

**BBA
Third Year
Fifth Semester**

MGT 102.3 (Credit hours 3)

Organizational Relations

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide students with an understanding of the basic concepts of individual and group behavior and relations in the context of organizations and systems.

Course Contents:

- 1. Organizational Behavior 8 hours**
Concept of OB; Contributing disciplines to OB; Challenges and opportunities in the field: Emerging trends in OB (improving quality and productivity, improving people's skills, managing workforce diversity)
- 2. Determinants of Individual Behavior 15 hours**
Attitudes; Beliefs; Values; Needs and Goals; Perception: meaning and factors affecting perception; Personality: personality traits, determinants of personality, personality and behavior; Motivation: meaning, need theories, reinforcement theories, equity theories and expectancy theories; Organizational commitment
- 3. Interpersonal and Group Behavior 15 hours**
Groups: definition, stages of group development, group structure, group tasks, group norms; Understanding work teams, types of teams, factors in managing teams; Leadership: concepts and theories (Trait; Behavioral: OHP state, Michigan, Managerial grid; Contingency Theories: Fiedler Model, Hersey & Blanchard, Path goal theory), current issues in leadership (Trust; Emotional intelligence); Communication: functions and types, communication and process, current issues in communication; Inter-group conflict: nature and causes, managing such conflicts
- 4. Organizational Relations and Dynamics 10 hours**
Organizational design, technology, work design and job autonomy; Work stress, managing stress; Organizational Culture, creating and sustaining culture; Organizational change and development, OD process, OD intervention

Text Book:

1. Robbins, Stephen P.: *Organizational Behavior: Concepts, Controversies and Applications*, Prentice-Hall of India.

Reference Books:

1. Arnold, H.J. and D. C. Feldman: *Organizational Behavior*, McGraw Hill.
2. Davis, K. and J. W. Newstrom: *Human Behavior at Work: Organization Behavior*, McGraw-Hill.
3. Dwivedi, R. S.: *Human Relations and Organizational Behavior*, Macmillan India.
4. Agrawal, G.R.: *Organizational Relations in Nepal*, M.K. Publishers, Kathmandu.

MKT 101.3 (Credit hours 3)

Principles of Marketing

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide concepts and principles of marketing with a view to develop students' skill in analyzing marketing opportunities and taking decisions in the key areas of the marketing mix.

Course Contents:

- 1. Introduction** **4 hours**
Meaning and core concepts of marketing: Marketing management concept: demand management and customer relationships. Marketing management cycle: analysis, planning, implementation and control. Marketing management philosophies: production, product, selling, marketing and societal marketing concepts. Marketing challenges in the new millennium.
- 2. Marketing Process and Environment** **4 hours**
Marketing process: targeting consumers and developing marketing mix. Marketing environment: micro and macro environmental factors affecting marketing.
- 3. Marketing Information System and Buyer Behavior** **6 hours**
Marketing information system: concept and components. Consumer behavior: buying process and determinants. Business buyer behavior: buying process and determinants.
- 4. Market Segmentation and Targeting** **4 hours**
Market segmentation: levels of market segmentation, bases for segmenting consumer and business markets. Market targeting: evaluation and selection of market segments. Positioning: concept and implementation
- 5. Product** **9 hours**
Concept and levels of product, Product classifications, Product life cycle, New product development process, Individual product decisions: product attributes, branding, packaging, labeling and product support services, Product line and mix decisions. Service marketing: nature and characteristics of service, service marketing strategies – service-profit chain, service differentiation, service quality, and service productivity
- 6. Pricing** **5 hours**
Concept of price and pricing, Internal and external factors affecting price, Pricing approaches: cost-based, value-based, and competition-based pricing. New product pricing, Product mix pricing. Price adjustment strategies, Price changes: initiating and responding to price changes
- 7. Distribution** **8 hours**
Concept of distribution, Channel functions. Channel levels for consumer and business markets. Channel design decisions. Channel management decisions. Marketing logistics: nature, importance, and goals; major logistics functions; integrated logistics management
- 8. Promotion** **8 hours**
The marketing communication process, The promotion mix strategy: push vs. pull strategies. Advertising: objectives and budgets, message and media selection. Personal selling: nature and importance. Relationship marketing, Sales promotion: objectives and tools. Public relations: nature and tools

Text Book:

1. Gary Armstrong and Philip Kotler: *Marketing An Introduction*, Pearson Education Asia

Reference Books:

1. Kotler, Philip and G. Armstrong: *Principles of Marketing*, Prentice-Hall of India.
2. Koirala, K.D.: *Fundamentals of Marketing Decisions*, M.K. Publishers.
3. Agrawal, Govind Ram: *Marketing in Nepal*, Educational Enterprises (P) Ltd.

MIS 101.3 (Credit hours 3)

Management Information System

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide the fundamental concepts of Information system to a management student from the business and operation perspective. It also enhances student's knowledge about different steps of systems and developments.

Course Contents:

- 1. Information and Data** **4 hours**
Data, Information: functions, cost and values; Difference between data and information, Components of an Information System (People Resources, Software Resources, Hardware Resources, and Network Resources), Information Technology and its importance, Business and Technology Trends
- 2. Computer Software** **5 hours**
Application Software and its type: Types of application software, Software suits, types of personal application software. Programming Languages: Machine Language, Assembly Language, Procedural languages, Object Oriented languages, HTML, System Software: System Control Software, System Support Programs: Software issues: Software evaluation and Selection, Software Licensing, software upgrades, share ware, free ware and open source code software. Enterprise Software and CAD Tools
- 3. System Analysis and Design** **7 hours**
System Analysis: Concept of system analysis; system lifecycle, System selection process: problem identification, performance definition, feasibility analysis, system recommendations; System Design: Concept, System Design Life Cycle, phase documentation, review of the system design
- 4. Database Resources Management** **5 hours**
File structure and its concepts, Online, real time and batch processing, Database Concept (character, field and records), Types of Databases (Operational , Distributed, external and hypermedia), Data warehouse, Data mining, Data Dictionary, Query Language (Select, Update and Insert), Database Administration and Data Planning.
- 5. Electronic Commerce** **5 hours**
Foundations of Electronic commerce, Business to Consumer Applications, Business to Business Applications, Consumers, Market Research and Customer Support, Infrastructure and Payments, Security, Legal and Ethical issues in Electronic Commerce, Transaction Processing Systems
- 6. Decision Support Systems** **5 hours**
Business and Decision support, Decision structure, Features of DSS, Components of DSS, Development life cycle of DSS, Benefits and Risks of DSS, Expert system and DSS.
- 7. Telecommunication and Networks** **5 hours**
Telecommunication system: Communication Processors. Communication Media and Channels, Communication Carriers and Channels. Networks: Local Area Networks, Wide Area Networks, Protocols (Simple definition), Types of Data Transmission. Client Server Architecture
- 8. Implementing IT: Ethics, Impact, and Security** **4 hours**
Ethical Issues, Impacts of IT on Organization and Jobs, Impacts on Individual at work, Protecting Information Systems
- 9. Computer Based Information System (case study)** **8 hours**
Students should prepare at least three case studies examining a corporate house and present these to the general class taking into consideration the following outline:

Workplace Productivity

- A survey of techniques for improving the productivity of practices and procedures in the workplace.

- Teaming (e.g., encouraging employees' participation in group activities, brainstorming, and making meetings more effective) and problem solving (e.g., simplifying work; charting work-flow processes; diagramming causes and effects).

Software and Hardware Concepts

- A survey of computer systems. Emphasis is on the interrelationships of hardware architecture, system software, branded, clone computers, application software and pricing schemes.
- Study also covers the effects of the design of hardware and system software on the development of application programs in a business environment.

Office Automation

1. An examination of office information systems and decision-support systems as emerging critical elements of data and information systems for business uses.

Multimedia Design and Evaluation for Information Systems Managers

2. An investigation of microcomputer-based multimedia systems and their application.
3. Emphasis is on concepts and techniques for creating professional presentations using sound, clip art, video, and text.

Text Book:

1. Jawadekar W.S.: *Management Information System*, Tata Mc-Graw Hill, 1998

Reference Books:

1. Sadagopan S.S.: *Management Information System*, PHI, 1997
2. James A O'Brien: *Management Information System*, Tata Mc-Graw Hill, 2004
3. Turban, Rainer, Potter: *Introduction to Information Technology*, Wiley, 2000

FIN 102.3 (Credit hours 3)

Finance II

BBA, Third Year, Fifth Semester

Course Objectives:

The two core courses on Finance, Finance I and Finance II, aim to provide students with basic understanding of important concepts in finance and investments. For students choosing to specialize in finance, the two core courses give them solid foundation. For students choosing to concentrate on other areas of management, the two core courses equip them adequately to understand financial decisions and communicate effectively with finance managers or finance professionals.

Course Contents:

- 1. Economics of Financial System** **3 hours**
Basic needs served by the financial system: payments, resource transfer, risk trading, the technology adopted in serving these needs: delegation, credit submission, polling, netting.
- 2. Interest Rates and Risk Premiums** **3 hours**
Interest rates and their determination, term structure of interest rates and theories of term structures; real and nominal interest rates.
- 3. Financial Intermediaries** **9 hours**
Depository institutions, their functions, and risks associated with their management -- liquidity risk, market or interest rate risk, credit risk, operations risk and other risks. Moral hazard and adverse selection problems in lending and insurance services. The economics of regulation of financial services. Structure of Nepalese Financial Markets and their regulation.
- 4. Introduction to Derivatives** **6 hours**
Call options and put options and comparison of their payoff patterns with that of bonds and stocks. Determinants of option values; valuation of options using a) Black-Scholes Formula, b) Binomial Model; Put call parity relation. Forward Contract and Future Contract; Marking to market and the margin account; Convergence of Forward and Future Price to Spot Price; The difference between Forward and Future Contract.
- 5. Application of options on capital Budgeting** **3 hours**
Flexibility in capital budgeting and the use of decision trees. Computing the value of options to expand and option to abandon.
- 6. Warrants and Convertibles** **3 hours**
Conversion value, straight bond value and market value of convertible bond. Effect of conversion on earning dilutions; Reasons for issuing convertibles and warrants; Valuation of warrants; Comparison of convertibles and warrants.
- 7. Raising Capital** **9 hours**
Cost and Benefit of Debt vs Equity; Private Placement vs General Public Offering; Venture Capital; Lease Financing
- 8. Special Topics** **12 hours**
Mergers and Acquisitions: Their Motives, their problems, their benefits; The problems and prospects for M&A in some industries in Nepali Market.
Foreign Direct Investments and Foreign Portfolio Investments: Problem and prospects in Nepalese context.
Foreign Exchange Risk and Exposures
Exchange rate risk and exposure, nature of exchange rate risk and exposure, exposure on domestic assets and liabilities and operating income.

Text Books:

1. Brealey, R.A., Myers S.C., Marcus A.J.: *Fundamentals of Corporate Finance*, McGraw- Hill International edition.
2. Kohn, Meir: *Financial Institutions and Markets*
3. Levi, Maurice D., *International Finance*, McGraw- Hill International editions.

Reference Books:

1. Brigham, Gapenski and Ehourhardt: *Financial Management*
2. Moyer, McGuigan and Kretlew: *Contemporary Financial Management*

MGT 113.3 (Credit hours 3)

Nepalese Business Environment

BBA, Third Year, Fifth Semester

Course Objectives:

This course aims to provide students with a sound understanding of environmental forces affecting business operations and to improve their ability to analyze such environmental forces on Nepalese Business. This course intends to provide students with a review of major environmental forces concept and a basic understanding of how these forces affects the operations of Nepalese Business.

Course Contents:

- 1. Environmental Analysis** **6 hours**
 - Concepts of Nepalese Business Environment
 - Components of Nepalese Business Environment
 - Environmental Scanning/Analysis (including some practical examples)
 - Environmental Analysis and its use in Strategic Management

- 2. Political Environment** **9 hours**
 - Introduction to political environment
 - Political parties and political structure in Nepal
 - Relationship between political structure and the economy
 - Government and its branches: legislative system executive system, and other constitutional bodies
 - Basic Issues in business-government relations, Government ownership of Nepalese business
 - Problems of Nepalese political environment
 - Impact analysis of overall Nepalese business by citing above political environment particularly with reference to business sector

- 3. Environment Regulations** **6 hours**

A brief overview of the following Acts

 - Foreign Investment and Technology Transfer Act 1992
 - Companies Act 1999
 - Private Firm Registration Act 1958
 - Industrial Enterprise Act 1992
 - Income Tax Act 1974
 - Value Added Tax Act 1996
 - Labor Act 1992
 - Partnership Act 1964
 - Mines and Minerals Act 1985
 - Patent Design and Trade Mark Act 1965

- 4. Economic Environment** **11 hours**
 - Economic dimensions of an economy- Analysis of these dimensions and their impact on business
 - An overview of the Tenth Plan - its objectives, targets and strategy
 - An analysis of how five year plans affect the Nepalese business operations?
 - Concept of monetary policies, current monetary policy in Nepal, and its effects on business.
 - Privatization: meaning of privatization, methods of privatization: share sales, management contract, lease, assets and business sales, others
 - Privatization policy and practices in Nepal and their affects
 - Liberalization: meaning, requirement of liberalization, internal/external liberalization, and effects of liberalization on Nepalese business
 - Industrial Policy: Concept and objective of industrial policy in Nepal
 - Trade Policy: concept and objective of trade policy, export/import trade policy
 - Employment Policy: concept and objectives of employment policy
 - Tourism Policy: concept, objectives and characteristics of tourism policy in Nepal.

- An overview of Nepal's industrial sector – structure, performance and problems.
- Natural environment and energy situation in Nepal
- Emerging business environment in Nepal

5. Socio-Cultural Environment

4 hours

- An introduction to socio-cultural environment
- Socio-cultural components: attitude and belief, religion, language, education, family structure and social organizations
- An analysis of how socio-cultural environment affects the Nepalese business

6. Global Environment

8 hours

- Concept of Globalization
- Categories of globalization: World trade (export/import), portfolio management, direct investment, multinational companies
- Regional economic groupings of Nations
- SAFTA, SAPTA and BIMSTEC - their impacts on the Nepalese business
- World Trade Organization (WTO) – Nepal's membership: opportunities and threats for the Nepalese business
- Growth potential of Nepalese business in South Asia

7. Technological Environment

4 hours

- Introduction
- Business and Technology
- Human factors and technology
- Technology policy
- Present level of technology adopted by the Nepalese business
- Impact of technological environment on the efficiency and competitiveness of Nepalese business

Text Books:

1. Pant, Prem R. (2005): *Business Environment in Nepal*. Buddha Academic Publishers and Distributors.
2. Agrawal, Govind R. (2002): *Dynamics of Business Environment in Nepal*, Kathmandu: M. K. Publishers.
3. Aswasthappa, K. (1999): *Business Environment for Strategic Management*. Mumbai: Himalaya Publishing House.