

**BBA
Third Year
Sixth Semester**

MGT 105.3 (Credit hours 3)

Entrepreneurship

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to provide fundamental concepts of Entrepreneurship and deals with issues related to the establishment, development, and management of a small enterprise. It provides students with real world examples and practical hands on exercises, and provides practical guidelines for developing a business plan to launch and run a successful business.

Course Contents:

1. Overview of Entrepreneurship 7 hours

Nature of development of entrepreneurship, definition of entrepreneurship and entrepreneur, Role of entrepreneurship in economic development: entrepreneurship, entrepreneurship, Family business and succession strategies, sources of business idea, the entrepreneurial decision process, types of start-ups, the fundamental issues in entrepreneurship

2. The Entrepreneurial and Intrapreneurial Mind 9 hours

The entrepreneurial process: identify and evaluate the opportunity, develop a business plan, determine the resources required, manage the enterprise, managerial versus entrepreneurial decision making: strategic orientation, commitment to opportunity, commitment of resources, control of resources, management structure, entrepreneurial venturing inside a corporation, causes for interest in intrapreneurship. Climate for entrepreneurship, intrapreneurial leadership characteristics

3. The Environment for Entrepreneurship 7 hours

The context of entrepreneurship, government policies, infrastructures, and assistance for entrepreneurship, international opportunities for entrepreneurs: small business venturing exporting, networking, franchising, and strategic alliances, e-entrepreneurship, e-commerce challenges and strategic, websites assistance for entrepreneurs ethics and social responsibility

4. Creativity and Business Idea 6 hours

Nature of creative process, role of creativity, sources of new ideas-consumers, existing companies, distribution channels, R & D techniques of idea generation, Business incubation: concept, importance, methods

5. Business Development plan for a new venture 9 hours

Defining the business plan, scope and value of the business plan; structure and components of business plan, measuring plan progress, updating a plan reasons for the failure of some businesses

6. Managing Early Growth and Challenges 10 hours

Managing the early growth of the new venture: to grow or not to grow, dimensions and strategies for expansion and growth, challenges and opportunities of global expansion, economic implications of growth, hitting the growth wall, financial strategies to support growth, organizational changes during growth, entrepreneurial skills and strategies: record keeping and financial controls, inventory control, human resources, marketing skills, strategic planning skills

Text Books:

1. Hisrich, Robert D. and Michael P. Peters: *Entrepreneurship*.
2. Furatko, Donald F. and Harold P. Welch: *Strategic Entrepreneurial Growth*, Harcourt Publishers: New York.
3. Agrawal, G.R., *Entrepreneurship and Small Business Management in Nepal*, M.K. Publisher, Kathmandu, 2005.

MGT 106.3 (Credit hours 3)

International Business BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to help the students in understanding the basics of international business and its environment, and develop the analytical skills required to compete effectively in this environment.

- 1. Overview of Global Business** **4 hours**
Meaning of international business and globalization, drivers of globalization, overview of changing global picture: declining trade barriers and change in communication, information and transportation technologies
- 2. International Trade Theories** **7 hours**
Adam Smith's Theory of Absolute Advantage, David Ricardo's theory of comparative advantage, Heckscher-Ohlin's theory of factor endowment, Raymond Vernon's product life-cycle theory, new trade theory based on economies of scale, theory of national competitive advantage: Porter's diamond.
- 3. Global Business Environment** **10 hours**
Political, Economic and Legal Environment
Political systems: individualism vs. collectivism; democratic vs. totalitarian, legal system: property rights, protection of intellectual property, product safety requirements, economic environment: market economy, command economy & mixed economy, interconnection of political, legal and economic system followed by a country, impact of differences in system on international business

Cultural Environment
Meaning of culture, values and norms, determinants of culture: social structure, religion, education, language, aesthetics, history and geography, impact of differences in culture on international business

Multinational Companies
Concept and characteristics of MNCs and their impact on host countries (political, economic and cultural)
- 4. World Trading System & Regional Trade Agreements** **9 hours**
Tariff and non-tariff trade-barriers, international financial system: exchange rate, exchange control and trends of exchange rate systems, role of international financial institutions: World Bank, IMF and ADB. Evolution of GATT and WTO. Regional groupings: EU, NAFTA, ASEAN and SAARC
- 5. International Strategic Management** **5 hours**
Types of strategies: international strategy, multidomestic strategy, global strategy, transnational strategy, advantages and disadvantages of these strategies.
- 6. Entry Into International Business and Strategic Alliances** **6 hours**
Market entry decisions: timing of entry, scale of entry and strategic commitments, entry modes: exporting, licensing, franchising, joint ventures. Choice of entry mode, comparison of green-field and acquisition, advantages and disadvantages of strategic alliances
- 7. International Marketing** **7 hours**
International marketing management, international market positioning, product policy, pricing issues, promotion issues, and distribution issues: international distribution and channels of distribution.

Text Book:

1. Robert Bennett: *International Business*, Pearson Education

Reference Books:

1. John Daniels and W H Radebough: *International Business: Environments and Operations*, Pearson Education
2. Czinkota, Michael R, Ron Kainon: I.K, L Moffett, M.H. *International Business*, Thompson South-Western.
3. Hill, Richard: *International Business: Concepts & Issues*, Tata McGraw Hill, 5th edition

MGT 104.3 (Credit hours 3)

Operations Management

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to acquaint students with current operations management practices and research results and with the core concepts, tools, models and managerial considerations used in making operations management decisions.

Course Contents:

- 1. Introduction** **3 hours**
Definition, operations functions and its environments, operations objectives, operations system, the life cycle approach, historical development of operations management, productivity and competitiveness
- 2. Manufacturing Environment** **3 hours**
Product design, frequency of decision changes, process selection, automation, process flow design
- 3. Service Environment** **3 hours**
Nature and importance of services, designing service organization, service blue printing, service guarantees
Total Quality Management: Philosophical elements, quality specification and quality costs, statistical quality control, process control, acceptance sampling, ISO 9000
- 4. Supply Chain Management** **3 hours**
Supply chain strategy, supply chain design strategy, outsourcing, and mass customization
- 5. Forecasting** **6 hours**
Demand management, components of demand, qualitative techniques in forecasting, time series analysis, causal relationship forecasting
- 6. Capacity Planning** **3 hours**
Important capacity concepts, capacity planning
- 7. Product Design and Process Selection** **5 hours**
Concept, classification, process and approaches, designing products for manufacture and assembly, process selection, flow design, nature of services as a product, service-system design matrix, emerging issues in products design
- 8. Aggregate Sales and Operations Planning** **6 hours**
Overview of sales and operations planning activities, the aggregate operations plan, aggregate planning techniques, yield management
Waiting Line Theory: Economies of the waiting line problem, the queuing system, waiting line characteristics, simple waiting line models
- 9. Inventory Systems** **5 hours**
Inventory costs, independent vs. dependent demand, inventory systems, basic model types, EOQ models, problems in determining realistic costs, materials requirement planning systems and its structure
- 10. Japanese operation management** **3 hours**
Features of Japanese operation management, Elements of JIT system, stabilizing schedule, elimination of waste, JIT implementation requirement, Flexible manufacturing system, Concept of Kanban and Kaizen
- 11. Waiting Line Theory** **3 hours**
Economies of the waiting line problem, the queuing system, waiting line characteristics, simple waiting line models
- 12. Total Quality Management** **5 hours**
Philosophical elements, quality specification and quality costs, statistical quality control, process control, acceptance sampling, ISO 9000

Text Books:

1. Chase, Richard B. and Nicholas J. Aquilano: *Production and Operations Management: A life cycle approach*, Irwin.
2. Adam, Everett E. Jr and Ronald J. Ebert: *Production and Operations Management*, Prentice Hall of India.

MGT 103.3 (Credit hours 3)

Human Resource Management

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to familiarize the students with the basic concepts and functions of HRM in the context of Nepal.

Course Contents:

- 1. HRM in Context 7 hours**
Concept, nature, objectives, and functions of Human Resource Management; Personnel Management Vs. Human Resource Management; Human Resource Management system; Importance of Human Resource Management; The changing world of work and the changing role of Human Resource professionals; Human resource strategy-concept and perspectives; Environment of Human Resource Management in Nepalese organization; International perspective of Human Resource Management; Ethical issues in Human Resource Management
- 2. Meeting Human Resource Requirements 8 hours**
Human resourcing and Human Resource planning concepts and importance; Human Resource Information System and Human Resource Inventory importance and uses, succession planning; job analysis, job specification, job description; Attracting a high performing workforce-recruitment and selection, internal and external recruitment, Testing and selecting employees-selection tests and tools; Classification and differential placement
- 3. Developing Human Resources 6 hours**
Concept and importance of developing Human Resource; Employee socialization; Determining training needs; Considerations in design of the training programmes-on-the-job vs. off-the-job training; Developing managers-methods of management and leadership development; Mentoring; Empowerment; Evaluating training effectiveness
- 4. Performance and Effectiveness 4 hours**
Role of Human Resource in a firm's competitiveness; Concept and methods of evaluating employee performance; Emerging concepts and issues in performance appraisal; Career development
- 5. Compensation 8 hours**
Concept; Compensation programmes; job evaluation system-methods and process; The compensation structure; Incentive system-gain –sharing incentive plans, employee benefits and services; Retirement programmes; Retirement benefits; Executive compensation; Compensation in Nepal-government regulations, minimum wages, social welfare factors, and incentive compensation; Emerging concepts and issues in compensation management
- 6. Occupational Health and Safety 3 hours**
Concepts, importance, legal provisions, practices and emerging issues in OHS
- 7. Managing Employee Relations, Change and Communication 4 hours**
Human Resource Management Communications – concept, Human Resource Management Communications communication programme; Employee handbook, Mechanism of effective communications; Organizational culture, change and human resources; job stress factors; Spirituality in the workplace; Participation, partnership and employee involvement
- 8. Industrial Relations 8 hours**
Changing nature of the employment relationship; Industrial relations – concept; Trade unions; Employers associations; Labor legislation in Nepal along with important provisions; Collective bargaining-concept and process; Disciplinary actions; Grievance handling; Conflict management –unilateral, joint and third party decisions; Dismissal redundancy and outplacement; Current situation of IR in Nepal; Emerging concepts in industrial relations

Text Books:

1. Decenzo, D.A. and Robbins, S.P.: *Human Resource Management*, Prentice-Hall, India.
2. Dessler, Gary.: *Human Resource Management*, Prentice-Hall, India

LAW 102.3 (Credit hours 3)

Business Law

BBA, Third Year, Sixth Semester

Course Objectives:

This course aims to provide students with a sound understanding of major laws affecting the operation of business enterprises in the context of Nepal.

Course Contents:

- 1. Introduction** **5 hours**
Nature, types and source of law; meaning and sources of business law in Nepal; importance of legal environment; the court system, jurisdiction, and civil procedures in Nepal
- 2. Essentials of Nepalese Contract Law** **6 hours**
Valid, Void voidable contracts; essentials of a valid contract; offer and acceptance; consideration; privacy of contract; free consent; contingent contract; performance of contract; termination of contract; breach of contract and remedies
- 3. Bailment and Pledge** **3 hours**
Meaning of bailment and pledge; rights and duties of bailor/bailee and pledger/pledge; pledge by non-owner, finder of lost goods; discharge of liability
- 4. Indemnity and Guarantee** **3 hours**
Contract of indemnity and guarantee; rights and duties of surety
- 5. Laws Relating to Sale of Goods** **4 hours**
Meaning and feature of the contract of sale of goods; types of goods; conditions and warranties; transfer of ownership; unpaid seller; performance of the contract of sale of goods
- 6. Law of Agency** **4 hours**
Nature and modes of creating of agency, rights and duties of agents, sub-agents, principal, substitute agent, procedure of registration in agency business
- 7. Incorporation and Management of Companies under the Company Act** **9 hours**
Incorporation, registration, shares and debentures, board of directors and board meeting, minutes and resolution, auditing, dissolution, winding up, liquidation
- 8. Important Provisions of other Major Laws** **9 hours**
Industrial Enterprises Act, Foreign Investment and Transfer of Technology Act, Arbitration Act, Financial Institutions Act, Insurance Act, Cyber Laws, legal provisions relating to negotiable instruments, Insurance Act
- 9. Laws Relating to Intellectual Property rights** **5 hours**
Major provisions of TRIPS Agreement (patent, design, trademark, geographical condition etc.) legal regime of T.T under TRIPS, Nepalese IPRS laws vis-à-vis TRIPS

Text Books:

1. Smith, L.Y., G.G. Roberson, R.A. Mann, and B.S. Roberts: *Business Law*, West publishing Co.
2. *Nepal Acts Collections* (several volumes).

Reference Books:

1. Abbot, K.R. and N. Pendlebury: *Business Law*, ELBS.
2. Shrestha Ram Prasad: *Legal Environment of Business In Nepal*
3. Kalika, S.N.: *Business Law*, Buddha Academic Enterprises Pvt. Ltd