply in the practical field. The course will remain important in the development of the soft skills of the students.

Course Description:

This course covers introduction of the management that covers the concept, functions and roles of a manager and business environment and their analysis for the purpose of business use. It also incorporates major principles of management that covers classical and recent management principles. Similarly it covers some fundamental concepts and philosophies of business ethics and social responsibility. The fundamental functions of a manager has also been incorporated in the course with the Nepalese management practices.

Learning Outcomes:

On completion of this course, the student will be able

- a. To understand the concept of business, management and business management, role and functions of manager and analysis of business environment using porter model.
- b. To understand the unethical behaviour in business and ethical behaviour as well the additional social responsibility of the business.
- c. To know the philosophical aspects of management with the understanding of management culture
- d. To know the functions of a manager and develop skill to apply them in practice.
- e. To communicate, present and play as a role of manager with the development of soft skills.
- f. To understand business management trends and scenario in Nepal

Learning Strategies:

- *Quizzes/ Surprise Test:* Quizzes to be taken individually without prior information. The quizzes is 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 within 10 minutes of each group.
- *Case analysis:* 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 class too.

- *Assignments:* The students tend to develop and deliver a presentation of 15 minutes on contemporary issues that are worthy enough. Home assignment in preparation of term paper can be provided.
- *Simulation:* The students need to participate in the activities that are set inside the class room. Course Convenor should provide issues and make practice as in real life situation.
- *Term paper & Thematic review:* The course convenor 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.
- *Oral Presentation:* The convenor should provide issues a day before and ask them to speak 5-10 minutes without any supportive materials in the class.

Course Details:

Unit 1: Introduction

6 LHs

Concept of management and business management, the management process, type of managers (general, functional and line managers), basic managerial roles and skills, changing job of managers, management challenges, acquaintance to task and general environment of business and analysis of task environment using Porter model.

Activities: Preparation of company profile focusing task environment and case analysis.

Unit 2: Philosophical Aspects of Management

6 LHs

The classical philosophy (scientific management, administrative management and bureaucratic management), behavioural management philosophy (human relation movement and Hawthorne studies), system and contingency philosophy and emerging issues and challenges in Nepalese business.

Activities: Surfing and finding out the techniques of using these theories in practice and presenting in class.

Unit 3: Business Ethics and Social Responsibility

4 LHs

Ethical issues in management, the roots of unethical behaviour, philosophical approaches to ethics, social responsibility of business and arguments for social responsibility and Friedman doctrine.

Activities: Oral presentation on social and ethical issues in Nepalese business and society and case analysis.

Unit 4: Planning and Decision Making

7 LHs

Planning: Meaning and levels of planning, planning horizons, planning process, meaning and use of single use, standing, contingency and derivative planning, pitfalls and their improvement in planning.

Decision Making: Concept of decision making, process of rational decision making, type of problems and decision making, decision making conditions and styles.

Activities: Simulation and case analysis

Unit 5: Organizational Architecture**7 LHs**

Meaning and concept of organizational structure and architecture, elements of organizational architecture, designing structure: vertical differentiation (Tall Vs. Flat), horizontal differentiation (Functional, multidivisional, geographical and matrix), and integrating mechanisms (formal knowledge network and strategy, coordination and integrating mechanisms), definition and source of authority, responsibility and accountability and creating accountability in business organizations, emerging issues in organization design and architecture, Nepalese practices in organizational structure.

Activities: Project work and case analysis.

Unit 6: Organizational Culture**4 LHs**

Meaning and concept of organizational culture, importance of organizational culture, change and strengthening organizational culture, managing organizational culture during merger, organizational culture in Nepalese organization.

Activities: Term paper on culture after merger and case analysis

Unit 7: Group and Team**4 LHs**

Meaning of team and group, difference between team and group, importance of team in organization, creating effective team, types of group and team, managing team conflict, position of team work in Nepalese organization.

Activities: Simulation and case analysis.

Unit 8: Communication and Control**5 LHs**

Meaning of business communication, communication process, parties involved in communication, communication barriers and their improvement, meaning, process and types of control, essentials of effective control system, control tools and techniques.

Activities: Simulation, oral presentation and case analysis

Unit 9: Business Management Trends and Scenario in Nepal**5 LHs**

Growth of business sector in Nepal, major industries in Nepal – manufacturing, export – oriented, import- substitution, and service sector, existing management and business practices in Nepalese business, major problems of Nepalese business

Activities: Live project and presentation

Reading Materials:

Charles W. L. Hill & Steven L. McShane (2008). *Principles of Management*. Irwin: McGraw-Hill.

Stephen P. Robins & David A. Decenzo (2008). *Fundamentals of Management*. Delhi: Pearson Education Inc.

Ricky W. Griffin (2012). *Management Principles and Applications*. New Delhi: CENGAGE Learning

Chalise, M. & Gautam, P. K. (2021). *Principles of Management*. Kathmandu: KEC Publication and Distributors (P.) Ltd.

MTH 201: Business Mathematics -I

(BBA)

Credits: 3

Lecture Hours: 48

Course Objectives

The course introduces mathematical techniques through examples of their application to economic and business concepts. It also tries to get students tackling problems in economics and business using these techniques as soon as possible so that they can see how useful they are.

The purpose of the course, then, is to present mathematical skills and concepts, and to apply them to ideas that are important to the management students. In addition, the course includes the basics of spreadsheet operations relating to solving equations, systems of equations, quadratic equations, non-linear functions, applications of derivatives, financial mathematics and some numerical methods as well.

Course Contents

Straight lines and Functions, their Applications in Market Analysis, Excel for Linear Functions Simultaneous Equations and Use them in Equilibrium Market Analysis, Quadratic Equations and Economic Applications, Non-linear Functions, Numerical Methods for Solving Nonlinear Equations, their Graphs and Applications, Financial Mathematics, Differentiation and Applications in Marginal Analysis, Derivatives for Economic and Business Applications.

Course Details

Unit 1: Straight lines and Functions

6 LHs

Straight lines, Linear functions, Applications: demand, supply, cost, revenue, Elasticity of demand, Supply and income, Budget and cost constraints, Least square method and line of best fit (two variables only), Least square method for time series analysis.

Lab. Work: Introducing Excel, Excel for linear functions.

Unit 2: Simultaneous equations

5 LHs

Simultaneous linear equations, Equilibrium and break-even points, Consumer surplus, Producer surplus and Total surplus, National income and the IS- LM model

Lab. Work: Excel for simultaneous linear equations.

Unit 3: Quadratic Equations

5 LHs

Graphs of Quadratic functions, Quadratic equations, Applications to economics and business;

Lab. Work: Excel for quadratic equations.

Unit 4: Non-linear functions, their graphs and applications**10 LHs**

Cubic and other polynomial functions, Exponential functions, Logarithmic functions, Hyperbolic functions of the form $a/(bx + c)$; Bisection method, Newton-Raphson method for solving nonlinear equations.

Lab. Work: Excel for non-linear functions; Smart math calculator (software): Bisection method, Newton-Raphson method.

Unit 5: Financial mathematics**10 LHs**

Arithmetic and geometric sequences and series; Simple interest, compound interest and annual percentage rates, Depreciation, Net present value and internal rate of return, Annuities, debt repayments, sinking funds; Relationship between interest rates and the price of bonds.

Lab. Work: Excel for financial mathematics.

Unit 6: Limit and Differentiation, Applications of derivatives**12 LHs**

Idea of limit, Limit of algebraic functions at a point and at infinity (basic concept only), Slope of a curve and differentiation, Rules of differentiation (power rule, sum rule, product rule, quotient rule, and chain rule), Differentiation by first principle (algebraic, logarithmic and exponential functions), Differentiation and marginal analysis (marginal cost, marginal revenue and marginal profit), Increasing and decreasing function, Stationary point, Point of inflection, Differentiation of implicit and parametric functions, Economic applications of derivatives for maximum and minimum points, Higher order derivatives (up to 3rd order), Curvature, Elasticity of demand and the derivatives.

Lab. Work: Excel for applications of derivatives.

References

Alpha C. Chiang, *Fundamental Methods of Mathematical Economics*, McGraw-Hill, Inc.

Frank S. Budnick, *Applied Mathematics for Business, Economics, and the Social Sciences*, McGraw-Hill Ryerson, Limited.

G. S. Monga, *Mathematics for Management and Economics*, Vikas Publishing House Pvt. Ltd., New Delhi.

Mike Rosser, *Basic Mathematics for Economists*, Routledge Taylor & Francis Group.

Ronald J. Harshbarger, James J. Reynolds, *Mathematical Applications for the Management, Life, and Social Sciences*, Houghton Mifflin Company.

Srinath Baruah, *Basic Mathematics and its Application in Economics*, Macmillan India.

Teresa Bradley, *Essential Mathematics for Economics and Business*, John Wiley & Sons Ltd.

Vassilis C. Mavron, Timothy N. Phillips, *Mathematics for Economics and Finance*, Springer-Verlag.

IT 231: IT and Applications

(BBA)

Credits:3

Lecture Hours: 48

Nature of the course: Theory + Practical

Course Objectives

The main objective of this course is to provide students both theoretical and practical knowledge of basic concepts of computers, information technology, and their applications.

Course Description

This course covers different concepts computers, information technology and application specially focusing on introduction, use of IT in business, hardware, software, memory, input/output, database, networks and data communication, Internet, multimedia, computer security, and some contemporary technologies.

Course Details

Unit 1: Introduction to Computers

3 LHs

Introduction and Characteristics; Digital and Analog Computers; History and Generations of Computers; Classification of Computer; Data and Program representation in Computer; Applications of Computers.

Unit 2: Information Technology and Business

3 LHs

Business in the Information Age; Roll of Information Technology in Business; Organization structure and IT support; Business Information Systems.

Unit 3: Computer System Hardware

10 LHs

Introduction; Central Processing Unit; Memory Unit; Interconnecting the Units of a Computer; Inside a Computer Cabinet; Computer Memory: Introduction; Memory Representation; Memory Hierarchy; CPU Registers; Cache Memory; Primary Memory; Secondary Memory; Access Types of Storage Devices; Magnetic Tape; Magnetic Disk; Optical Disk; Magneto-Optical Disk; How the Computer uses its memory; Input and Output Devices: Introduction; Input-Output Unit; Input Devices; Human Data Entry Devices; Output Devices; I/O Port; Working of I/O System.

Unit 4: Computer Software

5 LHs

Introduction; Types of Software; System Software; Application Software; Software Acquisition; Programming Languages; Operating System: Introduction, Objectives of Operating System, Types of OS, Functions of OS: Process Management, Memory Management, File Management, Device Management, Protection and Security, User Interface, Examples of Operating Systems; New Trends in Software.

Unit 5: Data Communication and Computer Network

5 LHs

Introduction; Importance of Networking; Data Communication Media; Data Transmission across Media; Data Transmission and Data Networking; Computer Network; Network Types; Network Topology; Communication Protocols; Networking Hardware; Wireless Networking.

Unit 6: Internet and Internet Services**5 LHs**

Introduction; History of Internet; The Internet Architecture; Managing the Internet; Connecting to Internet; Internet Connections; IP Address and Domain Name System (DNS); Client-Server Architecture; Hyper Text Transfer Protocol (HTTP); Electronic Mail (Email); File Transfer Protocol (FTP); World Wide Web; Remote Login (TELNET); Static and Dynamic Web Pages; Search Engines; E-Commerce; E-Governance; Smart City; Censorship and privacy issues; Intranet and Extranet.

Unit 7: Multimedia and the Web**3 LHs**

Introduction; Elements of a multimedia system; Graphics; Sound; Image File Format; Web Based Multimedia; Future of Web Based Multimedia; Multimedia in Business; Applications of Multimedia.

Unit 8: Database and Database Management System**5 LHs**

Introduction; Database; Data Concepts and Characteristics; Database vs File System; Database Models; Database Management System; Database System Architectures; Database Applications; Cloud Database.

Unit 9: Computer Security and Privacy**4 LHs**

Computer security and control; Unauthorized Access and Unauthorized Use; Protecting Against Unauthorized Access and Unauthorized Use; Computer Sabotage and protection; Computer Crime; Software Piracy; Anti-Piracy; Computer Virus, Worm, Spyware; Ethical Issues in Computer; Cyber Law; Network Security; Hardware and Software Firewall; Data and message security; Encryption and Decryption.

Unit 10: Introduction to Contemporary Technologies**5 LHs**

Concept of Digital Marketing and Digital Economy; Concept of Data Warehousing, Data Mining, Big Data, Artificial Intelligence, Machine Learning, Data Analytics, and Business Intelligence; Concept of Cybersecurity, Cloud Computing, and IoT; Web 2.0; Web 3.0.

Laboratory Works:

After Completing this course students should have practical knowledge of operating systems, word processors, spreadsheets, presentation packages, database management systems, and Internet and its services.

Text Book:

1. Understanding Computers: Today and Tomorrow, Comprehensive, Morley, D., & Parker Charles S., 15th Edition, Cengage Learning, 2015.
2. Information Technology for Management, On-Demand Strategies for Performance, Growth and Sustainability, 11th Edition, Efraim Turban, Carol Pollard and Gregory Wood, Willey.

Reference Books:

1. Introduction to Computers, Peter Norton's, Tata McGraw-Hill
2. Computer Fundamentals Concepts Systems and Applications, P K Sinha & Priti Sinha,

BPB Publications

3. Fundamentals of Computers, V. Rajaraman, PHI Learning Pvt. Ltd.
4. Introduction to Information System, James A O'Brien and George M. Marakas, Fifteenth Edition, McGraw-Hill.

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BBA (Bachelor of Business Administration) 2nd Semester

August 2022

Financial Accounting

(BBA Second Semester)

Nature of course: Core

Full Marks: 100

LHs: 48

Pass Marks: 50

Course Objectives

The main objective of this course is to provide in-depth knowledge and understanding of basic principles, concept and practices of financial accounting. This course also aims to develop students' understanding on business transactions, record such transactions in an accounting system and enable them to prepare and analyze the basic financial statements.

Course Description

This course contains conceptual and theoretical foundation of financial accounting; processing and recording business transactions; accrual accounting concept; adjusting entries, closing entries,; preparation of basic financial statements like profit and loss account, balance sheet and cash flow statement and their analysis.

Course Details

Unit 1: Basic Understanding of Financial Accounting

2 LHs

Financial accounting: concept, features, objectives and scope; Book-keeping, accounting and accountancy; Nature of accounting; Qualitative features of accounting information; Users and uses of accounting information: internal users and external users; Elements and components of financial statement; Limitations of financial accounting.

Unit 2: Conceptual Framework of Accounting

3 LHs

GAAP and its features; Basic accounting concepts: the business entity concept, the monetary concept, the going concern concept, the cost concept, the dual aspect concept, the accounting period concept, the realization concept, the accrual concept and the matching concept; Basic accounting conventions: consistency, conservatism, materiality and full disclosure;

Differences between accrual versus cash basis of accounting; Differences between accounting and accountancy;

Accounting standards: meaning, nature, need, significance and classification of accounting standards; Concept of Nepal Accounting Standards (NASs), International Accounting Standards (IASs), Nepal Financial Reporting Standards (NFRSs), International Financial reporting Standards (IFRSs); Disclosures required as per NFRS

Unit 3: Accounting Process

8 LHs

Accounting events of business: concept and types; Accounting equation for analyzing the transactions; Debit and credit and their rules; Recording process of accounting events: journal, ledger, and trial balance. Opening and closing entries: concept and types of closing entries; Adjusting entries: concept and types of adjusting entries; Prepaid and outstanding items; Adjusted trial balance.

Unit 4: Accounting for Cash and Bank Reconciliation Statements

4 LHs

Concept of cash and bank; Types of bank account; Cheques: concept and types, parties to a cheque, honor and dishonor of cheque; Bank Statement: concept and importance; Preparation of bank reconciliation statement.

Unit 5: Accounting for Property, Plant and Equipment

4 LHs

Concept, features and types of property, plant and equipment; Acquisition cost of property, plant and equipment; Depreciation of property, plant and equipment: Straight-line method, diminishing balance method, and unit of activity method; Choice of depreciation method; Disposal of property, plant and equipment; Impact of depreciation on profit measurement; Intangible assets: concept and types; Capital versus Revenue: concept and types.

Unit 6: Basic Financial Statements

18 LHs

Financial statements: concept, objectives and limitations;

Basic Nepal Accounting Standards (NASs): NAS 1: Presentation of financial statements, NAS 2: Inventories, NAS 7: Statement of cash flow, NAS 8: Accounting policies, changes in accounting estimates and errors, NAS 10: Events after reporting period, NAS 16: Property, plant and equipment

Preparation of financial statement under NFRS:

Statement of Profit or Loss (Income Statement): concept, types and components of profit or loss statement

Statement of financial position (Balances Sheet): concept, purpose, components and preparation of classified statement of financial position or balance sheet;

Statement of other comprehensive income: concept, components and preparation of other comprehensive income statement;

Statement of changes in equity: concept, components and preparation of statement of changes in equity.

Cash Flow Statement: Meaning, objectives and limitations of cash flow statement; Contents of cash flow statement; Preparation and interpretation of cash flow statement using balance-sheets of single and two periods under direct and indirect method.

Unit 7: Value Added Statement

3 LHs

Value added: concept and its application; Value added statement: concept, advantages and preparation of value added statement showing value added generated and applied.

Unit 8: Analysis of Financial Statement

6 LHs

Meaning, objectives, need and importance of financial statement analysis; Types of financial statement analysis: Horizontal, vertical and trend analysis, comparative and common size statement analysis and their application.

Ratio analysis: Concept, uses, importance and limitations of ratio analysis; Types, computations and interpretations of: liquidity (current ratio and quick ratio), capital structure (debt-equity ratio, debt to total capital ratio, interest coverage ratio and debt coverage ratio), efficiency (stock turnover ratio, receivable turnover ratio including collection period, payable turnover ratio including payable period, total assets turnover ratio, capital employed turnover ratio), profitability (gross profit ratio, net profit ratio, operating ratio, return on equity, return on total assets and return on common shareholders equity) and earning evaluation ratios (EPS, DPS and price-earnings ratio) for evaluating the financial performance of the business.

Suggested Readings

Accounting Standards Board, (2018). Nepal Financial Reporting Standards Kathmandu: ASB.
Greunung & Keen, (2000). International Accounting Standards. A Practical Guide, USA: World Bank

Narayanaswamy. R. *Financial Accounting: A Managerial Perspective (Fourth Edition)*. New Delhi: PHI Learning Private Limited.

NFRS (2014). Nepal Accounting Standards. Kathmandu: ASB.

Porter. G. & Norton, C. L. *Introduction to Financial Accounting (8th Edition)*. Delhi: Cengage Learning India Private Limited.

Seminar on Contemporary Issues of Macroeconomics

BBA-II

Credit: 1

Lecture Hours: 16

Course Objective

The purpose of this course is to provide practical exposure to contemporary macroeconomic issues and policies from a global and Nepalese perspective through seminar paper presentations so that students can assess the macroeconomic effect on business.

Course Description

This course focuses on the concept and methods of seminar paper presentation on one side and the other side it comprises recent situation, growth, and trends of the global and national economy in the area of inflation, monetary policy, government budget, national accounts, foreign employment, foreign direct investment, financial inclusion, public-private partnership, and fiscal federalism.

Course Learning Outcomes

By the completion of the course students will be able to:

- Get the skills to develop a seminar paper and present it
- Describe monetary policy, fiscal policy, and inflation of Nepal and explore their effectiveness in business
- Analyze and present the national accounts of Nepal
- Discuss privatization, economic liberalization, foreign employment, foreign direct investment, financial inclusion, public-private partnership, and fiscal federalism in Nepal
- Assess the effect of the global economy on business

Learning strategies

- The student will extensively review the conceptual paper/ theoretical paper/research paper on the basis of theoretical and empirical review
- Students need to prepare the paper with the close guidance of a Faculty member/course instructor
- Faculty member reviews and accepts or advises on the revision of the review-based paper
- Upon completion of the review paper, the student submits a final review paper to the faculty member at the department/campus
- Student should appear in a seminar (presentation of review paper) that will be evaluated by concerned faculty members and other experts.
- Faculty members and experts jointly award the grades.

Course Details

Unit 1: Theoretical Orientation

7 LHs

Concept of seminar, webinar, workshop, symposium, conference and training; Seminar paper and its structure; Procedure for article searching, article reading, drawing materials for a seminar paper, seminar paper writing, and seminar paper presentations; Introduction to issues/theme of seminar and concept of a thematic review

Unit 2: Development and Presentation of Paper

9 LHs

The faculty member/course instructor will give contemporary macroeconomic issues from global and Nepalese perspectives. Students will review a number of related articles/papers on given issues and develop the slides for presentation and thematic paper as the outcome of the seminar.

Evaluation

A student is required a review-based research assignment and prepares a seminar paper at the end of the session. The seminar paper must be presented in the format as prescribed by the concerned faculty/ course instructor. Evaluation of the seminar paper and presentation shall be based on the following bases:

- Written Report (Seminar paper): 70 %
- Presentation: 30%

Issues/Themes Elaboration

- Inflation of Nepal
- Monetary policy of Nepal
- Government budget of Nepal
- National accounts of Nepal
- Privatization and economic liberalization in Nepal
- Foreign employment and remittance in Nepal
- Foreign direct investment in Nepal
- Financial inclusion in Nepal
- Public-private partnership in Nepal
- Fiscal federalism in Nepal
- Growth and trends of the global economy

Faculty member/course instructor can assign topics of contemporary economic issues other than those above.

References

Monetary policy of Nepal Rastra Bank, Budget of the government of Nepal, National Accounts published by Central Bureau of Statistics, publications of World Bank, IMF, ADB, articles, critical books, and reports published by national and international organizations/ researchers on contemporary economic issues.

English-II

(BBA 2nd Semester)

3 credits

Lecture Hours: 48

Course Objectives

After completing this course, students will be able to:

- read texts written in various general and other disciplinary discourses;
- describe things and events in English;
- understand and support arguments;
- understand and use appropriate tone and style in writing;
- match audience with the purpose and medium of communication;
- see new angles on a range of academic topics;
- read and write persuasively in English;
- adapt content to purpose, context and audience;
- use appropriate style and tone of writing for general and business purposes;
- develop specific speaking and listening skills;
- work in key areas of English use;
- avoid the most common errors;
- get access to the academic language needed to succeed;
- generate individual ideas and opinions by being exposed to a fresh approach to critical thinking;
- learn language through literature.

Course Description

The English 202 is a course in general English and it takes a two-way approach to improve students' English language proficiency. It seeks to develop their reading and writing skills, their understanding of tone, style, and knowledge of communication methods, along with developing their vocabulary, grammar, listening and speaking, and ability to write general and to some extent professional documents. This course is so planned as to introduce students to methods and techniques of developing their English language and communication skills for general communication, and furthermore to develop their English on a broader level in various areas of thinking and knowledge by being exposed to writings from different genres and disciplines.

The course has two main components of equal weightage:

I. Core English

II. Genres and Disciplines

Course Details

I. Core English

Unit 1. 6 LHs

1. Globalization
2. Education
3. Medicine

Unit 2. 6 LHs

4. Risk
5. Manufacturing
6. Environment

Unit 3. 8 LHs

7. Architecture
8. Energy
9. Art and design
10. Ageing

Unit 4. 4 LHs

11. Writing guide
12. Grammar reference

II. Genres and Disciplines

Unit 1. Short Stories 6 LHs

1. The Empty Drum
2. A Tale
3. Amina
4. The Andhi Khola
5. The Dog of Titwal

Unit 2. Poems 6 LHs

6. New Year
7. In Just-
8. Dream Variations
9. The Brook
10. The Song
11. Now Light Has Come

Unit 3. Plays

3 LHs

12. The Sandbox

Unit 4. Essays

9 LHs

13. On Natural Death
14. A Change of Worlds
15. Hearts of Sorrow
16. Fundamentals of Scientific Management
17. The Green Frog Skin
18. The Right to Control One's Learning
19. The Myth of Sisyphus
20. The Enlightened Mind

Teaching Method

The suggested teaching method is to introduce the theme and the writing task and then guide the students to practice specific skills and put language knowledge to produce their own writings. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines, to expand their intellectual and spiritual horizons. The method, therefore, is to engage students in a dialogue about the questions and ideas raised in each text by exploring different perspectives, listening to the voices of others, and respectfully sharing their own experiences and thoughts.

Evaluation

The examinations will cover the language skills and include a range of tasks which assess students' ability to use English in a variety of contexts. Above all, the examinations will assess the students' ability to communicate effectively in English, especially in reading and writing activities using appropriate writing style. Special credit will be given to originality of expression and depth of thinking. Questions will be given from all the different units.

Prescribed Texts

Sowton, Chris. *Unlock Level 4: Reading and Writing Skills Student's Book*. Cambridge UP, 2014.

Lohani, S.P., comp, & ed. *Voices: A Reader*. Buddha Publication, 2021.

Supplementary Materials

Cambridge Advanced Learner's Dictionary. 4th ed., Cambridge UP, 2020.

Sowton, Chris. *Unlock Level 4: Reading and Writing Skills Student's and Teacher's interactive eBooks*. Cambridge UP, 2014.

Stirling, Johanna. *Unlock Level 4: Reading and Writing Skills Teacher's Book with DVD*. Cambridge UP, 2014.

Abrams, M. H., and G.G. Harpham. *A Glossary of Literary Terms*. 11th ed., Cengage, 2014.

Klarer, Mario. *An Introduction to Literary Studies*. 3rd ed., Routledge, 2013.

Macro Economics for Business

BBA 2nd Semester

Credit: 2

Lecture Hours: 32

Course Objective

This course aims to provide an understanding of macroeconomic principles, issues, and policies so that students can assess their effects on business environment, especially in the Nepali context.

Course Description

This course comprises fundamentals of macroeconomics, measurement, and structure of the national economy, consumption, saving and investment, theory of income and employment, macroeconomic issues, and policies.

Course Learning Outcomes

By the completion of the course students will be able to:

- Explain the nature of macroeconomics and the circular flow of income and expenditure and also assess the effect of macroeconomic variables and policies on the economic environment for business.
- Measure the national economy in terms of Gross Domestic Product (GDP) and analyze other national accounts.
- Derive consumption function, saving function, investment function, investment multiplier, government expenditure multiplier, tax multiplier, and foreign trade multiplier.
- Determine the equilibrium level of income and employment in the Classical, Keynesian, and IS-LM models.
- Discuss the concepts and causes of inflation, unemployment, and business cycles, assess their effects on business and the national economy and also explain other macroeconomic issues.
- Describe monetary policy, and fiscal policy and explore the effect of change in monetary policy and fiscal policy instruments in the economic environment of business.

Course Details

Unit 1: Fundamentals of Macroeconomics

3 LHs

Nature of macroeconomics; Effect of macroeconomic variables and policies on economic environment for business; and Circular flow of income and expenditure in a closed and open economy.

Unit 2: The Measurement and Structure of the National Economy

5 LHs

Gross Domestic Product (GDP): concepts and measurement; Other national accounts: GNP, NNP, NI, PI, DI, GNDI and per capita income; Concept of Green GDP, Real GDP, price indexes and inflation; Saving and wealth; and Interest rates: nominal and real interest rates.

Unit 3: Consumption, Saving and Investment**4 LHs**

Consumption function: concept, technical attributes and determinants; Saving function: concept and technical attributes; and Investment function: concept and types, marginal efficiency of capital, investment function, and determinants of investment.

Unit 4: Theory of Income and Employment**10 LHs**

Classical theory of employment and output; Keynesian theory of income determination: two sector model, three sector model, four sector model; Multiplier: investment multiplier, government expenditure multiplier, tax multiplier and foreign trade multiplier; Paradox of thrift; and IS-LM model: derivation of IS and LM curves, determination of equilibrium output and effect in equilibrium output due to change in monetary policy and fiscal policy.

Unit 5: Macroeconomic Issues and Policies**10 LHs**

Inflation: demand-pull inflation and cost-push inflation, measurement and effects; Unemployment: concepts, types and costs; Business cycles: phases; Economic growth and development: concepts and determinants; Balance of payments: concepts and components; Exchange rate: concept, fixed vs flexible exchange rate; Financial inclusion: concept and determinants; Fiscal federalism: concept and components; Public-private partnership: concepts; Monetary policy: concept, objectives and instruments; Fiscal policy: concept, instruments and objectives.

Basic Books

Abel, A.B. and Bernanke, B.S. Macroeconomics, New Delhi, Pearson Education. Latest Edition
Dwivedi, D.N, Macroeconomics: Theory and Policy, New Delhi, Tata McGraw Hill Education. Latest Edition

References

Sloman, J. and Sutcliffe, M. Economics for Business, New Delhi, Pearson Education. Latest Edition
Shreshtha, R. G. and Adhikari, G. M. Macroeconomics for Business: Theories and Applications, Kathmandu, KEC Publication. Latest Edition
Various publications and journals of NRB, OECD, ADB, CBS, World Bank, Ministry of Finance, National Planning Commission and so on.

Business Mathematics II

(BBA Second Semester)

Credits: 3

Lecture Hours: 48

Course Objectives

The course introduces mathematical techniques through examples of their application to economic and business concepts. It also tries to get students tackling problems in economics and business using these techniques as soon as possible so that they can see how useful they are.

The purpose of the course, then, is to present mathematical skills and concepts, and to apply them to ideas that are important to the management students. In addition, the course includes the basics of spreadsheet operations relating to applications of integration in business and economics, linear programming, Solving linear equations by matrix and determinant methods, application of differential equation, applications of difference equations and some numerical methods as well.

Course Description

This course deals on integration and applications in production, first-order differential equations and applications, dynamics of market price, linear inequalities and linear programming, linear algebra and applications, numerical methods for solving systems of linear equations, input/output analysis, functions of several variables and their applications in business and economics, difference equations and dynamic economic analysis.

Course Details

Unit 1: Integration and applications

8 LHs

Concept of integration, Techniques of integration (Standard form, substitution method and integration by parts), Integration of algebraic, logarithmic and exponential functions, Methods of evaluating definite integrals, Application of integration in business and economics (including consumers' surplus and producers' surplus), Area under a curve.

Unit 2: Linear inequalities and linear programming

6 LHs

Linear Inequalities in two variables, Introduction to linear programming problem, Formulation of linear programming problem, Methods of solving linear programming problems: Graphical method, Simplex method (two variables), Duality and standard minimization linear programming problems.

Online: Simplex method

Unit 3: Linear algebra and applications

7 LHs

Introduction to matrices and types of matrices, Operation on matrices: Addition and subtraction of matrices, Scalar multiplication of a matrix, Multiplication of matrices, Transpose of matrix, Determinant of a square matrix, Minors and cofactors of matrix, Singular and non-singular of matrix, Adjoint and inverse matrices, Elementary row operations, Methods of solving linear equations: Cramer's rule, Inverse matrix method (Application of linear equation for solving business and economics related problems), Gauss elimination method and Gauss- Jordan method, Input/output analysis, Technology coefficient matrix, Hawkins-Simon conditions for the viability of the system.

Lab. Work: Excel for linear algebra

Online: Gauss elimination method for solving system of linear equations, Gauss-Jordan method for solving system of linear equations and finding inverse matrices.

Unit 4: Functions of several variables

9 LHs

Functions of several variables, Applications of functions of two variables in business and economics, Partial differentiation, Applications of partial differentiation, Elasticity of demand, Utility, Production, Graphical Representations, Unconstrained optimization, constrained optimization and Lagrange multipliers.

Unit 5: First-order differential equations and applications

9 LHs

Introduction to differential equation, Order and degree of differential equation, Solution of differential equations, First-order linear differential equations with constant coefficient and constant term, Differential equation for limited and unlimited growth, Dynamics of market price, First order differential equation with variable- coefficient and variable term, Exact differential equations, Nonlinear differential equations of the first order and first degree.

Unit 6: Dynamic economic analysis and Difference equations

9 LHs

Introduction to difference equations, Solution of first order difference equations (homogeneous and non-homogeneous), Economic applications of first order difference equation: Cobweb model, Lagged Keynesian macroeconomic model, Duopoly price adjustment.

References

- Alpha C. Chiang, **Fundamental Methods of Mathematical Economics**, McGraw-Hill, Inc.
Frank S. Budnick, **Applied Mathematics for Business, Economics, and the Social Sciences**, McGraw-Hill Ryerson Limited.
G. S. Monga, **Mathematics for Management and Economics**, Vikas Publishing House Pvt. Ltd., New Delhi.
Mike Rosser, **Basic Mathematics for Economists**, Routledge Taylor & Francis Group.
Ronald J. Harshbarger, James J. Reynolds, **Mathematical Applications for the Management, Life, and Social Sciences**, Houghton Mifflin Company.
Srinath Baruah, **Basic Mathematics and its Application in Economics**, Macmillan India Ltd.
Teresa Bradley, **Essential Mathematics for Economics and Business**, John Wiley & Sons Ltd.
Vassilis C. Mavron, Timothy N. Phillips, **Mathematics for Economics and Finance**, Springer-Verlag.

Database Management System

(BBA 2nd semester)

*Credits: 3
Lecture Hours: 48*

Course Objective

The main objective of this course is to introduce different concepts of database, data modeling with ER diagram, features SQL, normalization, transaction processing, concurrency control, database recovery and some advanced database topics.

Course Description

The course covers different concepts of database management systems including database system concepts and architecture, ER diagram, relational model, SQL, normalization, transaction processing, concurrency control, and database recovery. This course also covers some advanced concepts of databases such as performance tuning, security, parallel and distributed database, data warehousing, data mining and bigdata.

Course Details

Unit 1: Database Concepts and Architecture

4 LHs

Database, Database Management System, Database Users, and Benefits of Databases; Data Models, Schemas, and Instances; Three-Schema Architecture and Data Independence; Database Languages and Interfaces; the Database System Environment; Centralized and Client/Server Architectures for DBMSs; Classification of Database Management Systems.

Unit 2: Data Modeling Using Entity-Relational Model and Relational Model

8 LHs

Using High-Level Conceptual Data Models for Database Design; Entity Types, Entity Sets, Attributes, and Keys; Relationship Types, Relationship Sets, Roles, and Structural Constraints; Weak Entity Types; ER Diagrams, Naming Conventions, and Design Issues; Relationship Types of Degree Higher Than Two; Concepts of Specialization and Generalization; Constraints and Characteristics of Specialization and Generalization; Converting ER Schema to Relational Schema; Structure of the Relational Database.

Unit 4: SQL

12 LHs

Data Definition and Data Types; Specifying Constraints; Basic Retrieval Queries; Complex Retrieval Queries; INSERT, DELETE, and UPDATE Statements; Views.

Unit 5: Relational Database Design

8 LHs

Informal Design Guidelines for Relational Schemas; Functional Dependencies; Normal Forms Based on Primary Keys; General Definitions of Second and Third Normal Forms; Boyce-Codd Normal Form; Multivalued Dependency and Fourth Normal Form; Properties of Relational Decomposition.

Unit 6: Transaction Processing and Concurrency Control, and Recovery

8 LHs

Introduction to Transaction Processing; Transaction and System Concepts; Desirable Properties of Transactions; Serializable Schedule; Two-Phase Locking and Timestamp Ordering Concurrency Control Techniques.

Unit 7: Database Recovery Techniques**4 LHs**

Recovery Concepts; NO-UNDO/REDO Recovery Based on Deferred Update; Recovery Technique Based on Immediate Update; Shadow Paging; Database Backup and Recovery from Catastrophic Failures.

Unit 8: Advanced Topics**4 LHs**

Database Performance Tuning; Database Security; Concept of Parallel and Distributed Databases; Concept of Data Warehousing and Data Mining, BigData, and NoSQL databases.

Laboratory Works:

The laboratory work includes writing SQL statements to create databases and tables, inserting and deleting data, updating data, and writing select queries.

Text Books:

1. Fundamentals of Database Systems; Seventh Edition; RamezElmasri, Shamkant B. Navathe; Pearson Education
2. Database System Concepts; Sixth Edition; AviSilberschatz, Henry F Korth, S Sudarshan; McGraw-Hill
3. NoSQL for Dummies; Adam Fowler; John Wiley & Sons, Inc.
4. Principles of Distributed Database Systems; M. Tamer Ozsü and Patrick Valduriez; Fourth Edition; Springer 2020

Reference Books:

1. Database Management Systems; Third Edition; Raghu Ramakrishnan, Johannes Gehrke; McGraw-Hill
2. A First Course in Database Systems; Jaffrey D. Ullman, Jennifer Widom; Third Edition; Pearson Education Limited

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BBA (Bachelor of Business Administration) 3rd Semester

March 2023

ACC 202: Cost and Management Accounting

BBA 3rd Semester

Credits: 3

Lecture Hours: 48

Course Objectives

The objectives of the course are to provide the students with in-depth knowledge of cost and management accounting in order to enable them to develop, arrange and classify cost information required for decision making for maximizing the profit. The course further aims at developing a sound base for higher study in accounting besides in practical knowledge required by the middle level managers to handle cost information independently.

Course Description

This course contains conceptual and theoretical foundation of cost and management accounting ; It also comprises classification and segregation of cost, accounting for material and labour, allocation, apportionment and absorption of overhead cost, costing in different situations such as service costing, income statement under variable and absorption costing techniques, standard costing system with material and labour cost variance, flexible budgeting under different levels of activities, overhead cost variance and functional budgeting.

Course Details

Unit 1: Conceptual Foundation

2 LHs

Cost accounting and management accounting; Meaning, objectives, advantages and limitations of cost and management accounting; Limitations of financial accounting; Similarities and dissimilarities in financial, cost and management accounting

Unit 2: Cost Concept and Cost Classification

4 LHs

Concept, importance and classification of cost: basic concept of cost and expense; cost classification: based on function, behavior, controllability, decision making, time of recording, planning and control, period and product cost;
Cost segregation and estimation: concept and methods of cost segregation: i) Two point method ii) Least square method and iii) Estimation of cost

Unit 3: Accounting for Materials

4 LHs

Materials/Inventory: Concept, reasons and objectives for holding material/inventory. Inventory control: Meaning, importance and techniques; Economic order quantity: concept, techniques, formula and trial & error approaches-considering discount under certainty condition; Re-order level, maximum stock level, minimum stock level, average stock level, danger level and safety stock; Concept and techniques of perpetual inventory system; Stock control through ABC analysis and just in time inventory: concept, advantages and limitations.

Unit 4: Accounting for Labour Cost**3 LHs**

Labour Cost: Concept and need for control of labour cost; Remuneration without premium plan: Features of good remuneration system, time and piece wage system; Remuneration with premium Plan: Features of premium plan, premium bonus scheme- Halsey and Rowan Plan, Taylor's Differential Piece Rate, Gant's Task and Bonus Plan.

Unit 5: Accounting for Overhead Cost**5 LHs**

Overhead Cost: Meaning, features, importance and classification; Apportionment and absorption of overhead: meaning and importance; apportionment and absorption of overhead cost based on volume, direct labour hours and direct machine hours.

Unit 6: Costing in Service Sectors**6 LHs**

Service Costing: Concept, features and scope of service costing; Preparation of cost sheet for transport service for passenger, hospital, hotel and restaurant services, limitations of service costing.

Unit 7: Accounting for Profit Planning**8 LHs**

Variable Costing and Absorption Costing: Concept, features, importance and preparation of income statement under variable costing and absorption costing; Over and under absorption of fixed manufacturing overhead and adjustment; Limitations of variable costing and absorption costing; Reconciliation of profit or loss between absorption and variable costing techniques showing the causes of differences.

Cost Volume Profit Analysis: Meaning, importance; assumptions and limitations of CVP analysis; Contribution margin or ratio, profit volume ratio; Break even analysis using contribution margin, algebraic approaches; Break-even-analysis: under various situations: changes on selling price, fixed cost, variable cost, multi-products situations, margin of safety and determination of selling price to realize desired profit ; Advantages and limitations of break even analysis.

Unit 8: Cost Accounting for Planning and Control**12 LHs**

Standard Costing: Concept of standard cost and standard costing, features, application, advantages and limitations; Difference between standard and budget.

Variance Analysis; Material variances: Concept and calculation of cost, price, usage, mix and yield variances; Labour variances: Concept and calculation of cost, efficiency, rate, mix, idle time and yield variances.

Overhead Cost Variance: Concept and calculation of capacity, efficiency and spending variances.

Budget: concept, features and importance of budget; Types of budget: sales budget, production budget, material budget & merchandize purchase budget, labour budget, manufacturing overhead budget, cost of goods manufactured budget, selling/distribution & administrative expenses budget and cost of goods sold budget.

Fixed and Flexible Budgeting: Concept and importance of fixed and flexible budgets; Difference between fixed and flexible budgets; Flexible budgeting for overhead cost control on activity levels and budget allowance for actual level attained.

Unit 9: Short term Decision Making

4 LHs

Concept, need and objectives of short term decisions in business; Cost concept in decision making: Relevant and irrelevant costs, avoidable and unavoidable costs, opportunity cost; Types of decisions: Drop or Continue, Special Offer/Order and Make or Buy

Suggested Readings

Atkinson, A. A., Kaplan, R. S., Matsumura, E.M., Young, S.M & Kumar, G. A. (2012).

Management Accounting /6e. New Delhi: Pearson Education Pvt. Ltd.

Garrison, R. H. & Noreen, E. W. (2017). *Managerial Accounting* McGraw-Hill Companies, Inc.

Lynch , R.M. & Williamson, R.W. *Accounting for Management Planning & Control*, Tata McGraw Hill Co.

Pillai, R.S.N. & Bagavathi (2017). *Cost Accounting* New Delhi: S. Chand and Company Ltd.

ENG 203: Business Communication

BBA 3rd Semester

*Credits: 3
Lecture Hours: 48*

Course Objectives

The course seeks to enable students to explore communication theories and models to determine how to communicate effectively in business settings, develop awareness and skills of structuring information, study different modalities of business communication, make effective use of business etiquette with non-verbal communication skills, identify different principles and approaches to oral and written communication in develop skills for professional presentations, adapt to new ways of communication with the help of latest technology, understand and use appropriate style and tone in spoken as well as written texts be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings, write memos, letters, and other business communications, apply formal structure and develop organization in writing memos, proposals, reports, and the like and learn the art of using essential rhetorical techniques for developing effective communication.

Course Description

This course provides the principles of effective communication and methods of applying them in organizations. It provides an understanding of communication practices and prepares readers for their assignments in the corporate world. The course includes important topics like communication in general and business communication in particular, the communication process, interpersonal communication, oral communication, writing of proposals and reports, technology-enabled communication, and presentations among others. This course includes techniques for developing practical solutions to making communication in the business context more effective. This course seeks to enhance students' cross-cultural understanding and communicative competence in varied contexts. Special attention to be given to Nepali contexts.

Course Details

Unit 1: The Communication Process

- Basics of communication
- Theories and principles of communication
- Communication methods, modes, and systems
- Writing process
- Importance of communication

- Barriers to communication

Unit 2: Business Communication

- What is business communication?
- History of business communication
- Nature of communication
- Why business communication?
- Functions and importance of business communication
- Components of business communication
- Types of business communication

Unit 3: Skills and Values in Business Communication

- Communication skills
- Organizational communication skills
- Interpersonal communication skills
- Leadership and communication skills in leadership
- Professionalism in business communication
- Writing and listening skills
- Ethical values
- Cross-cultural sensitivities

Unit 4: Writing Electronic and Other Messages

- Memos
- Notices
- Letters
- Emails
- Blogs
- Advertisements
- Press releases
- Business plans
- Grants
- Proposals
- Reports

Unit 5: Oral Communication

- Enhancing oral communication
- Presentation strategies and soft skills
- Telephone calls
- Using nonverbal communication
- Conversations and negotiations

Unit 6: Visuals and Nonverbal Communication

- Using visual aids
- Pictures
- Charts
- Graphics

Unit 7: Communication in Career Planning

- Planning and conducting a job search
- Résumés, references, and cover letters
- Group discussion and interview

Teaching Method

The suggested method of teaching is to engage students in practicing communication skills, especially in groups. It is desirable to take local examples and case studies to make the content alive and then lead students to the writing task, i.e. guide the students to practice specific skills of language knowledge necessary for communication in business. As far as possible, visits to business houses, short internships and arranging talks by leaders in the field will enhance students' knowledge and communicative competence. It is recommended to take examples from Nepali contexts as far as practicable.

Evaluation

The examinations will cover the materials specified in the course contents, and evaluate students' competence in the language skills including a range of tasks, and their ability to use English in a variety of business contexts with ease and accuracy.

Suggested Readings

- Thapa, Anirudra. *Business Communication: Principles and Applications*. Kathmandu: Asmita, 2021.
- Adhikari, Dharma, I. Hugh Holmes, Tika Lamsal, and Mike Sobiech. *Business Communication: Theory and Practice*. Kathmandu: Buddha Publications, 2020.

- Raman, Meenakshi, and Sangeeta Sharma. *Professional Communication*. 3rd ed., Oxford UP, 2017.
- Mukerjee, Hory Sankar. *Business Communication: Connecting at Work*. 2nd ed., Oxford UP, 2016.
- **Oxford Advanced Learner's Dictionary of Current English**. 10th ed., Oxford UP, 2020.
- Guffey, Mary Allen, and Dana Loewy. *Essentials of Business Communication*. 11th ed., Cengage Learning, 2019.
- Holmes, Hugh I. *English for Business Studies-I*. Buddha Publications, 2019.
- **Longman Business English Dictionary**. 2nd ed., Longman, 2018.
- Bovee, C.L., and John Thill. *Business Communication Essentials*. 7th ed., Pearson, 2016.
- Hartley, Peter, and Peter Chatterton. *Business Communication*. 2nd ed., Routledge, 2015.
- Taylor, Shirley. *Communication for Business: A Practical Approach*. Pearson, 4th ed., 2015.
- McKeown, Arthur. *Professional English in Use: Management*. Cambridge UP, 2011.
- Bargiela-Chiappini, Francesca, *The Handbook of Business Discourse*. Edinburgh UP, 2009.
- Raman, Meenakshi, and Prakash Singh. *Business Communication*. Oxford UP, 2006. Tourish, Dennis, and Owen Hargie. *Key Issues in Organizational Communication*. Routledge, 2004.
- Adair, J. *Effective Leadership: A modern guide to developing leadership skills*. Pan Books, 1986.

FIN 206: Fundamentals of Finance

BBA 3rd Semester

Credits: 3

Lecture Hours: 48

Course Objective

This course Fundamentals of Finance aims to lay the foundation for understandings fundamental concepts and principles of finance. This course equips the students with fundamental tools and techniques of financial management to prepare them to resolve complex financial issues concerning business firms.

Course Description

This course consists of the introduction to finance, financial environment, interest rates, time value of money, bond valuation, stock valuation, cost of capital, capital budgeting, and working capital.

Course Detail

Unit 1: Introduction to Finance

5 LHs

Concept of finance; Finance functions, The financial goal; Finance in organizational structure; Finance and related disciplines.

Unit 2: Financial Environment

4 LHs

Overview of financial environment; Financial instruments, Financial markets: Functions and types of financial markets; Financial institutions: Depository and non-depository financial institutions.

Unit 3: Analysis of Financial Statements

6 LHs

Financial statements and reports; Concept of financial statement analysis; Users of financial analysis; Tools of financial statements analysis; Need of financial ratio analysis; Types of financial ratios: liquidity ratios, asset management ratios debt management ratios, profitability ratios and market value ratios; Du-Pont equation; Comparative ratios and benchmarking; Uses and limitations of ratio analysis.

Unit 4: Interest rates

6 LHs

The cost of money; Interest rates levels; Determinants of market interest rates; Term structure of interest rates; Theories of term structure of interest rates; Shape of yield curve; Using the yield curve to estimate future interest rates; Macroeconomic factors influencing interest rates; and Interest rate and business decision.

Unit 5: Time Value of Money

8 LHs

Concept of time value of money; Cash flow time line; Future values and present values of a single cash flow; Computing the interest rate and the number of years;

Future value and present value of an ordinary annuity and annuity due; Computing annuity payments, periods and interest rates; Present value of perpetuities; Present value and future value of uneven cash flows; Semiannual and other compounding periods; Preparation of loan amortization schedule; Application of the concept of time value of money.

Unit 6: Bond Valuation

5 LHs

Meaning and key characteristics of bonds, Basic financial asset valuation model, Valuation of bonds: perpetual bonds, zero coupon bonds, coupon bonds with finite maturity, Bonds with semiannual coupons, required return and bond values, Changes in bond values over time, Bond yields: current yield, capital gain yield, yield to maturity and yield to call.

Unit 7: Stock Valuation

5 LHs

Meaning and key features of common stock, Common stock valuation: single and multiple holding periods, The dividend discount model: zero growth model, normal growth model, non-constant growth model, valuing the entire firm, Preferred stock: Features and valuation.

Unit 8: Cost of capital

5 LHs

Concepts and uses of cost of capital, Components of cost of capital: cost of debt, cost of preferred stock, cost of retained earnings, cost of new common stock, weighted average cost of capital; Factors affecting cost of capital.

Unit 9: Working Capital

4 LHs

Concepts of working capital; Types of working capital; Factors affecting the size of working capital; Working capital management and its significance; Operating cycle, cash conversion cycle and computing the amount of working capital requirement.

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 232: Leadership and Organizational Behavior

BBA 3rd Semester

Credits: 2
Lecture Hours: 32

Course objectives

The major objective of this course is to introduce the basic concepts and application of Organizational Behavior (OB) and Leadership. It also aims to enhance the knowledge and approaches of OB and Leadership. The course provides students with an in-depth understanding of fundamental concept and understanding of organizational behavior and leadership.

Learning Outcomes

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

- Develop basic understanding of organizational behavior
- Apply different dimensions of organizational behavior in organizational system and procedures
- Understand the importance and basic concepts of leadership
- Know the issues and approaches of leadership and their importance for organizational success

Learning Strategies

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

- **Quizzes/ Surprise Test:** Quizzes to be taken individually without prior information. The quizzes is 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 within 10 minutes of each group.
- **Case analysis:** 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 of 15 minutes on contemporary issues that are worthy enough. Home assignment in preparation of term paper can be provided.
- **Simulation:** The students need to participate in the activities that are set inside the class room. Course instructor/faculty should provide issues and make practice as in real life situation.
- **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.
- **Oral Presentation:** The Course instructor/faculty should provide issues a day before and ask them to speak 5- 10 minutes without any supportive materials in the class

Course Description

This course contains Introduction to organizational behavior, Perception and learning, Personality and job satisfaction, Organizational conflict and Stress Management, Introduction to leadership, Contemporary leadership theories and styles and leadership development etc.

Course Details

Unit 1: Introduction to Organizational Behavior

6 LHs

Concept of organizational behavior; Organizational behavior system; Levels of OB analysis; Basic assumptions of organizational behavior; Contributing disciplines to the field of organizational behavior; Mental process: beliefs, attitudes, values, needs, motives and behavior; Emotions and Cognitive dissonance; New challenges for manager in the field of OB.

Unit 2: Perception and Learning

4 LHS

Concept of perception; Factors affecting perception; Attribution theory; Attribution errors; Perception and individual decision making; Concept of learning; Learning theories; Factors influencing learning; Behavior modification.

Unit 3: Personality and Job Satisfaction

4 LHs

Concept of personality; Determinants of personality; Big Five Personality Traits; linking an individual's personality and values to the workplace; Major personality attributes influencing organizational behavior; Concept and role of job satisfaction; Measuring job satisfaction; Effects of job satisfaction on employees' performance.

Unit 4: Organizational Conflict and Stress

5 LHs

Concept of organizational conflict; Functional and dysfunctional conflict; Approaches to conflict management; Resolving conflict through negotiation; Dynamics of intergroup conflict; Concept of organizational stress; Organizational causes of stress; approaches for managing stress; Stress and innovative work behavior of employees.

Unit 5: Introduction to leadership

4 LHs

Understanding leaders and leadership; Leaders and managers; leadership effectiveness; Attributes of effective leaders; Developing leadership skills; Leadership taxonomy; Leadership and employees' innovative work behavior

Unit 6: Theories of Effective leadership & Contemporary Leadership Styles

7 LHs

Contingencies Theories: Fiedler's contingency theory, Cognitive resource theory, Path goal theory, Situational leadership theory and Multiple linkage model; Contemporary leadership styles: Transactional leadership, Transformational leadership, Charismatic leadership, Value-based leadership, Spiritual and servant leadership, Boundary spanning & team leadership.

Unit 7: Leadership Development in Organization

2 LHs

Concept of leader behaviors: supportive, directive, participative; Professional development to leaders: coaching, mentoring, counselling; Leadership development mechanisms: recruitment, training & learning, delegation, mentoring, experiential learning, 360-degree appraisal.

Suggested Readings

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

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

Newstorm, J. W., ***Organizational Behavior: Human Behavior at Work***, New Delhi: Tata McGraw_Hill Publishing Company.

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

Halder, U. K., ***Leadership and Team Building***, Oxford University Press New Delhi, India

Chalise, M. & Gautam, P., ***Leadership and Organizational Behavior***, KEC Publication, Kathmandu, Nepal

MGT 233: Seminar in Leadership & Organizational Behavior

(BBA 3rd Semester)

Credits: 1

Lecture Hours: 16

Course Description and Objective

This course aims to help the students to acquire in-depth knowledge of the literatures of leadership and organizational behavior mainly, theory and empirical evidences and to give the students practical experience by conducting a review based research project in emerging issues.

The emphasis of this course will be on recent contributions to theory and practice of leadership & OB within Nepal and globe. The course will cover articles, dissertation, project work, books etc. published in the areas of leadership & OB.

Learning Outcomes

On successful completion of this course, students will be able to:

- Familiarize with theory and empirical evidences of nature of leadership & OB practices in contemporary organization;
- Examine theories and empirical evidences on leadership & OB and enhance their abilities; in conducting research in the areas
- Understanding the emerging issues of leadership and OB and contextualize in the Nepalese settings
- Aware the theories and research results in the area of leadership and OB;
- Impart the knowledge of theory, empirical evidences and applications in the issues of leadership and OB
- Develop review based paper as outcome of seminar in the different areas of leadership & OB

Learning strategies

- The student will extensively review the conceptual paper/ theoretical paper / research paper on the basis of theoretical and empirical review
- Students need to prepare the paper with the close guidance of concerned teacher / course convener/faculty member
- Faculty member reviews and accepts or advises for revision of the review based paper
- Upon completion of review paper the student submits a final review paper to the faculty member at the department/campus
- Student should appear in seminar (presentation of review paper) that will be evaluated by concerned faculty member and other experts.
- Faculty member and expert jointly award the grades.

Seminar operationalization

- **Theoretical orientation**

6 LHs

Introduction to workshop module (Article searching, article reading, drawing materials for seminar paper for presentation)

Introduction to issues/theme of seminar and concept of thematic review

- **Implementation of seminar** **6 HRs**
- **Thematic Review/ Development & presentation of paper** **4 HRs**

Faculty member/course instructor may give issues related to OB and leadership. Students should review number of related articles/papers on given issues and develop the slides for presentation and thematic paper as outcome of seminar.

Evaluation

A student is required to undertake a review based research assignment and prepare a seminar paper at the end of the session. The seminar paper must be presented in the format as prescribed by concerned faculty/ course instructor. Evaluation of the seminar paper & presentation shall be based on the following bases:

- Written Report (Seminar paper): 70 %
- Presentation: 30%

Content/ issues elaboration

Project report/review paper is the final output of the seminar in leadership and OB course. The following contents will be

- a) Contemporary issues of Leadership and OB
- b) New challenges for managers in OB
- c) Effects of job satisfaction on employee's performance
- d) Current issues in leadership and OB
- e) Conflict management in organization
- f) Transformational leadership and employee's performance
- g) Leadership development programs in Nepalese organization
- h) Culture & ethnic differences
- i) Workforce diversity and diversity management
- j) Others

References

Articles, critical books, seminar papers, and dissertations, published internationally, regionally and locally in the area of management.

STT 201: Business Statistics

BBA 3rd Semester

Credits: 3

Lecture Hours: 48

Nature of the course: Theory and Practical with EXCEL (60% + 40%)

Course Objectives

The principal objective of Business Statistics is for students to describe data and make evidence based business decisions making using descriptive and inferential statistics that are based on well-reasoned statistical arguments. The course will cover the basic tools used to describe data for the purposes of transforming data into information. In addition, the course will present the fundamentals of statistical inference showing how it is possible to examine a small subset of data to reach conclusions about the larger set of data. The statistical tools should be introduced from an applied perspective using business related examples. Microsoft Excel software will be used throughout the course to aid in statistical analysis.

Course Description

Statistics in business and management, describing data using graphs and tables. Numerical measures: central tendency, dispersion, skewness and kurtosis. Probability: laws of probability, conditional probability. Probability distribution: discrete probability distribution and continuous probability distribution. Sampling theory: sampling techniques, sampling and non-sampling errors. Estimation: point and interval estimates. Hypothesis testing: test of significance for large samples. Linear correlation and regression.

Course Details

Unit 1: Describing Data using Graphs and Tables

4 LHs

Uses and scope of statistics in business and management, Frequency distribution, Stem-and-leaf plots, Diagrams (Simple bar diagram, Sub-divided bar diagram, Multiple bar diagram, and Pie-chart) and graphical presentation of frequency distribution – Histogram, Ogive curve, Problems using Excel.

Unit 2: Describing Data Using Numerical Measures

9 LHs

Measures of central tendency (Mean, Median and Mode), Partition values (Quartiles, Deciles and Percentiles); Measures of variation (Range, Inter quartile Range, Quartile deviations, Standard deviation); Variance and Coefficient of Variation; Measurement of skewness (Karl Pearson coefficient of skewness and Bowley coefficient of skewness); Measurement of kurtosis (Percentile coefficient of kurtosis); Five number summary, Box-and -Whisker plot, Problems using Excel.

- Unit 3: Simple Linear Correlation Analysis** **5 LHs**
 Introduction, Scatter plot, Karl Pearson's correlation coefficient including bi-variate frequency distribution, Coefficient of determination, Test of significance of sample correlation coefficient using probable error, Spearman's rank correlation coefficient, Problems using Excel.
- Unit 4: Simple Linear Regression Analysis** **4 LHs**
 Introduction, Simple linear regression models, Assumptions of linear regression model, Line of best fit, Linear regression model by least-squares method, Interpretation of regression coefficients, Properties of regression coefficient, regression coefficient for bi-variate frequency distribution, Problems using Excel.
- Unit 5: Probability** **4 LHs**
 Introduction, Sample space and events, Probability, Laws of probability, Conditional probability, Problems using Excel.
- Unit 6: Probability Distributions** **6 LHs**
 Introduction, Discrete probability distribution (Binomial distribution and Poisson distribution), Continuous probability distribution (Normal distribution), Problems using Excel.
- Unit 7: Sampling Theory** **3 LHs**
 Introduction, Population and sample, Objectives of sampling, Sampling techniques, Sampling and non-sampling errors, Standard error, Concept of central limit theorem.
- Unit 8: Estimation** **6 LHs**
 Introduction, Properties of good estimator (Consistency, Unbiasedness, Efficiency and Sufficiency), Point and interval estimates, Level of confidence, Confidence interval estimates for mean and proportion, Determination of sample size for mean and proportion, Problems using Excel.
- Unit 9: Introduction to Hypothesis Testing** **7 LHs**
 Introduction, Steps of hypothesis testing, Level of significance, Critical region, One tailed test and two tailed test, Hypothesis testing using critical value and p-value approaches, Test of significance for large samples (Z-test): Test of significance of a single mean and difference between two means, Test of significance of a single proportion and difference between two proportions, Problems using Excel.

Suggested Readings

- Davis, G. and B. Pecar. *Business Statistics using EXCEL*, Oxford University Press.
- Levine, D.V., D.F. Stephan and K. A. Szabat. *Statistics for managers using MS excel*, Pearson.
- Linda, H. and F. John. *Applied Statistics for Business and Management using Microsoft Excel*, Springer.
- Trevor, W. *Applied Statistics: Methods and Excel-Based Application*, JUTA Academics.

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:

Letter Grade	Cumulative Grade Point Average (CGPA)	Marks Obtained in Percent	Divisions / Remarks
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 WITHDRAWL

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.

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

COURSE COMPOSITION

Business Foundation Courses:		Credit Hours
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
Computer Related Courses		
IT 231	IT and Applications	3
IT 232	Database Management	3
IT 233	Business Information System	3
IT 204	E-Commerce	3
Specialization Area Courses (any Six Courses)		
Banking and Finance		
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
Industry and Services Management		
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
Micro Enterprise Management		
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
Sales and Marketing Management		
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
Account Specialization		
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

COURSE CYCLE		
	<u>First Semester</u>	15 Cr
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
	<u>Second Semester</u>	15
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
	<u>Third Semester</u>	15 Cr
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
	<u>Fourth Semester</u>	15 Cr
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
	<u>Fifth Semester</u>	15 Cr
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
	<u>Sixth Semester</u>	15 Cr
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
	<u>Seventh Semester</u>	15Cr
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 239	Business Ethics and Corporate Governance	3
PRJ 350	Summer Project	3
	<u>Eighth Semester</u>	15 Cr
.....	Specialization	3
.....	Specialization	3
.....	Specialization	3
MGT 240	Strategic Management	3
MGT 350	Internship	3

Tribhuvan University
Faculty of Management
Office of the Dean



Course detail of
BBA (Bachelor of Business Administration) 4th Semester

October 2023

FIN 207: Financial Management

BBA 4th 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 4th 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 4th 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 4th 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 4th 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.