

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**First Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Microeconomics**

Total Marks: 100

Course Code: **MGT 311**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: First

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Description**

The course aims to acquaint the students with basic concepts of Microeconomic Theory. The course incorporates seven units. The first unit deals with the introductory part of microeconomics. The second unit concerns with demand and supply analyses. Likewise, the third unit deals with consumer behaviour. The fourth unit deals with production theory. The fifth unit discusses the basic concepts of costs and revenues. The Sixth unit analyses the features of various markets; and explains price and output determination. Finally, the seventh unit deals with preliminary theories of the determination of factor pricing.

**2. General Objectives**

The general objectives of the course are as follows:

- To acquaint the students with basic concepts of microeconomics.
- To enable the students to apply the concept of elasticity in demand and supply analyses.
- To acquaint the students with consumer behaviour regarding ordinal and cardinal approaches.
- To discuss production functions.
- To enable the students to compare and analyze the various concepts of costs and revenues.
- To enable the students to become familiar with different types of markets.
- To introduce the students to rent, wages, interest and profit; and their determination.

**3. Specific Objectives**

Specific Objectives	Course Contents
<ul style="list-style-type: none"> <li>• Discuss basic microeconomic issues and the differences between microeconomics and macroeconomics</li> <li>• Describe the concept of opportunity cost, normative economics and positive economics</li> <li>• Describe the importance of microeconomics and the basic concepts of economic models</li> </ul>	<p><b>Unit I: Microeconomics: Introduction and basic concepts (6)</b></p> <p>1.1 Meaning and definition of microeconomics</p> <p>1.2 Basic microeconomic issues: scarcity, efficiency and alternative uses of resources</p> <p>1.3 Differences between microeconomics and macroeconomics</p> <p>1.4 Opportunity cost, normative economics and positive economics</p> <p>1.5 Importance of microeconomics in business decision making</p> <p>1.6 Economic models: meaning and use of economic models</p>
<ul style="list-style-type: none"> <li>• Discuss the concepts of demand and supply</li> <li>• Plot demand and supply curves; and clarify how market moves to an</li> </ul>	<p><b>Unit II: Demand and Supply Analysis (7)</b></p> <p>2.1 Demand</p> <p>2.1.1 Meaning of demand and quantity demanded</p> <p>2.1.2 Individual demand curve and market demand curve</p> <p>2.1.3 Determinants of demand</p> <p>2.1.4 Movements along demand curve and shift of</p>

<p>equilibrium position</p> <ul style="list-style-type: none"> <li>• Appreciate the implications of government price controls</li> <li>• Discuss the elasticity of demand and supply</li> <li>• Analyze the use of elasticity in business</li> </ul>	<p>demand curve</p> <p>2.2 Supply</p> <p>2.2.1 Meaning of supply and quantity supplied</p> <p>2.2.2 Individual supply curve and market supply curve</p> <p>2.2.3 Determinants of supply</p> <p>2.2.4 Movements along supply curve and shift of supply curve</p> <p>2.3 Equilibrium in market: meaning and explanation regarding to excess demand, excess supply, ceiling price, and floor price</p> <p>2.4 Elasticity of demand</p> <p>2.4.1 Meaning and types: price elasticity, income elasticity, and cross elasticity</p> <p>2.4.2 Measurement of price elasticity of demand: Total expenditure method, point elasticity and arc elasticity</p> <p>2.5 Elasticity of supply: basic concepts</p> <p>2.6 Use of elasticity in business</p>
<ul style="list-style-type: none"> <li>• Explain the concept of diminishing marginal utility</li> <li>• Discuss the difference between cardinal and ordinal analyses of utility</li> <li>• Describe ordinal analysis</li> </ul>	<p><b>Unit III: Theory of Consumer Choice (8)</b></p> <p>3.1 Concepts of utility, the law of diminishing marginal utility</p> <p>3.2 Cardinal analysis Vs. Ordinal analysis</p> <p>3.3 Ordinal analysis</p> <p>3.3.1 Indifference curve: properties, marginal rate of substitution (MRS)</p> <p>3.3.2 Concept of budget line</p> <p>3.3.3 Consumer's equilibrium: interaction of indifference curve and budget line, price effect, income effect, and substitution effect</p> <p>3.3.4 Derivation of demand curve using ordinal analysis</p>
<ul style="list-style-type: none"> <li>• Explain the concept of production function</li> <li>• Analyze the production function with one variable input</li> <li>• Discuss the production functions with two variable inputs</li> </ul>	<p><b>Unit IV: Production Theory (7)</b></p> <p>4.1 Concepts of production function</p> <p>4.2 Production functions with one variable input</p> <p>4.2.1 Total, average and marginal product</p> <p>4.2.2 Law of variable proportions</p> <p>4.3 Production functions with two variable inputs</p> <p>4.3.1 Isoquants</p> <p>4.3.2 Marginal rate of technical substitution (MRTS)</p> <p>4.3.3 Optimal combination of inputs</p> <p>4.3.3.1 Isocost lines and expansion path</p> <p>4.3.3.2 Optimal input combination</p> <p>4.3.4 Laws of returns to scale</p>
<ul style="list-style-type: none"> <li>• Explain various concepts and types of costs</li> <li>• Derive total, average, and marginal revenue curves under perfect and imperfect markets</li> </ul>	<p><b>Unit V: Theory of Costs and Revenues (7)</b></p> <p>5.1 Concepts and types of costs</p> <p>5.1.1 Fixed and variable costs</p> <p>5.1.2 Accounting and economic costs</p> <p>5.1.3 Sunk costs</p> <p>5.1.4 Short-run total, average, and marginal costs: meaning, schedules and curves</p>

<ul style="list-style-type: none"> <li>• Discuss the conditions for profit maximization by firms</li> </ul>	<p>5.1.5 Long-run total, average, and marginal costs: Meaning, schedules and curves</p> <p>5.2 Concepts of revenues : Total, average, and marginal revenues in perfect and imperfect markets: meaning, schedules and curves</p> <p>5.3 Profit maximization</p>
<ul style="list-style-type: none"> <li>• Discuss the features of various types of markets; and to identify similarities and dissimilarities</li> <li>• Depict the price and output determination under various types of markets in short-run and long-run; and identify similarities and dissimilarities</li> <li>• Explore the sources of monopoly</li> <li>• Assess social costs of monopoly</li> <li>• Explain the features of oligopolistic competition</li> </ul>	<p><b>Unit VI: Market Structures and Product Pricing (7)</b></p> <p>6.1 Concepts of market</p> <p>6.2 Perfect competition</p> <p>6.2.1 Features</p> <p>6.2.2 Price and output determination in short-run</p> <p>6.2.3 Price and output determination in long-run</p> <p>6.3 Monopoly</p> <p>6.3.1 Features</p> <p>6.3.2 Price and output determination in short-run</p> <p>6.3.3 Price and output determination in long-run</p> <p>6.3.4 Sources of monopoly</p> <p>6.3.5 Social costs of monopoly</p> <p>6.4 Monopolistic competition</p> <p>6.4.1 Features</p> <p>6.4.2 Price and output determination in short-run</p> <p>6.4.3 Price and output determination in long-run</p> <p>6.5 Oligopolistic competition: Features</p>
<ul style="list-style-type: none"> <li>• Explain the meaning of rent, wages, interest and profit</li> <li>• Analyze wages fund theory</li> <li>• Discuss the liquidity preference theory of interest</li> <li>• Assess the uncertainty bearing theory of profit</li> </ul>	<p><b>Unit VII: Theory of Factor Pricing (3)</b></p> <p>7.1 Rent</p> <p>7.1.1 Meaning</p> <p>7.1.2 The Ricardian theory of rent</p> <p>7.2 Wages</p> <p>7.2.1 Meaning</p> <p>7.2.2 The wages fund theory</p> <p>7.3 Interest</p> <p>7.3.1 Meaning</p> <p>7.3.2 The liquidity preference theory of interest</p> <p>7.4 Profit</p> <p>7.4.1 Meaning</p> <p>7.4.2 The uncertainty bearing theory of profit</p>

*Note:* The figures in the parentheses indicate the approximate periods for the respective units.

#### 4. Prescribed books

##### Text books

Mankiw, N.G. (2011). *Principles of Microeconomics*. Sixth Edition, USA: South-Western College publications.

Salvatore, D. (2011). *Managerial Economics*. New Delhi: Oxford University Press.

##### References

Gillespie, A. (2010). *Business Economics*. New York: Oxford University Press.

Lipsey and Chrystal (2011). *Economics*, Twelfth Edition, New York: Oxford University Press.

Pindyck, R.S.; Rubinfeld D.L. and Mehata, P.L.(2009). *Microeconomics*. Delhi: Pearson.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **English Grammar and Composition**

Course Code: **MGT 315**

Nature of course: Theory

Semester: First

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Introduction

This is a compulsory English course for BBA students irrespective of their major subjects. The course exposes the students to the basic grammar that they require in their day-to-day academic settings at the undergraduate level. The grammar is introduced in context through the texts and further practice is provisioned through exercises. The course also helps students sharpen their reading and writing skills through various texts and composition exercises. Additionally, the course will also introduce critical thinking skills and they will be given opportunities to practice those skills in class through a variety of texts and tasks.

### 2. General Objectives

General objectives of this course are as under

- Help students produce grammatically correct English
- Expose them to the variety of reading texts
- Develop writing skills for the academic work at undergraduate level and give them practice in writing exercises
- Introduce them to the academic vocabulary items used in academic settings
- Develop in students the ability to think critically

### 3. Contents in detail with Specific Objectives

Specific Objectives	Contents in Detail
<ul style="list-style-type: none"><li>• Make sentences using appropriate tenses in speech and writing</li><li>• Use modals in the correct syntagmatic patterns</li><li>• Supply correct prepositions, adjectives and adverbs</li><li>• Use the right verbs in the given contexts</li><li>• Use conditionals, clauses, questions in the given contexts</li></ul>	<b>Unit I: Grammar (16)</b> <ul style="list-style-type: none"><li>1.1. Tenses</li><li>1.2. Modals</li><li>1.3. Determiners pronouns and noun phrases</li><li>1.4. Prepositions, adjectives and adverbs</li><li>1.5. Verb structures</li><li>1.6. Word formation</li><li>1.7. Conditionals, clauses, questions, indirect speech</li><li>1.8. Sentences and varieties of english</li></ul>
<ul style="list-style-type: none"><li>• Predict and preview texts using a variety of strategies</li><li>• Read for main ideas</li><li>• Read and comprehend different text types</li><li>• Read for details</li></ul>	<b>Unit II: Reading (8)</b> <ul style="list-style-type: none"><li>2.1. Prediction and previewing skill</li><li>2.2. Skimming skill</li><li>2.3. Reading for comprehension</li></ul>

<ul style="list-style-type: none"> <li>• Locate specific information in texts</li> <li>• Use graphic organizer to comprehend the texts</li> <li>• Identify source of information</li> </ul>	2.4. Reading for details 2.5. Scanning skill 2.6. Reading strategies 2.7. Reading sources
<ul style="list-style-type: none"> <li>• Develop and analyze paragraphs of different genres</li> <li>• Plan and make outline for writing</li> <li>• Revise, edit and rewrite</li> <li>• Write summaries</li> <li>• Write personal response to the texts</li> <li>• Write different letters</li> <li>• Write different types of essays</li> </ul>	<b>Unit III: Writing (8)</b> 3.1. Paragraph writing 3.2. Preparing outlines 3.3. Process writing: plan, draft, revise, edit 3.4. Summary writing 3.5. Responding to texts 3.6. Writing letters 3.7. Writing essays
<ul style="list-style-type: none"> <li>• Use dictionary to find meaning</li> <li>• Identify different types of information in the dictionary</li> <li>• Use academic words in their writing</li> <li>• Find appropriate meaning of new vocabulary in different contexts</li> <li>• Use phrasal verbs in the given contexts</li> <li>• Analyze the composition of words</li> </ul>	<b>Unit VI: Vocabulary (8)</b> 4.1. Using a mono-lingual dictionary 4.2. Differentiate literal meaning and idiomatic meaning 4.3. Learning selected words from the academic word list (AWL) 4.4. Guessing meaning in contexts 4.5. Learning phrasal verbs 4.6. Understanding the composition of words and phrases
<ul style="list-style-type: none"> <li>• Explain ideas to demonstrate comprehension</li> <li>• Reflect on the ideas in the texts</li> <li>• Connect ideas across texts or readings</li> <li>• Relate personal experience to the topic</li> <li>• Synthesize information from texts and personal experience</li> <li>• Evaluate experiences and events</li> <li>• Consider social responsibility on various levels</li> </ul>	<b>Unit V: Critical Thinking (5)</b> 5.1. Comprehension skills 5.2. Reflection on the ideas in the texts 5.3. Connecting ideas across texts or readings 5.4. Relating personal experience to the topic 5.5. Synthesizing skills 5.6. Evaluating experiences and events 5.7. Considering social responsibility on various levels

#### 4. Prescribed books

##### References

Gramer, M.F. and Ward, C. S. (2011). *Q: Skills for Success (Reading and Writing) – 3*. New York: Oxford University Press. (*All Units*)

Lloyd, M. and Day, J. (2011). *Active Grammar, Level 3*. Cambridge: Cambridge University Press. (*Unit I*)

##### Dictionary

Hornby, A.S. (2010). *Eighth Edition. Oxford Advanced Learner's Dictionary*. Oxford: Oxford University Press.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business mathematics I**

Total Marks: 100

Course Code: **MGT 312**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: First

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Description**

The course incorporates seven units. The first and second units provide basic knowledge of algebra and coordinate geometry. The third unit is concerned with the set theory and logic. Various types of functions, their graph and applications will be dealt with in units four and five. Unit six is devoted exclusively to mathematics of finance. This unit analyses the features of various markets; and explains price and output determination. Unit seven will provide detailed knowledge of system of linear equations, matrices, determinant and their applications in business and economics.

**2. General Objectives**

The general objectives of the course are as follows:

- To familiarize the students with basic algebra and equations for business applications.
- To impart the knowledge of plotting graphs, and enhance the problem solving capacity by using equations.
- To provide students with a sound understanding of logic, set and counting for improving their problem solving capabilities.
- To familiarize the students with concept of function, its range, graph, and types.
- To enable the students to understand the concept and equations of exponential and logarithmic functions.
- To provide students with a sound understanding of mathematics of finance and to enhance their problem solving capabilities.
- To provide sound knowledge of systems of linear equations and matrices to handle various problems.

**3. Specific Objectives and Contents**

Specific Objectives	Course Contents
<ul style="list-style-type: none"> <li>• Describe the real numbers.</li> <li>• Explain polynomials and factoring</li> <li>• Describe rational expressions</li> <li>• Describe problems having exponents</li> <li>• Explain the difference between</li> </ul>	<p><b>Unit I: Algebra and Equations (4)</b></p> <p>1.1 The real numbers</p> <p>1.2 Polynomials</p> <p>1.3 Factoring</p> <p>1.4 Rational expressions</p>

<p>equation and identity</p> <ul style="list-style-type: none"> <li>To solve quadratic equations</li> </ul>	<p>1.5 Exponents and radicals</p> <p>1.6 First-degree equations</p> <p><b>1.7 Quadratic equations</b></p>
<ul style="list-style-type: none"> <li>Explain students to plot the graph of equations and inequalities</li> <li>Express business related problems by using equations and inequalities</li> <li>Solve the problems by using equations and inequalities</li> <li>Explain the solution procedure of polynomial and rational inequalities</li> </ul>	<p><b>Unit II: Graphs, Lines, and Inequalities (5)</b></p> <p>2.1 Graphs</p> <p>2.2 Equations of lines</p> <p>2.3 Linear models</p> <p>2.4 Linear inequalities</p> <p>2.5 Polynomial and Rational Inequalities</p>
<ul style="list-style-type: none"> <li>Discuss the basic concept of logic</li> <li>Describe sets and express the statement in the set form</li> <li>Apply different set operations to the particular problem</li> <li>Identify the number of elements contained in the particular set</li> <li>Discuss the difference between permutation and combination and solve related problems</li> </ul>	<p><b>Unit III: Logic, Sets and Counting (8)</b></p> <p>3.1 Logic</p> <p>3.1.1 Statements</p> <p>3.1.2 Logical connectives</p> <p>3.1.3 Logical equivalence</p> <p>3.1.4 Tautology and contradiction</p> <p>3.2 Sets</p> <p>3.2.1 Set representation</p> <p>3.2.2 Venn diagram</p> <p>3.2.3 Set operations</p> <p>3.2.4 applications</p> <p>3.3 Basic counting principles</p> <p>3.4 Permutations and combinations</p>
<ul style="list-style-type: none"> <li>Describe the concept of function, dependent and independent variables</li> <li>Describe learners to plot the graph of function</li> <li>Explain linear function and its application</li> <li>Explain quadratic function and its application</li> <li>Describe the concept of polynomial and rational functions</li> </ul>	<p><b>Unit IV: Functions and Graphs (6)</b></p> <p>4.1 Functions</p> <p>4.1.1 Dependent and Independent variables</p> <p>4.1.2 Domain and Range</p> <p>4.2 Graph of a function</p> <p>4.3 Linear function and its applications</p> <p>4.4 Quadratic function and its applications</p> <p>4.5 Polynomial functions</p> <p>4.6 Rational functions</p>
<ul style="list-style-type: none"> <li>Describe the concept of exponential growth and decay</li> <li>Discuss the application of exponential functions</li> </ul>	<p><b>Unit V: Exponential and Logarithmic Functions (6)</b></p> <p>5.1 Exponential functions</p> <p>5.2 Applications of exponential functions</p> <p>5.3 Logarithm</p>

<ul style="list-style-type: none"> <li>• Explain the concept of logarithm</li> <li>• Describe logarithmic functions and their application</li> <li>• To solve logarithmic and exponential equations</li> </ul>	<p>5.4 Logarithmic functions  5.5 Applications of logarithmic functions  5.6 Logarithmic and exponential equations</p>
<ul style="list-style-type: none"> <li>• Describe simple interest and discount</li> <li>• Discuss the difference between simple and compound interest</li> <li>• Explain the meaning of continuous compounding</li> <li>• Explain the meaning of annuities, interest rates and solve related problems</li> </ul>	<p><b>Unit VI: Mathematics of Finance (8)</b></p> <p>6.1 Simple interest and discount  6.2 Compound interest  6.3 Continuous compounding  6.4 Annuities</p> <p>6.3.1 Future value  6.3.2 Sinking funds  6.3.3 Present value  6.3.4 Amortization</p>
<ul style="list-style-type: none"> <li>• Explain the concept of basic matrix operations and matrix products</li> <li>• Explain the systems of linear equations and their application</li> <li>• Compute the value of determinant</li> <li>• Explain matrix inverses</li> <li>• Solve systems of linear equations by using Cramer's rule</li> </ul>	<p><b>Unit VII: Systems of Linear Equations and Matrices (8)</b></p> <p>7.1 Basic matrix operations, matrix products  7.2 Systems of two linear equations in two variables  7.3 Larger systems of linear equations  7.4 Applications of systems of linear equations  7.5 Determinant  7.6 Matrix inverses  7.7 Applications of matrices</p>

#### 4. Prescribed books

##### Text Book

Lial M, Hungerford Thomas W. and John Holcomb: *Mathematics with Applications*, Tenth Edition, Pearson.

##### Reference Book

Barnett Raymond A., Ziegler Michael R. and Karl E. Byleen: *College Mathematics for Business, Economics, Life Sciences and Social Sciences*, Twelfth Edition, Pearson.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Management**  
Course Code: **MGT 313**  
Nature of course: Theory  
Semester: First  
Level: BBA

Total Marks: 100  
Pass Marks: 45  
Time per period: 1 hr.  
Total periods: 45  
Credit hours: 3

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**1. Course Introduction:**

The course is designed to provide the learning on management thought, process, and role of managers in organization so that the students will be able to deal with managerial and business issues tactfully. The course will also be supportive to make students competent and adaptive in the global environment. The course contains seven units. The first unit covers the nature and process of management. It also includes the skill and role of managers. The second unit comprises an evolution of management thoughts, approaches and significant contributions in management. Rest of the units are related with the functions of management. These units are significant to develop the managerial, entrepreneur and leadership qualities of the students.

**2. Course Objectives**

The general objectives of the course are as follows:

- To acquaint the learners with nature, process and functions of management
- To acquaint the learners to identify the appropriate role and skill to undertake a managerial responsibility
- Enable the learner to build confidence and insight in the management thought
- To familiarize students with principles of management and evolution of management thoughts.
- To provide knowledge of planning to build a vision.
- To enable the learners to make the decisions within the context of task and environment
- To help the learners to develop an understanding about the nature of organization, task and management
- To make understand students the behavioral implication of different structures
- Enable the learners to identify the appropriate leadership style for a given environment
- Enable the learner to design an appropriate control program

### 3. Specific Objectives and Contents

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Explain the nature ,role and skill of the managers in an organization</li> <li>• Discuss the scientific and creative role of managers</li> <li>• Explain the managerial skills</li> </ul>	<p><b>Unit I: Nature of Management (4)</b></p> <p>1.1 Meaning of organization ,management, and managers</p> <p>1.1.1. Management as science or art</p> <p>1.1.2. Management as a process with four functions</p> <p>1.1.3. Importance of managers in organization</p> <p>1.1.4. Concept of efficiency, effectiveness and value addition to organization</p> <p>1.2 Managerial roles</p> <p>1.2.1 Interpersonal ,Informational and decisional roles</p> <p>1.3 Managerial skill</p> <p>1.3.1.Technical, Interpersonal and conceptual skills</p>
<ul style="list-style-type: none"> <li>• Explain the process of evolution of the management theories</li> <li>• Explain the principles of management</li> <li>• Discuss the relevance of different management theories under the current situation</li> <li>• Explain the contribution of other disciplines</li> </ul>	<p><b>Unit II :Evolution of Management Thought (8)</b></p> <p>2.1 Contribution of classical and modern theories:</p> <p>2.1.1 Scientific, General administrative and Human resource approach and quantitative approach to management</p> <p>2.2 Principles of management</p> <p>2.2.1 FW Taylor and Henry Fayols' contribution</p> <p>2.3 Process , system, and contingency approaches</p> <p>2.4 Contribution of other discipline like sociology, political science, economics and psychology in management</p>
<ul style="list-style-type: none"> <li>• Explain planning as the foundation of the management process</li> <li>• Describe objectives and MBO</li> </ul>	<p><b>Unit III: Planning for Management (4)</b></p> <p>3.1 Meaning and purpose of planning</p> <p>3.1.1 Layers and types of planning in organization</p> <p>3.2 Objectives and types of objectives as basis for planning</p> <p>3.2.1 Objective setting in organization</p> <p>3.2.2 Concept of MBO</p>
<ul style="list-style-type: none"> <li>• Explain the decision making process and styles in organization</li> <li>• Discuss the decision making styles and practices</li> </ul>	<p><b>Unit IV: Decision Making in Management (5)</b></p> <p>4.1 Decision making process</p> <p>4.1.1 Decision making under rationality and bounded rationality</p> <p>4.1.2 Decision making styles of managers</p> <p>4.1.3 Group decision making concepts</p>
<ul style="list-style-type: none"> <li>• Explain the foundation and importance of structure in organization</li> <li>• Discuss the elements of an organizational structure and organizational structures in practice</li> <li>• Describe the key determinants of the structure.</li> <li>• Explain departmentalization and its basis</li> </ul>	<p><b>Unit V: Creating a Structure in Organization (8)</b></p> <p>5.1 Meaning and purpose of having a structure in organization</p> <p>5.2 Elements of an organizational structure</p> <p>5.2.1 Job specialization, chain of command, span of control, etc</p> <p>5.3 Organizational structures in practice</p> <p>5.3.1 Bureaucratic vs organic structure, Simple structure, Matrix, virtual structure</p> <p>5.4 Organizational structure and the human behavior</p> <p>5.5 Key determinants of the structure</p> <p>5.6 Departmentalization and its basis</p>

<ul style="list-style-type: none"> <li>• Discuss motivation and leadership as crucial functions of manager</li> <li>• Discuss the different theories of leadership</li> </ul>	<p><b>Unit VI : Leading People in Organization (8)</b></p> <p>6.1 Meaning and importance of motivation  6.1.1 Need theory, X and Y theory,  6.1.2 Motivation by design of jobs and empowerment</p> <p>6.2 Meaning and importance of leadership for managers in organization  6.2.1 Leadership theories  6.2.1.1 Trait theory, Autocratic democratic continuum, theory, managerial grid theory, Fiedler contingency theory, Hersey Blanchard theory  6.2.2.2 Situational factors in identifying the appropriate style of leadership</p>
<ul style="list-style-type: none"> <li>• Explain the importance of control and feed back for managing the performance</li> <li>• Discuss the different control approaches and techniques</li> </ul>	<p><b>Unit VII: Meaning and Purpose of Control in Organization (8)</b></p> <p>7.1 Meaning importance and process of control  7.2 Control approaches  7.2.1 Market control, Administrative control, Cultural control</p> <p>7.3 Control techniques  7.3.1 MBWA, periodic reviews, employee performance evaluations,  7.3.2 Meaning of quality control in organization</p>

*Note: The figures in the parentheses indicate the approximate periods for the respective units.*

#### **4. Prescribed Books**

##### **Basic Text book**

Heinz Wehrich, Mark.V.Cannice & Harold Koontz (2011), *Management* Mc Graw Hill

##### **Reference books**

Stephen Robins, Mary Coulter, *Management*, 11<sup>th</sup> edition, Prentice Hall

Charles Hill and Steves Mcshane, *Principles of management* (2006), Mcgraw Hill

James A. F. Stoner,R. Edward Freeman,Daniel R. Gilbert, *Management*, 6<sup>th</sup> edition Pearson Education

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Computer Applications in Management**

Course Code: **MGT 314**

Nature of course: Theory

Semester: First

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Description

Information technology has changed how organisations operate and succeed in today's global economy. Organizations can now use IT to transform themselves and achieve a tremendous competitive advantage. This course highlights how this new technology is changing the current business environment and what effect it has on today's business.

### 2. Course Objectives

The general objectives of the course are as follows:

- To exhibit the role of information technology (IT) of business environment
- To Identify IS used at organizational levels
- To give better understanding of computer hardware and software
- To highlight importance of data and network resources
- To provide concepts of enterprise computing and security threats
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### 3. Specific Objectives and Contents

Specific Objectives	Contents
<ul style="list-style-type: none"><li>• Discuss the use of IT in today's business</li><li>• Describe the IT infrastructure and support system in a business organization.</li></ul>	<b>Unit I: Understanding Information System that Supports Organizational Performance (8)</b> 1.1 It in the Organization 1.1.1 Positioning IT to optimize performance 1.1.2 Business pressures and IT support 1.1.3 Information technology Vs information system 1.1.4 Why IT is important for your career? 1.1.5 Business Case 1.2 IT infrastructure and support systems 1.2.1 Data and software application concept 1.2.2 Types of information and support 1.2.3 Supply chain and logistics support 1.2.4 IT infrastructures 1.2.5 Cloud computing and services 1.2.6 Business case
<ul style="list-style-type: none"><li>• Describe system and application software</li><li>• Describe the hardware infrastructure and</li></ul>	<b>Unit II: Software and Hardware Infrastructure (10)</b> 2.1 Software infrastructure 2.1.1 Definition and significance 2.1.2 System and applications software 2.1.3 Programming languages 2.1.4 Language processors 2.1.5 Enterprise software

<p>peripheral devices.</p>	<p>2.2. Hardware infrastructure  2.2.1 Introduction and significance  2.2.2 Central processing unit  2.2.3 Computer memory  2.2.4 Input technology  2.2.5 Output technology  2.2.6 Machine instruction cycle  2.2.7 Strategic hardware issues</p>
<ul style="list-style-type: none"> <li>• Describe the DBMS and file management system.</li> <li>• Discuss significance of network and telecommunication.</li> </ul>	<p><b>Unit III: Data and Network Infrastructure (11)</b></p> <p>3.1 Data management  3.1.1 Definition and terminologies  3.1.2 File management systems  3.1.3 Database management systems  3.1.4 Data models  3.1.5 Database languages  3.1.6 Data warehouse and data mining  3.1.7 Enterprise content management  3.1.8 Business case</p> <p>3.2 Network and telecommunication  3.2.1 Definition, data and signal  3.2.2 Communication processors  3.2.3 Communication channels: guided and unguided  3.2.4 Network topologies  3.2.5 Characteristics of communication media  3.2.6 Wireless broadband networks and collaboration  3.2.7 Network management and portals  3.2.8 Business case</p>
<ul style="list-style-type: none"> <li>• Discuss some e-Commerce business models and e-government.</li> <li>• Describe the mobile computing</li> <li>• Describe impact of web 2.0</li> </ul>	<p><b>Unit IV: Web Wireless and Social Media Strategies (8)</b></p> <p>4.1 E-Commerce and e-business  4.1.1 E-business challenges and strategies  4.1.2 B2C e-commerce  4.1.3 B2B e-commerce and e-procurement  4.1.4 E-government  4.1.5 E-commerce support services  4.1.6 E-business ethics and legal issues</p> <p>4.2. Mobile computing and commerce  4.2.1 Mobile computing technology  4.2.2 Mobile financial services  4.2.3 Mobile shopping, advertisement and entertainment  4.2.4 Business Case</p> <p>4.3 Web 2.0 and social media  4.3.1 introduction  4.3.2 Virtual communities and social networking services  4.3.3 Web and social media future  4.3.4 Business case</p>

<ul style="list-style-type: none"> <li>• Discuss ERP and its importance</li>   <li>• Discuss the overview of security mechanisms</li> </ul>	<p><b>Unit V: Enterprise Information Systems and Security Concerns (8)</b></p> <ul style="list-style-type: none"> <li>5.1 Enterprise information system <ul style="list-style-type: none"> <li>5.1.1 Enterprise system</li> <li>5.1.2 Enterprise resource planning (ERP)</li> <li>5.1.2 Supply chain management (SCM)</li> <li>5.1.3 Customer relationship management (CRM)</li> <li>5.1.4 Knowledge management (KM)</li> <li>5.1.5 Business case</li> </ul> </li> <li>5.2 Security <ul style="list-style-type: none"> <li>5.2.1 Protecting data and business operations</li> <li>5.2.2 Information system vulnerabilities and threats</li> <li>5.2.3 Fraud, crimes and violations</li> <li>5.2.4 Information assurance and risk management</li> <li>5.2.5 Network security</li> <li>5.2.6 Business continuity and auditing</li> <li>5.2.7 Business case</li> </ul> </li> </ul>
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*Note: The figures in the parentheses indicate the approximate periods for the respective units.*

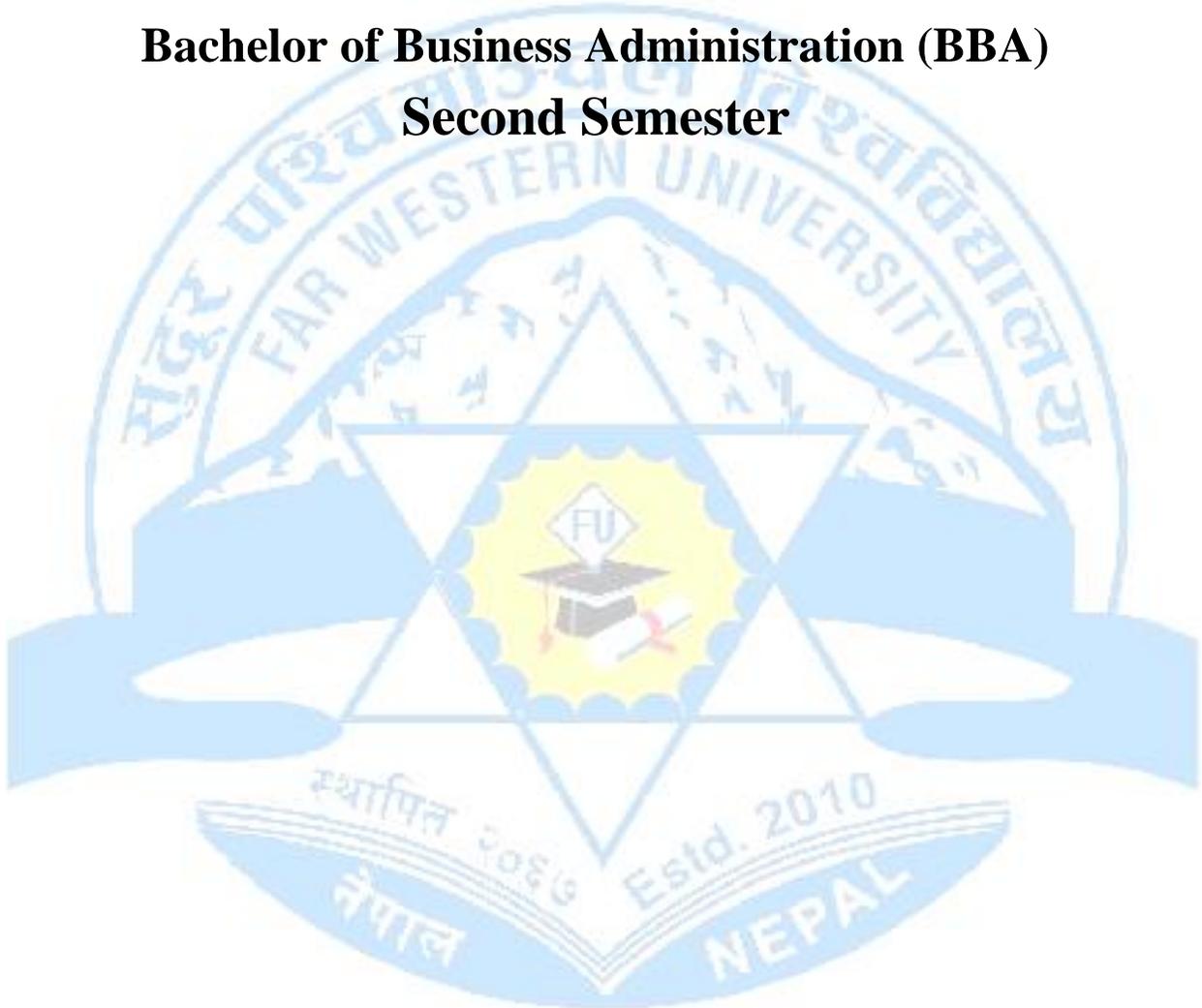
#### **4. sPrescribed Books**

Turban, E, and Volonino, L. (2011). *Information Technology for Management* (8th ed.). John Wiley & Sons

Pearlson, K. E., and Saunders, C. S., (2010) *Managing and Using Information Systems: A Strategic Approach* (4<sup>th</sup> Edition), John Wiley & Sons.

Alexis Leon, Mathews Leon, (1999) *Fundamentals of Information Technology*, Leon TechWorld

(BBA)  
Second Semester  
**FAR WESTERN UNIVERSITY**  
**Faculty of Management**  
Bachelor of Business Administration (BBA)  
Second Semester



**Syllabus**

**2075**

*Bheemdattnagar, Kanchanpur*

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **English for Business Administration**

Course Code: **MGT 322**

Nature of course: Theory

Semester: Second

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Description

This course is designed to expose the students with the language of business and develop competency in managing it by the students who are in the BBA program. The course consists of four units. The first unit deals with the language of business and the second unit presents the language that the students need in business dealing. The third unit focuses on the management of business communication and the last unit aims at addressing the communication strategies in different business settings.

### 2. General Objectives

The general objectives of this course are as follows:

- To familiarize the students with the language of business.
- To make the students able to deal with the business using appropriate communication skills.
- To help the students manage communication with people and organizations.
- To expose the students to the array of business communication strategies so that they can communicate effectively in business settings.

### 3. Specific Objectives

Unit Objectives	Course Contents
Exchange contact details Engage in conversation and end conversations politely Thank and respond to thanks in business setting Reassure, sympathize and apologize Respond to invitations and talk about social plans	<b>Unit I: Language of Business (15)</b> 1.1. Exchanging contact details 1.2. Exiting a conversation 1.3. Catching up with colleagues 1.4. Thanking and responding 1.5. Reassuring and sympathizing 1.6. Responding to spontaneous invitations 1.7. Talking about social plans 1.8. Apologizing and responding 1.9. Making and responding quick requests
Be diplomatic in business conversation Deal business on the phone Talk about news, films, TV and	<b>Unit II: Dealing with Business (10)</b> 2.1. Avoiding saying 'no' 2.2. Dealing with situations on the phone

books Entertain people in business settings and talk about the time off	2.3. Being negative diplomatically 2.4. Talking about news at work 2.5. Talking about films, TV and books 2.6. Making people feel relaxed 2.7. Talking about taking time off
Talk about culture and its impact Use technology in business communication Motivate people Manage communication with people and organizations Manage communication in supply chain and quality management	<b>Unit III: Managing Business Communication (10)</b> 3.1. Culture and its impact 3.2. Technology and business 3.3. Motivation 3.4. Human resources 3.5. Organization and their structures 3.6. Managing organizations 3.7. Supply chain management 3.8. Quality management
Talk about marketing strategies Build rapport with the customers Develop strategies for business communication in accounting, finance and decision making	<b>Unit IV: Strategies of Business Communication (10)</b> 4.1. Marketing strategy 4.2. Customer relationship management 4.3. Accounting 4.4. Finance 4.5. Decision making 4.6. The learning organization

*Note:* The figures in the parentheses indicate the approximate periods for the respective units.

## References

Baade, K., Duckworth, M., Grant, D., Holloway, C., Hudson, J., Hughes, J., Naunton J., Scrivener J., and Turner, R. (2008). *Business Result (Upper-intermediate Student's Book)*. Oxford: Oxford University Press (Unit I and II)

Koester, A., Pitt, A., Handford, M. and Lisboa, M. (2012). *Business Advantage*. Student's Book. Intermediate. Cambridge. (Unit III and IV).

## Dictionary:

Hornby. A.S. (2010). *Eighth Edition. Oxford Advanced Learner's Dictionary*. Oxford: Oxford University Press.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Financial Accounting I**

Course Code: **MGT 323**

Nature of course: Theory

Semester: Second

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

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### 1. Course Description

Financial accounting course mainly deals with basic accounting concepts and generally accepted principles of accounting. It includes knowledge, procedures and skills of accounting. The course will help students to develop their accounting knowledge, skill and analytical ability.

The course includes seven units from fundamentals of financial accounting and the basic financial statements. The first unit deals with the general background of financial accounting, accounting concepts and the generally accepted accounting principles. The second unit aims to inculcate the knowledge and skills of accounting procedure, basic source documents, concepts of debit and credit, voucher, ledger and the trial balance. The third unit is about techniques of preparing income statement and the statement of retained earnings. The fourth unit describes the balance sheet with the treatment of major items to be included. The fifth unit deals with opening and closing entries, preparations of income statement and balance sheet with adjustments using a work sheet. The sixth unit deals about preparing the statement of cash flows with distinction between accruals and cash. The seventh unit aims to impart the practical knowledge of accounting through computerized system of accounting in an organization.

### 2. General Objectives

- To acquaint the students with forms of business organizations, concept of basic accounting principles, financial statements and users of accounting information.
- To make learners understand the importance of documentation, rules and system of recording business transactions, and mechanism of preparing financial statements.
- To enable the learners to know the concept of income statement, its components and preparation of income statement.
- To acquaint the students with concept and preparation of Balance sheet.
- To make students understand the concept of cash flows, preparation of cash flows and cash flows performance measurement.
- To acquaint learners with computerized accounting system and accounting software.

### 3. Specific Objectives

Unit Objectives	Course Contents
<ul style="list-style-type: none"> <li>• Describe forms of business organization</li> <li>• Explain the nature of economic information in a business organization</li> <li>• Explain accounting functions in organization,</li> <li>• Describe the practice of generally accepted accounting principles, policies and standards</li> <li>• To give introduction of basic financial statements.</li> </ul>	<p><b>Unit I: Introduction (5)</b></p> <ol style="list-style-type: none"> <li>1.1. Forms of business organizations;</li> <li>1.2. Business activities- operating, investing and financing;</li> <li>1.3. The controllership functions of finance department;</li> <li>1.4. Types of accounting; concepts of financial accounting;</li> <li>1.5. Generally accepted accounting principles (GAAP);</li> <li>1.6. Accounting policies;</li> <li>1.7. The basic financial statements; objectives of financial statements;</li> <li>1.8. Accounting profession and ethics;</li> <li>1.9. Users of accounting information- external and internal</li> </ol>
<ul style="list-style-type: none"> <li>• Explain the importance of source documents in accounting,</li> <li>• Explain double entry system and preparation of accounting equations,</li> <li>• Introduce work sheet method to explain rule of debit/credit</li> <li>• Recording of business transactions in journal, ledgers, journal proper</li> <li>• Preparation of trial balance</li> <li>• Explain the mechanisms of financial statements</li> </ul>	<p><b>Unit II: Recording of the Accounting Information (12)</b></p> <ol style="list-style-type: none"> <li>2.1. The source documents;</li> <li>2.2. Recording of transactions;</li> <li>2.3. The accounting equation;</li> <li>2.4. The double entry system;</li> <li>2.5. The work sheet- analysis of transactions;</li> <li>2.6. Rules of debits and credits for assets, liabilities, equity, income and expenses;</li> <li>2.7. The cash, accrual and hybrid system of accounting;</li> <li>2.8. Concept of the day books and the journal proper;</li> <li>2.9. Vouchers;</li> <li>2.10. Ledgers;</li> <li>2.11. Trial balance;</li> <li>2.12. Overview of the financial statements,</li> <li>2.13. Overview of an annual report</li> </ol>
<ul style="list-style-type: none"> <li>• Explain the concept of income statement</li> <li>• Explain the classification of income statement with its components</li> <li>• Show the formats of classified income statement</li> <li>• Preparation of classified income</li> </ul>	<p><b>Unit III: The Income Statement (5)</b></p> <ol style="list-style-type: none"> <li>3.1. Concepts of the income statement;</li> <li>3.2. Major components of the income statement:               <ol style="list-style-type: none"> <li>3.2.1. Revenues,</li> <li>3.2.2. Cost of sales,</li> <li>3.2.3. Gross margin,</li> <li>3.2.4. Administrative expenses,</li> <li>3.2.5. Selling &amp; distribution expenses,</li> <li>3.2.6. Financial charges,</li> <li>3.2.7. Gains and losses,</li> <li>3.2.8. Net income</li> </ol> </li> </ol>

statement and statement of retained earnings.	3.3. Formats of classified income statement; 3.4. Preparation of classified income statement; 3.5. The statement of retained earnings;
<ul style="list-style-type: none"> <li>• Introduce the concept of balance sheet</li> <li>• Explain the components of balance sheet</li> <li>• Draw the format of classified balance sheet</li> <li>• Preparation of balance sheet</li> </ul>	<b>Unit IV: The Balance Sheet (7)</b> 4.1. Concepts of the balance sheet; 4.2. Major components of balance sheet: 4.2.1. Assets, 4.2.2. Liabilities 4.2.3. Stockholders' equity; 4.3. Format of classified balance sheet 4.4. Preparation of classified balance sheet
<ul style="list-style-type: none"> <li>• Differentiate accrual and cash basis of accounting,</li> <li>• Explain the components and assessment of cash flows from operating, investing and financing activities</li> <li>• Prepare the statement of cash flows classifying by operating, investing and financing activities</li> </ul>	<b>Unit V: The Statement of Cash Flows (8)</b> 5.1 Accrual basis versus cash flow basis; 5.2 Accrual basis income statement and the statement of cash flows; 5.3 Purpose of the statement of cash flows; 5.4 Computations of cash flows from operating, investing and financing activities; 5.5 Preparation of the statement of cash flows; 5.6 Cash flows performance measurements
<ul style="list-style-type: none"> <li>• Explain the concept of computerized accounting system</li> <li>• Describe the mechanism of accounting software</li> <li>• Explain the flow chart of financial accounting from journal to financial statements</li> <li>• Preparation of journal, ledger, financial statements in an accounting software</li> <li>• Retrieve various accounting reports from the software</li> </ul>	<b>Unit VII: Computerized Accounting System (8)</b> 6.1 Computerized accounting information systems; 6.2 Concepts and mechanism of accounting software; 6.3 Recording journal entry in computer; 6.4 Getting ledger, trial balance and the financial statements from computer software; 6.5 Practicing computerized accounting software; 6.6 Retrieving various reports from the system

*Note:* The figures in the parentheses indicate the approximate periods for the respective units.

#### 4. Prescribed Books

##### Basic text books

Roger, H., Hermanson and Don, J., Edwards, *Financial Accounting: A Business Perspective*. Richard D. Irwin Publishing.

Gary A. Porter and Curtis L. Norton, *Financial Accounting: The Impact on Decision Makers*, The Dryden Press.

##### References

Accounting Standards, Available at: <http://www.ican.org.np/>  
International Financial Reporting Standards (IFRS)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Macroeconomics**

Course Code: **MGT 324**

Nature of course: Theory

Semester: Second

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

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### **1. Course Description**

This course is intended to provide a foundation in macroeconomics. The course incorporates fifteen units. The first unit deals with the introductory part of macroeconomics. The second unit concerns with the circular flow of income and expenditure in an economy. Likewise, the third unit deals with the various concepts of national income and its measurement. The fourth unit deals with unemployment and inflation. The fifth unit discusses the basic concepts of the classical theory of employment. The Sixth unit examines the Principle of effective demand. Likewise, the seventh unit analyses consumption and saving functions. The eighth unit concerns with investment function. The ninth unit discusses the goods market equilibrium. The tenth unit concerns with the concept of multiplier. The eleventh unit deals with money market equilibrium. The twelfth unit deals with equilibrium of product and money markets. The thirteenth unit concerns with macroeconomic equilibrium. Likewise, the fourteenth unit deals with the business cycles. Finally, the fifteenth unit discusses with fiscal and monetary policies.

### **2. General Objectives**

The general objectives of the course are as follows:

- To acquaint the students with macroeconomics issues and macroeconomic model building.
- To help the students to analyze the circular flow of income and expenditure in two-sector, three-sector and four-sector economies.
- To enable the students to discuss on various concepts of national income and measurement of national income.
- To enable the students to discuss on the concept of unemployment, and measurement of inflation.
- To introduce students to Classical theory of employment.
- To acquaint the students with Principle of effective demand.
- To help the students to analyze consumption and saving functions.
- To enable the students to explain and analyze investment function.
- To acquaint the students with 'Goods market equilibrium' in open and closed economies.
- To help the students to discuss on the concepts of multipliers, and their applications.
- To enable the students with the equilibrium of money market highlighting the Lovable fund theory and the Liquidity preference theory.
- To facilitate the students to the process of general equilibrium of goods and money markets with IS and LM functions.
- To guide the students to analyze macroeconomic equilibrium with aggregate demand and aggregate supply functions.
- To introduce the students to the phases of business cycles; and to the Great Depression of 1930s and Financial Crisis of 2008.

- To acquaint the students with objectives and tools of fiscal and monetary policies in Nepalese context.

### 3. Specific Objectives

Unit Objectives	Course Contents
<ul style="list-style-type: none"> <li>• Discuss meaning and basic macroeconomic issues</li> <li>• Analyze the interdependence of micro and macro economics</li> <li>• Discuss macroeconomic model building</li> </ul>	<p><b>Unit I: Basic Concepts of Macroeconomics (3)</b></p> <p>1.1 Meaning and definition of macroeconomics</p> <p>1.2 Basic macroeconomic issues: issues of economic growth, issues of business cycle, issues of inflation, issues of unemployment and poverty</p> <p>1.3 Interdependence of microeconomics and macroeconomics</p> <p>1.4 Macroeconomic variables and model building</p>
<ul style="list-style-type: none"> <li>• Discuss the circular flow of income and expenditure in closed economy</li> <li>• Discuss the circular flow of income and expenditure in open economy</li> </ul>	<p><b>Unit II: Circular Flow of Income and Expenditure (2)</b></p> <p>2.1 Circular flow of income and expenditure in closed economy</p> <p>2.1.1 Circular flow of income and expenditure in two- sector economy</p> <p>2.1.2 Circular flow of income and expenditure in three-sector economy</p> <p>2.2 Circular flow of income and expenditure in open economy</p>
<ul style="list-style-type: none"> <li>• Compare and contrast various concepts of national income</li> <li>• Analyze different methods of measurement of national income</li> <li>• Explore and appreciate the difficulties in the measurement of national income</li> <li>• Highlight the basic features of underground economy</li> </ul>	<p><b>Unit III: National Income and Its Measurement (5)</b></p> <p>3.1 Meaning and definitions of national income</p> <p>3.2 Various notions of national income</p> <p>3.2.1 Gross domestic product (GDP): nominal GDP and real GDP</p> <p>3.2.2 Gross net product (GNP)</p> <p>3.2.3 Net national product (NNP)</p> <p>3.2.4 National income (NI)/ NNP at factor cost</p> <p>3.2.5 Personal income (PI)</p> <p>3.2.6 Disposable income (DI)</p> <p>3.2.7 Per Capita income (PCI)</p> <p>3.2.8 Computation of national income: expenditure method, income method and product method</p> <p>3.3 Difficulties in the measurement of national income</p> <p>3.4 Meaning of underground economy</p>
<ul style="list-style-type: none"> <li>• Discuss different types of unemployment</li> <li>• Discuss the measurement of rate of inflation using CPI, WPI and GDP Deflator</li> <li>• Explain the relationship between inflation-rate and unemployment in short-run</li> </ul>	<p><b>Unit IV: Unemployment and Inflation (4)</b></p> <p>4.1 Unemployment</p> <p>4.1.1 Types of unemployment</p> <p>Frictional unemployment</p> <p>Structural unemployment</p> <p>Cyclical unemployment</p> <p>Natural rate of unemployment</p> <p>4.1.2 Measurement of the unemployment rate and the Labor-force Participation Rate</p> <p>4.2 Inflation</p> <p>4.2.1 Meaning and definition</p>

	<p>4.2.2 Measurement of inflation- CPI, WPI and GDP deflator</p> <p>4.3 Short-run phillips curve</p>
<ul style="list-style-type: none"> <li>• Explain the classical theory of employment</li> <li>• Assess the Say's Law</li> </ul>	<p><b>Unit V: Classical Theory of Employment (2)</b></p> <p>5.1 Classical theory of employment</p> <p>5.2 Say's Law and its criticisms</p>
<ul style="list-style-type: none"> <li>• Discuss aggregate supply price and aggregate demand price</li> <li>• Explain the determination of effective demand</li> </ul>	<p><b>Unit VI: Principle of Effective Demand (2)</b></p> <p>6.1 Aggregate supply price</p> <p>6.2 Aggregate demand price</p> <p>6.3 Determination of effective demand</p>
<ul style="list-style-type: none"> <li>• Analyze and illustrate the concept of consumption function</li> <li>• Appreciate the Keynes' Psychological Law Consumption</li> <li>• Derive saving function from consumption function</li> <li>• Discuss the relationships between/among APC, MPC, APS and MPS</li> </ul>	<p><b>Unit VII: Consumption and Saving Functions (3)</b></p> <p>7.1 Consumption function</p> <p>7.1.1 Meaning of consumption function</p> <p>7.1.2 Average propensity to consume (APC) and marginal propensity to consume (MPC)</p> <p>7.1.3 Psychological law of consumption</p> <p>7.1.4 Determinants of consumption function</p> <p>7.2 Saving function</p> <p>7.2.1 Derivation of saving function from consumption function</p> <p>7.2.2 Average propensity to save (APS) and marginal propensity to save (MPS)</p> <p>7.2.3 Paradox of thrift</p>
<ul style="list-style-type: none"> <li>• Explain the meaning and types of investment</li> <li>• Analyze the accelerator theory</li> <li>• Explore the determinants of investment</li> <li>• Show the relation between MEC and MEI</li> </ul>	<p><b>Unit VIII: Investment Function (3)</b></p> <p>8.1 Investment: meaning and types</p> <p>8.2 The accelerator theory of investment</p> <p>8.3 Determinants of investment</p> <p>8.4 Relation between marginal efficiency of capital (MEC) and marginal efficiency of investment (MEI)</p>
<ul style="list-style-type: none"> <li>• Discuss the determination of the equilibrium level of income in two and three sector economy</li> <li>• Analyze the determination of the equilibrium level of income in four-sector economy</li> </ul>	<p><b>Unit IX: Goods Market Equilibrium (4)</b></p> <p>9.1 Goods market equilibrium in closed economy</p> <p>9.1.1 Determination of equilibrium level of income in two-sector economy: AD-AS approach</p> <p>9.1.2 Determination of equilibrium level of income in three-sector economy</p> <p>9.2 Goods market equilibrium in open economy: Determination of equilibrium level of income in four-sector economy</p>
<ul style="list-style-type: none"> <li>• Discuss different types of multipliers</li> <li>• Explain how multiplier process works</li> <li>• Compare the expansionary effect of government expenditure over contractionary effect of same amount of tax</li> </ul>	<p><b>Unit X: Multipliers (4)</b></p> <p>10.1 Different types of multiplier: Investment multiplier, government expenditure multiplier, tax multiplier, export, import multiplier</p> <p>10.2 Multiplier process</p> <p>10.3 Comparison of expansionary effect of government expenditure multiplier and contractionary effect of tax multiplier</p>
<ul style="list-style-type: none"> <li>• Compare goods market and money</li> </ul>	<p><b>Unit XI: Money Market Equilibrium (2)</b></p>

<ul style="list-style-type: none"> <li>market</li> <li>• Explain the loanable funds theory of interest</li> <li>• Analyze the liquidity preference theory of interest</li> </ul>	11.1 Meaning of money market 11.2 Loanable fund theory of interest 11.3 Liquidity preference theory of interest
<ul style="list-style-type: none"> <li>• Derive IS and LM curve</li> <li>• Explain the general equilibrium of product and money markets</li> <li>• Analyze the changes in general equilibrium due to shift in IS and LM functions</li> </ul>	<b>Unit XII: General Equilibrium of Product and Money Markets (4)</b> 12.1 Derivation of IS curve 12.2 Derivation of LM curve 12.3 General Equilibrium of product and money markets
<ul style="list-style-type: none"> <li>• Derive AD and AS curve</li> <li>• Explain macroeconomic equilibrium</li> <li>• Discuss macroeconomic equilibrium with shift in AD and AS curves</li> </ul>	<b>Unit XIII: Macroeconomic Equilibrium (2)</b> 13.1 Derivation of aggregate demand curve 13.2 Derivation of aggregate supply curve 13.3 Macroeconomic equilibrium with AD and AS curves
<ul style="list-style-type: none"> <li>• Discuss the phases of business cycles</li> <li>• Discuss and analyze the origin and impacts of the great depression of 1930s; and comparison with the financial crisis of 2008</li> </ul>	<b>Unit XIV: Business Cycles (2)</b> 14.1 Phases of business cycle 14.2 Great depression of 1930s 14.3 Financial crisis of 2008
<ul style="list-style-type: none"> <li>• Discuss the meaning, objectives and tools of fiscal and monetary policies</li> <li>• Review the current fiscal and monetary policies in Nepal</li> </ul>	<b>Unit XV: Fiscal and Monetary Policies (3)</b> 15.1 Fiscal policies: meaning, objectives and instruments 15.2 Monetary policies: meaning, objectives and instruments 15.3 Review of current fiscal and monetary policies in Nepal

*Note:* The figures in the parentheses indicate the approximate periods for the respective units.

#### 4. Prescribed Books and References

##### Prescribed Books

Mankiw, N.G. (2011). *Principles of Macroeconomics*. Sixth Edition, USA: South-Western College publications.

##### References

Bueda & Wyplosz (2009). *Macroeconomics: A European Text*, Fifth Edition, New York: Oxford university Press.

Lipsey & Chrystal (2011). *Economics, Twelfth Edition*, New York: Oxford University Press.

Shapiro, E. (2010). *Macroeconomic Analysis*, Fifth Edition, New Delhi: Galgotia Publication.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Mathematics II**

Total Marks: 100

Course Code: **MGT 321**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Second

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Description

This course has four units. The first unit provides in-depth knowledge of differentiation procedures. Second unit is devoted to the applications of derivatives in the field of business, economics and the social sciences. The third unit is concerned with the integration, techniques of integration and applications of integration in business and economics. The differentiation of function of several variables and optimization of functions of several variables are covered in unit four. This course provides in-depth understanding of basic calculus required for business, Economics, and the Social Sciences applications.

### 2. General Objectives

The general objectives of business mathematics curriculum are to enable the students to:

- To acquaint students the role of mathematics in economics, business and social science.
- To enable students to solve the problems of calculus including function, limit and continuity.
- To understand and apply the concepts and techniques of derivative and maxima and minima of functions in economics and business.
- To apply the partial derivatives and optimization principles.
- To acquaint students to solve the problems of integration and dynamic analysis in economics and business.

### 3. Specific Objectives

Unit objectives	Course Contents
<ul style="list-style-type: none"> <li>• Describe the concept of limit and solve related problems</li> <li>• Explain the concept of limit as infinity</li> <li>• Check whether a function is continuous</li> <li>• Identify the point of discontinuity</li> <li>• Distinguish between average rate of</li> </ul>	<p><b>Unit I: Differential Calculus (10)</b></p> <p>1.1 Limits</p> <p style="padding-left: 20px;">1.1.1 One-sided limits</p> <p style="padding-left: 20px;">1.1.2 Techniques of finding limit</p> <p style="padding-left: 20px;">1.1.3 Limits involving infinity</p> <p>1.2 Continuity</p> <p>1.3 Average rates of change</p>

<p>change and instantaneous rate of change</p> <ul style="list-style-type: none"> <li>• Use different rules of differentiation</li> <li>• Interpret the result of differentiation</li> <li>• Compute higher order derivatives</li> </ul>	<p>1.4 Slope of curve and tangent line  1.5 Derivatives  1.6 Techniques for finding derivatives  1.6.1 Derivatives of products and quotients  1.6.2 The chain rule  1.6.3 Derivatives of exponential and Logarithmic functions  1.6.4 Implicit differentiation  1.6.5 Logarithmic differentiation  1.7 Higher order derivatives</p>
<ul style="list-style-type: none"> <li>• Interpret derivative as a slope</li> <li>• Identify whether particular function is increasing or decreasing or constant at a particular point.</li> <li>• Identify the rate of change of a function at a particular point</li> <li>• Identify relative optimum points</li> <li>• Identify absolute optimum points</li> <li>• Calculate marginal cost and marginal revenue</li> <li>• Describe the concept of price elasticity of demand and solve the related problems</li> </ul>	<p><b>Unit II: Applications of the Derivative (10)</b></p> <p>2.1 Derivatives and graphs  2.2 Rates of change  2.3 Relative extrema  2.3.1 Second derivative test  2.3.2 Higher order derivative test  2.4 Absolute extrema on a closed interval  2.5 Marginal cost and marginal revenue  2.6 Optimization applications  2.7 Price elasticity of demand</p>
<ul style="list-style-type: none"> <li>• Describe the basic concept of integration</li> <li>• Use different techniques of integration</li> <li>• Find total value of the function from the corresponding marginal value</li> <li>• Calculate area under a curve</li> <li>• Sketch the curve</li> <li>• Solve the problems related to improper integral</li> <li>• Identify the area between curves</li> <li>• Calculate the consumers' surplus and producers' surplus as well</li> </ul>	<p><b>Unit III: Integral Calculus (13)</b></p> <p>3.1 Anti derivatives  3.2 Integration formulas  3.3 Techniques of integration  3.3.1 Integration by substitution  3.3.2 Integration by parts  3.3.3 Integration by partial fractions  3.4 Integration with initial conditions  3.5 Area and the definite integral  3.6 Curve sketching  3.7 Applications of integrals  3.8 Improper integrals  3.9 Area between curves  3.10 Consumers' and producers' surplus  3.11 Differential equations</p>
<ul style="list-style-type: none"> <li>• Explain the concept of function of several variables</li> <li>• Describe the meaning of partial</li> </ul>	<p><b>Unit IV: Multivariable Calculus (12)</b></p> <p>4.1 Functions of several variables  4.2 Partial derivatives</p>

<p>derivatives and solve related problems</p> <ul style="list-style-type: none"> <li>• Identify the critical point(s) of the given function and taste the nature of the function at those critical points</li> <li>• Solve the optimization problems having two variables and three variables</li> <li>• Solve the optimization problems with a constraint</li> </ul>	<p>4.3 Applications of partial derivatives</p> <p>4.4 Optimizing functions of two variables</p> <p>4.5 Optimizing functions of three variables</p> <p>4.6 Constrained optimization: the method of lagrange multipliers</p>
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*Note:* The figures in the parentheses indicate the approximate periods for the respective units.

#### 4. Prescribed Books and References

##### Text Book

Lial M, Hungerford Thomas W. and John Holcomb: *Mathematics with Applications*, Tenth Edition, Pearson

##### Reference Books

Barnett Raymond A., Ziegler Michael R. and Karl E. Byleen: *College Mathematics for Business, Economics, Life Sciences and Social Sciences*, Twelfth Edition, Pearson

Haeussler Ernest F., Richard S. and Richard J. Wood: *Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences*, Thirteenth Edition, Pearson

Hoffmann Laurence D., et all: *Applied Calculus for Business, Economics, and the Social and Life Sciences*, Eleventh Edition, McGraw Hill

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Sociology**  
Course Code: **MGT 325**  
Nature of course: Theory  
Semester: Second  
Level: BBA

Total Marks: 100  
Pass Marks: 45  
Time per period: 1 hr.  
Total periods: 45  
Credit hours: 3

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### 1. Course Description

This course intends to impart basic sociological concepts and social processes to comprehend and analyse cultural and social institution and processes, social problems, socialization and social control, social movement and social inclusion including those unfolding in Nepal and to prepare students for adjusting in different social and cultural context.

### 2. Course Objectives

At the end of this course, students will be able to:

- Identify and describe the social connections (social relationships, groups, networks, organizations) among social actors in a given situation.
- Use multiple perspectives to reframe and see situation from different angles.
- Decode the culture in a given situation by analyzing symbols, stories, and worldviews so that situation can be understood from the point of view of social actors.
- Uncover inequalities by examining the distribution of resources and power to see how class, caste and gender differences affect the ability of people to pursue their interests.
- Imagine futures by investigating how driving forces can propel social change.

### 3. Specific Objectives

Unit Objectives	Course Contents
<ul style="list-style-type: none"><li>• Define and discuss basic sociological concepts and use such terms in appropriate way.</li><li>• Describe the subject matter of sociology</li><li>• Explain the relationship between sociology and other social sciences</li></ul>	<b>Unit I: Sociology and its Subject Matter (10)</b> 1.1 Basic Sociological concepts 1.1.1 Society (meaning and characteristics) 1.1.2 Culture (meaning, characteristics, material and non material culture, cultural lag) 1.1.3 Community 1.1.4 Association 1.1.5 Institution 1.1.6 Social system 1.1.7 Role and role set 1.1.8 Role conflict 1.1.9 Status and status set 1.1.10 Norms, 1.1.11 Values 1.1.12 Caste 1.1.13 Class 1.1.14 Social sanctions

	<p>1.1.15 Beliefs  1..1.16 Sex and gender  1.2 Subject matters of sociology  1.3 Relationship between sociology and other sciences (anthropology, history, economics and political science)</p>
<ul style="list-style-type: none"> <li>• Differentiate between micro and macro social institutions</li> <li>• Define marriage and discuss various types of marriage, causes of marital breakdown</li> <li>• Define family and describe traditional and contemporary functions of the family</li> <li>• Define kinship, kinship terminology and rules of avoidance</li> <li>• Define economic institution and discuss major characteristics</li> </ul>	<p><b>Unit II: Micro and Macro Social Institutions (12)</b></p> <p>2.1 Marriage as an institution  2.2 Types of marriage  2.3 Marital breakdown  2.4 Meaning and characteristics of family  2.5 Forms and functions of families  2.6 Changing functions of family  2.7 Kinship and kinship system, structural principles of kinship, rules of avoidance,  2.8 Economic institutions and characteristics  2.9 Social importance of work and occupation  2.10 Division of labor as a socio-economic system  2.11 Mechanization of work and decline of traditional skills and occupations  2.12 Work and alienation</p>
<ul style="list-style-type: none"> <li>• Define and describe various social processes (cooperation, competition, conflict, assimilation and accommodation)</li> <li>• Discuss characteristics of social processes</li> <li>• Assess the relevancy of various social processes in business administration</li> </ul>	<p><b>Unit III: Social Processes (7)</b></p> <p>3.1 Meaning and characteristics of cooperation  3.2 Importance of cooperation in business administration  3.3 Meaning and characteristics of competition  3.4 Importance of competition in business administration  3.5 Meaning and characteristics of conflict  3.6 Causes of conflict  3.7 Meaning and characteristics of assimilation  3.8 Meaning and characteristics of accommodation</p>
<ul style="list-style-type: none"> <li>• Discuss the nature and nurture debate with appropriate examples.</li> <li>• Discuss various agency of socialization, their importance in business administration.</li> <li>• Describe various stages of socialization.</li> <li>• Define social control, discuss importance of social control for the society and describe various agencies of social control.</li> </ul>	<p><b>Unit IV: Socialization and Social Control (6)</b></p> <p>4.1 Nature and nurture debate  4.2 Development of sociality in humans  4.3 Agencies of socialization: family, neighbors, playmates, educational institutions, political institutions, religious institutions  4.4 Stages of socialization  4.5 Meaning and characteristics of social control  4.6 Importance of social control  4.7 Formal agencies of social control  4.8 Informal agencies of social control</p>

<ul style="list-style-type: none"> <li>• Define social change and describe major characteristics of social change.</li> <li>• Describe causes of social change.</li> <li>• Describe theories of social change</li> <li>• Describe factors of social change</li> </ul>	<p><b>Unit V: Social Change</b> (5)</p> <p>5.1 Meaning, definition and characteristics of social change</p> <p>5.2 Resistance to social change</p> <p>5.3 Role of values in social change</p> <p>5.4 Causes of social change – modernization, industrialization, urbanization</p> <p>5.5 Evolutionary and conflict theories of social change</p> <p>5.6 Physical factors of social change</p> <p>5.7 Cultural factors of social change</p> <p>5.8 Technological factors of social change</p> <p>5.9 Social legislation and social change</p> <p>5.10 Education and social change</p>
<ul style="list-style-type: none"> <li>• Define social problems and discuss its characteristics.</li> <li>• Discuss the causes of social problem.</li> <li>• Discuss major social problems with special reference to Nepal</li> </ul>	<p><b>Unit VI: Social Problems</b> (5)</p> <p>6.1 Meaning and characteristics of social problems</p> <p>6.2 Origin of social problems</p> <p>6.3 Poverty as a social problem</p> <p>6.4 Illiteracy as a social problem</p> <p>6.5 Caste-based discrimination (purity and pollution, hierarchy, discrimination in public places)</p> <p>6.6 Gender based discrimination (Chaupadi system, blaming as a bokshi, status of women in various public spheres)</p> <p>6.7 Corruption and black money as a social problem</p>

*Note: The figures in the parentheses indicate the approximate periods for the respective units.*

### 7. Prescribed Books and References

- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited.
- Inkeles, Alex. 2011. What is Sociology? An Introduction to the Discipline and Profession. New Delhi: PHI Learning Private Limited.
- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited..
- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited..
- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited.
- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited.
- Ahuja, Ram. 2001. Social Problems in India. Jaipur: Rawat Publications.
- Rao, C.N. Shankar. 2012. Sociology (Seventh Revised Edition). New Delhi: S. Chand & Company Limited.
- CBS (2013). Census Report of 2011. Kathmandu: CBS.

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Third Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Law**  
Course Code: **MGT 332**  
Nature of course: Theory  
Semester: Third  
Level: BBA

Total Marks: 100  
Pass Marks: 45  
Time per period: 1 hr.  
Total periods: 45  
Credit hours: 3

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**1. Course Description**

The purpose of this course is to give student an overview of legal matters that they will deal with in their personal and professional life. The course begins with a quick view on the concept of law and the sources of business law and covers a wide range of legal topics such as contract law, law of Agency, law of Sale of Goods and Consumer Protection law, Intellectual Property Legislations, Company Incorporation and management and many more critical legal issues that are common in the business world. This course also provides a general understanding of dispute settlement process in Nepal.

**2. General Objectives**

**The general objectives of the course are as follows:**

- To acquaint the learners to understand basic legal terminology and concepts.
- To enable the learners to understand the Nepalese Legal Environment in which Business is carried on.
- To enable the students to understand the emerging legal issues in business environment.
- To explain the legal structure of different forms business organizations.
- To acquire problem solving techniques and to be able to present coherent, concise legal argument.
- To provide knowledge to the students about the dispute settlement process in Nepal.

**3. Specific Objectives and Course Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Explain the concept and sources of law</li> <li>• Identify the concept and sources of business law</li> </ul>	<p><b>Unit I: Introduction to Law (3)</b></p> <p>1.1. Meaning, nature, types and sources of law 1.2. Concept; importance and scope of business law 1.3. Sources of Nepalese business law</p>
<ul style="list-style-type: none"> <li>• Explain the concept of contract</li> <li>• Identify the elements of a contract</li> <li>• Identify the classifications of contracts</li> <li>• Differentiate among the ways that a contract can be disrupted</li> <li>• Define breach of contract</li> <li>• Tell the legal remedies available for</li> </ul>	<p><b>Unit II: Law of Contract (10)</b></p> <p>2.1. Meaning and definition of contract, types of contract 2.2. Essentials of a valid contract 2.3. Legality of objects 2.4. Performance of contract 2.5. Termination and discharge of contract 2.6. Remedies for breach of contract</p>

breach of contract	2.7. History of contract law in Nepal
<ul style="list-style-type: none"> <li>• Explain the concept of bailment and pledge</li> <li>• Identify the rights and duties of bailor and bailee, pawner and Pawnee and finder of lost goods</li> <li>• Describe the pledge by non-owner.</li> </ul>	<b>Unit III: Bailment and Pledge (3)</b> 3.1. Concept and features of bailment and pledge; 3.2. Distinction between bailment and pledge; right and duties of bailor and bailee, pawner and pawnee 3.3. Rights and duties of finder of lost goods. 3.4. Pledge by non-owner
<ul style="list-style-type: none"> <li>• Explain the concept of indemnity and guarantee</li> <li>• Identify the rights and duties of indemnifier and indemnity holder.</li> <li>• Explain the nature of surety</li> </ul>	<b>Unit IV: Indemnity and Guarantee (3)</b> 4.1. Meaning and definition of contract of indemnity 4.2. Rights and duties of indemnifier and indemnity holder 4.3. Meaning and types of guarantee 4.4. Distinction between indemnity and guarantee 4.5. Discharge of Surety from liability
<ul style="list-style-type: none"> <li>• Describe the concept of agency</li> <li>• Tell the types of agents.</li> <li>• Identify the parties of an agency</li> <li>• Describe how an agency is created and terminated</li> </ul>	<b>Unit V: Agency (4)</b> 5.1. Meaning and definition of agency 5.2. Creation of agency; classification of agents 5.3. Rights, duties and personal liabilities of agent and principal 5.4. Termination of agency
<ul style="list-style-type: none"> <li>• Explain the difference between a sales contract and an agreement to sell.</li> <li>• Explain the concept of unpaid seller</li> <li>• Discuss the types of consumer frauds/consumer dispute</li> <li>• Focus on the regulations relating to consumer protection</li> </ul>	<b>Unit VI: Sale of Goods and Consumer Protection Act (5)</b> 6.1. Contract of sale: meaning and features 6.2. Difference between sale and agreement to sell 6.3. Transfer of ownership and title over the goods 6.4. Performance of sale and unpaid seller 6.5. Objectives of consumer protection 6.6. Definition of consumer and consumer dispute 6.7. Rights of consumer
<ul style="list-style-type: none"> <li>• Explain the concept of intellectual properties (Patents, copyrights, trademarks).</li> <li>• Explain how intellectual property can be acquired</li> <li>• Discuss the benefits of intellectual properties.</li> <li>• Identify the major provisions of Nepalese intellectual properties of Nepal.</li> </ul>	<b>Unit VII: Intellectual Property Legislations (4)</b> 7.1. Meaning and scope of intellectual properties 7.2. Forms of intellectual property 7.3. Patent: Rights and duties of patentee, infringement of patent, relief available 7.4. Trade mark: Assignment and transmission of trade mark, infringement, action against infringement 7.5. Copy right: Meaning, infringement and remedies available 7.6. Major provisions of Nepalese intellectual properties in Nepal

<ul style="list-style-type: none"> <li>• Explain the concept types and functions of negotiable instruments</li> <li>• Tell how negotiable instruments are transferred, assigned and discharged</li> </ul>	<p><b>Unit VIII: Negotiable Instruments Act (3)</b></p> <p>8.1. Concept and importance of negotiable instruments  8.2. Types and characteristics of negotiable instruments  8.3. Dishonour of negotiable instruments  8.4. Provision of negotiable Instruments Act in Nepal</p>
<ul style="list-style-type: none"> <li>• Describe the procedure of setting up and operating sole proprietorships, partnerships, and corporations</li> <li>• Explain how a sole proprietorship, partnership, and corporation is dissolved</li> <li>• Identify the important documents of a joint stock company.</li> <li>• Identify the role of the auditor in a company.</li> </ul>	<p><b>Unit IX: An Overview Of Laws Relating To Business Organizations in Nepal (7)</b></p> <p>9.1. Sole proprietorship  9.1.1. Procedure of registration  9.1.2. Effects of non-registration  9.1.3. Dissolution of firm</p> <p>9.2. Partnership  9.2.1. Registration of a firm  9.2.2. Effects of non-registration,  9.2.3. Dissolution of partnership.</p> <p>9.3. Joint stock company  9.3.1. Procedure for registration and incorporation  9.3.2. Winding up of companies  9.3.3. Powers and duties of official liquidator  9.3.4. Rights and duties of an auditor</p>
<ul style="list-style-type: none"> <li>• Discuss the court procedure in Nepal.</li> <li>• Explain the concept of alternative dispute settlement process.</li> </ul>	<p><b>Unit X: Dispute Settlement Process in Nepal (3)</b></p> <p>10.1. The court process in Nepal.  10.2. Alternative dispute resolution process  10.2.1. Arbitration.  10.2.2. Conciliation.</p>

#### 4. Prescribed Books

##### Basic Books

Anson, W.R, Anson's Law of Contract, Oxford University Press, London

L. Y. Robertson Smith, G. G. Mann, R.A. & Roberts Business Law, West Publishing Co. Chicago

Shukla, M.C. Commercial Law - S. Chand & Sons, New Delhi

Kucchal M.C, Business Law, Vikash Publishing House, Delhi,

##### Reference Books.

Bahl, S.R Business Law, Kitab Mahal, Alahabad

Tulsian P.C. Business Law, Tata McGraw Hill Delhi,

Nepal Acts collect Contract Act 056, Agency Act 2014, Agency Rules 2019, , Nepal Negotiable Instruments Act 2034, Company Act 2063, Consumer Protection act in Nepal. 2054, The Patent, Design and Trade Mark Act, 2022 with recent amendments (2044 and, 2063), The Copyright Act, 2059, The Electronic Transaction Act 2063, Partnership Act, 2020 (1964), Private Firm Registration Act, 2014 (1958) }, companies Act, 2063, Arbitration Act, 2055.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Communication**

Course Code: **MGT 331**

Nature of course: Theory

Semester: Third

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

**1. Course Introduction**

This course is for BBA third semester students and the main intent of the course is to develop advanced business communication skills and offer them an opportunity to practice skills such as socializing, telephoning, presenting, taking part in meeting and negotiating. The course also aims to build confidence and fluency by encouraging students to analyze tasks and take part in practice activities.

**2. General Objectives**

The general objectives of this course are as follows:

- To offer realistic communication activities for the students
- To expose them to the language of marketing, competition and entrepreneurship
- To familiarize them with the language of trade, design, technology and innovation
- To enable them to do the business presentations
- To help them understand the intercultural variations in business communication

**3. Specific Objectives and Course Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Use the terms related to marketing</li> <li>• Use appropriate strategies in discussion</li> <li>• Use the language of brand, products and marker</li> <li>• Use the language of time management</li> </ul>	<p><b>Unit I: Language of Marketing</b> (6)</p> <p>1.1. Market entry terms and concepts 1.2. Adding emphasis to explanation 1.3. Strategies for discussion 1.4. Language of brands, products and market 1.5. Language of time management 1.6. Language of preparing presentation slides</p>
<ul style="list-style-type: none"> <li>• Compare and contrast products</li> <li>• Persuade in business setting</li> <li>• Give advice</li> <li>• Quantify data</li> <li>• Negotiate in business</li> </ul>	<p><b>Unit II: Competition and entrepreneurship</b> (6)</p> <p>2.1. Ways of making comparison 2.2. Persuasive language 2.3. Giving advice 2.4. Quantifying data 2.5. Negotiating language</p>
<ul style="list-style-type: none"> <li>• Use the financial terms</li> <li>• Be familiar with the idioms and metaphors</li> </ul>	<p><b>Unit III: Management and Leadership</b> (6)</p> <p>3.1. Financial terms 3.2. Conflictual idioms and metaphors</p>

<ul style="list-style-type: none"> <li>• Describe leadership styles</li> <li>• Use proverbs</li> <li>• Use transactional and transformational language</li> <li>• Write effective emails</li> </ul>	<p>3.3. Describing leadership styles and behaviour</p> <p>3.4. Understanding proverbs</p> <p>3.5. Transactional and transformational language</p> <p>3.6. Features of effective emails</p>
<ul style="list-style-type: none"> <li>• Be familiar with the intercultural terms and concepts</li> <li>• Take turn while talking</li> <li>• Use the language of outsourcing</li> </ul>	<p><b>Unit IV: Language of Globalization (6)</b></p> <p>4.1. Intercultural terms and concepts</p> <p>4.2. Collaborative turn-taking</p> <p>4.3. Outsourcing language</p> <p>4.4. Reminding, explaining and requesting</p>
<ul style="list-style-type: none"> <li>• Define the concepts of design, innovation and technology</li> <li>• Use direct, indirect, negative and constructive criticism</li> <li>• Keep minutes in meetings</li> </ul>	<p><b>Unit V: Language of Design, Technology and Innovation (6)</b></p> <p>5.1. Concepts of innovation</p> <p>5.2. Word partnership</p> <p>5.3. Direct, indirect, negative and constructive criticism</p> <p>5.4. Understand euphemisms</p> <p>5.5. Structure and style in meeting minutes</p>
<ul style="list-style-type: none"> <li>• Use economic and financial terms in business communication</li> <li>• Make conference and correct errors</li> <li>• Talk about economic convergence and divergence</li> </ul>	<p><b>Unit VI: Language of Trade, Economy and 21<sup>st</sup>-century Enterprise (6)</b></p> <p>6.1. Economic and financial terms</p> <p>6.2. Language of structuring and describing</p> <p>6.3. Terms of economic convergence and divergence</p> <p>6.4. Trends, developments and changes</p> <p>6.5. Contrasting language</p> <p>6.6. Managing a conference call</p> <p>6.7. Error correction</p>
<ul style="list-style-type: none"> <li>• Socialize in culturally diverse communication</li> <li>• Make presentations</li> <li>• Engage in discussion in meeting</li> <li>• Negotiate successfully</li> </ul>	<p><b>Unit VIII: Advanced Business Communication Skills (9)</b></p> <p>7.1. Cultural diversity and socializing</p> <p>7.2. Telephoning</p> <p>7.3. Presentations</p> <p>7.4. Meetings</p> <p>7.5. Negotiation</p>

#### 4. References

Lisboa, M. and Handford, M. (2012). Business advantage. Student's Book Advanced (with CDs and DVD). Cambridge. Cambridge University Press.

Sweeney, S. (2003). English for business communication. Student's Book. Cambridge. Cambridge University Press.

#### Dictionary:

Hornby. A.S. (2010). *Eighth Edition. Oxford Advanced Learner's Dictionary*. Oxford: Oxford University Press.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Financial Accounting II**  
 Course Code: **MGT 334**  
 Nature of course: Theory  
 Semester: Third  
 Level: BBA

Total Marks: 100  
 Pass Marks: 45  
 Time per period: 1 hr.  
 Total periods: 45  
 Credit hours: 3

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**Course Introduction**

The designed course for BBA III semester is intended to acquaint students about accounting theories and practices concerning to specific items of revenues, expenses, assets, liabilities and equities for the recognition in financial statements. This course aims to prepare students with the knowledge of accounting and reporting of the major components of financial statements such as accounting, valuation and disclosure of the inventories and the cost of goods sold; cash, cash equivalents; accounts receivables; non-current assets; current liabilities; long-term liabilities; and owners' equity and dividends. The course also focuses on the key ratios showing financial indicators to measure operating performance of different assets and liabilities.

- To enable the students to understand the practice of generally accepted accounting principles, policies and standards for different kinds of assets and liabilities.
- To acquaint the learners the linkage and flow of inventories, cost of goods sold and gross margin and the impact of inventory valuation methods on net profits.
- To acquaint the students with the accounting procedure of accounts receivables and notes receivables.
- To enable learners prepare cash accounts and bank reconciliation statements.
- To facilitate the accounting procedures for noncurrent assets and shareholder' equity, bonds and debentures.
- To familiarize students with the concept and practices of computerized accounting system for making journal entries and keeping records of assets and liabilities using accounting software.
- To facilitate the learners to retrieve various accounting reports after adjustments from the software.

**Specific Objectives and Course Contents**

• Specific Objectives	Course Contents
<ul style="list-style-type: none"> <li>• Explain inventory, cost of goods sold and gross margin</li> <li>• Valuate inventory using different methods</li> </ul>	<p><b>Unit I: Accounting for inventories and cost of goods sold (8)</b></p> <p>1.1 Inventory, cost of goods sold and the gross</p>

<ul style="list-style-type: none"> <li>• Analyze the effect of inventory valuation method on cost of goods sold and on net profits</li> <li>• Show how to record and disclose inventories and cost of goods sold in financial statements.</li> <li>• Describe the provisions in generally accepted accounting principles, policies and standards for inventory accounting</li> </ul>	margin 1.2 Different methods of inventory valuation 1.3 Methods of estimating inventory 1.4 Effect of inventory valuation method on the cost of goods sold and the income measurement 1.5 Recording methods of the inventory and the cost of goods sold 1.6 Disclosure of inventory and cost of goods sold in the financial statements
<ul style="list-style-type: none"> <li>• Define accounts receivable and explain credit sales, credit policies and credit terms</li> <li>• Explain the methods of accounting for bad and doubtful debts</li> <li>• Demonstrate how to show accounts receivables and doubtful debts in financial statements</li> <li>• Define notes receivable</li> <li>• Preparation of notes receivable accounts</li> </ul>	<b>Unit II: Accounting for accounts receivables (6)</b> 2.1. Meaning of accounts receivable 2.2. Credit sales 2.3. Credit policies and credit terms 2.4. Assessment of accounts receivables 2.5. Methods of accounting for bad and doubtful debts 2.6. Balance sheet presentation of accounts receivables and doubtful debts 2.7. Meaning and types of notes receivable, interest bearing notes, non-interest bearing notes, accounting of notes receivable
<ul style="list-style-type: none"> <li>• Explain the components of cash and cash equivalents</li> <li>• Preparation of different cash books</li> <li>• Preparation of bank reconciliation statement</li> <li>• Preparation of petty cash book using impressed system</li> </ul>	<b>Unit III: Accounting for cash and the bank reconciliation statement (6)</b> 3.1. The components of cash and cash equivalents 3.2. The bank reconciliation statement: Concept, preparation and accounting adjustments 3.3. Petty cash: The impressed system and accounting entries, cash and cash equivalent balance
<ul style="list-style-type: none"> <li>• Explain the revenue expenses, deferred revenue expenditure and capital expenditures and their accounting process</li> <li>• Explain depreciation and amortization, and its effect on income measurement and reporting standards</li> <li>• Preparation of fixed assets accounts using different methods</li> <li>• Show the process of recording, amortization and presentation of intangible assets in financial statements</li> <li>• Explain the practice of generally accepted accounting principles, policies and standards for noncurrent assets, depreciation, capitalization and amortization</li> </ul>	<b>Unit IV: Accounting for noncurrent assets (8)</b> 4.1. Recognizing revenue expenses, deferred revenue expenditures and capital expenditures 4.2. Depreciation and amortization: Method change from straight line method to diminishing balance method and diminishing to straight line method, depreciation fund, sinking fund method, effects on income measurement and reporting standards, accounting for fixed assets and depreciation 4.3. Recording, amortization and presentation of intangible assets in financial statements.

<ul style="list-style-type: none"> <li>• Explain the components of capital structure</li> <li>• Explain the need and leverage impacts of debt and equity financing</li> <li>• Describe the types of bonds and debentures and their valuation</li> <li>• Make accounting for issue, amortization and redemption of bonds</li> </ul>	<p><b>Unit V: Accounting for bonds and debentures (8)</b></p> <p>5.1. Components of capital structure: Debt and equity</p> <p>5.2. Bonds and debentures as the source of debt financing</p> <p>5.3. Debt financing and the leverage effects</p> <p>5.4. Types of bonds and debentures</p> <p>5.5. Valuation of bonds and debentures</p> <p>5.6. Accounting for issue, amortization and redemption of bonds</p>
<ul style="list-style-type: none"> <li>• Describe the major components of stockholders equity</li> <li>• Accounting for issue of common and preferred stock</li> <li>• Make accounting for net income, dividends and retained earnings</li> <li>• Explain the meaning of cash and stock dividends and stock splits</li> <li>• Preparation of the statement of changes in stockholders' equity and its presentation in a classified balance sheet</li> </ul>	<p><b>Unit VI: Accounting for stockholders' equity (6)</b></p> <p>6.1. The major components of stockholders' equity</p> <p>6.2. The statement of the changes in stockholders' equity</p> <p>6.3. Accounting for issue of stocks: Common and preferred</p> <p>6.4. Concept of additional paid-in-capital and it's accounting</p> <p>6.5. The net income, dividends and retained earnings</p> <p>6.6. Cash dividends, stock dividends, stocks splits and treasury stocks, and their corresponding effects in the financial statements</p>
<ul style="list-style-type: none"> <li>• Explain the concept and practices of computerized accounting system for assets and liabilities</li> <li>• Prepare journal entries and adjusting entries, and flow chart of assets and liabilities in an accounting software</li> <li>• Retrieve various accounting reports after adjustments from the software.</li> </ul>	<p><b>Unit VII: Computerized accounting system (3)</b></p> <p>7.1. Computerized accounting systems for inventory, fixed assets, depreciation and shareholders' equity</p> <p>7.2. Recording journal entry in computer for inventory, fixed assets, depreciation and shareholders' equity</p> <p>7.3. Getting adjusted trial balance and the financial statements from computer software</p> <p>7.4. Retrieving various reports after adjustments from the system</p>

**Prescribed Books**

**Basic text book**

[Roger H.](#) Roger H., Hermanson and James [James Don](#) Edwards, [Financial Accounting: A Business Perspective](#). Richard D. Irwin Publishing.

Gary A. Porter and Curtis L. Norton, *Financial Accounting: The Impact on Decision Makers*, The Dryden Press.

**References:**

Accounting Standards, Available at: <http://www.ican.org.np/>

International Financial Reporting Standards (IFRS)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Psychology**  
 Course Code: **MGT 336**  
 Nature of course: Theory  
 Semester: Third  
 Level: BBA

Total Marks: 100  
 Pass Marks: 45  
 Time per period: 1 hr.  
 Total periods: 45  
 Credit hours: 3

**Course Description:**

Learn the various psychological phenomena and how they are relevant for a student of management.

**Learning Objectives:**

- A. General Objectives
  - a. Develop an understanding of the basic concepts of psychology
  - b. Develop understanding of the more fundamental components of Human Psychology
  - c. Nurture the students to familiarize themselves to the application of modern psychology
  - d. Enable the students to develop ideas about how human psychology works and learn them to enable them apply these ideas into their overall management skills
- B. Specific Objectives

<b>Specific Objectives</b>	<b>Contents</b>
<ul style="list-style-type: none"> <li>• Define Psychology</li> <li>• Explain its Importance</li> <li>• Identify major developmental areas in psychology</li> <li>• Explain why psychology is a science</li> <li>• Provide the various scientific methods of studying psychology</li> <li>• Let students conduct small survey on some relevant subjects or offer students 5 choices of which one is selected.</li> </ul>	<p><b>Conceptual and Methodological frameworks (5)</b></p> <ul style="list-style-type: none"> <li>• Definition of Psychology,</li> <li>• Major developments in Psychology- Structuralism, Functionalism, Behaviorism, Cognitive Movement;</li> <li>• Major areas in Psychology</li> <li>• Psychology as a Science</li> <li>• Research methods in psychology</li> <li>• Psychology as an applied Science</li> <li>• Major applications of psychology</li> </ul>

<ul style="list-style-type: none"> <li>• Define psychology as an applied science</li> <li>• Apply the various applications of psychology especially in the context of organizations and management</li> <li>• Provide the concept of perception and how it is important in understanding human behavior</li> <li>• Explore the how perception is organized and learn the various laws of perceptual organization</li> <li>• Understand perceptual constancies and their importance in daily life</li> <li>• Understand various illusions and why they occur</li> <li>• Learn through projects how concepts of perception can be used in management. Let them take examples of advertisements and learn how laws of perception are used to make them more noticeable</li> </ul>	<p><b>Perception (4)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance of Perception</li> <li>• Perceptual Organizations</li> <li>• Perceptual Constancies</li> <li>• Illusions and why they occur</li> <li>• Perception – Nature-Nurture Controversy</li> <li>• Apply Perception in Management</li> </ul>
<ul style="list-style-type: none"> <li>• Understand the concept and importance of learning in human behavior</li> <li>• Understand about classical conditioning and how learning occurs</li> <li>• Understand about Operant conditioning and how learning occurs</li> <li>• Understand about Observational Learning and how learning occurs</li> <li>• Build knowledge and skills in initiating and modifying behavior focusing on how it can be applied in management</li> </ul>	<p><b>Learning (5)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance of Learning</li> <li>• Classical Conditioning</li> <li>• Operant Conditioning</li> <li>• Observational Learning</li> <li>• Applications of Learning theories in real life situations</li> </ul>
<ul style="list-style-type: none"> <li>• Build knowledge about human memory and how it is important in daily life.</li> <li>• Explain different models of human memory including Atkinson &amp; Shiffrin Model and Levels of Processing Model</li> <li>• Provide the different components and types of memory including working, explicit / implicit, declarative/procedural, episodic/semantic memory focusing on working memory and its role in overall cognitive ability of a person</li> <li>• Explain causes of forgetting</li> <li>• Understand how memory can deceive us through distortion and construction with real life examples</li> <li>• Understand how memory can be improved by going understanding the concepts and practicing it.</li> <li>• Let the students perform on Wechsler’s Memory Scale and let them learn about the types of memory and how it is relevant for a management students</li> </ul>	<p><b>Memory (4)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance</li> <li>• Atkinson and Shiffrin Model</li> <li>• Levels of processing Model</li> <li>• Types of memory – Working Memory, Explicit and Implicit Memory, Declarative and Procedural Memory, Episodic and Semantic Memory</li> <li>• Theories of Forgetting</li> <li>• Memory Distortion and Construction</li> <li>• Mnemonics</li> </ul>

<ul style="list-style-type: none"> <li>• Understand the concepts and importance of cognition</li> <li>• Understand the concepts of thoughts and their elements</li> <li>• Understand conception reasoning, types of reasoning and sources of error</li> <li>• Explore the decision making strategies and the factors that facilitate and hinder effective decision making</li> <li>• Understand the concept of problem solving and explore the factors which facilitate and interfere with effective problem solving</li> <li>• Demonstrate the students the Jar example and let them solve various jar related activities. Note the time taken to produce correct responses and reward accordingly</li> </ul>	<p><b>Cognition (5)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance;</li> <li>• Thinking : Elements of thoughts – Logical and Natural concepts, Propositions, Images</li> <li>• Reasoning –Sources of Error, Physical Reasoning,</li> <li>• Decision making - Heuristics, Framing and Decision strategy, Escalation of commitment, Emotion and decision making, Naturalistic decision making</li> <li>• Problem solving – methods for problem solving, factors that facilitate and interfere effective problem solving.</li> </ul>
<ul style="list-style-type: none"> <li>• Understand the concept of motivation and the role it plays in human behavior</li> <li>• Describe various theories of emotion</li> <li>• Understand the various biological and psychological mechanisms underlying basic human needs such as hunger, thirst, sex and anger</li> <li>• Explore and understand achievement motivation and the role it plays in human behavior</li> <li>• Describe various intrinsic and extrinsic motivation</li> <li>• Let the student present on the topic of motivation and its importance in organizational management</li> </ul>	<p><b>Motivation (3)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance</li> <li>• Theories of Motivation – Drive, arousal, expectancy and goal-setting theory; Maslow’s need Hierarchy;</li> <li>• Regulation of hunger, thirst sex and anger – delineating the biological and psychosocial factors.</li> <li>• Achievement Motivation;</li> <li>• Intrinsic and Extrinsic Motivation.</li> </ul>
<ul style="list-style-type: none"> <li>• Describe emotion and its importance</li> <li>• Explore how different theories have been put forward to explain the concept of emotion and understand their major utilities and differences</li> <li>• Explain how cognition affects emotional state and how emotional states affect cognition</li> <li>• Define subjective well-being and its various components</li> <li>• Let students form groups and discuss how emotion affects cognition and vice versa and let one from each group present their findings.</li> </ul>	<p><b>Emotion (2)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance</li> <li>• Cannon-Bard, James-Lange and Schachter – Singer Theories of Emotion</li> <li>• Opponent Process theory</li> <li>• Emotion and cognition – How affect influences cognition and how cognition influences affect</li> <li>• Subjective well-being.</li> </ul>
<ul style="list-style-type: none"> <li>• Understand the concept of intelligence</li> <li>• Explore how nature and nurture work together to determine ones intellectuality</li> <li>• Understand how intelligence have been explained by psychologist and the importance and differences</li> </ul>	<p><b>Human Intelligence (4)</b></p> <ul style="list-style-type: none"> <li>• Nature vs. Nurture</li> <li>• Unitary vs. Multifaceted – Spearman’s, Gardener’s, Sternberg’s and Cattle’s theories of</li> </ul>

<p>between single and multiple intelligences</p> <ul style="list-style-type: none"> <li>• Understand the concept of IQ and its distribution among normal population</li> <li>• Understand emotional intelligence and how the concept is different from intelligence. Describe how EI has been found to be more important than IQ for a successful businessman</li> <li>• Understand the concept of creativity</li> <li>• Let students measure each other's intelligence through the use of Wechsler's Adult Intelligence Scale.</li> </ul>	<p>Intelligence</p> <ul style="list-style-type: none"> <li>• Measuring Intelligence and Concept of IQ</li> <li>• Wechsler's Scales,</li> <li>• Distribution of Intelligence in normal population</li> <li>• Emotional Intelligence; Creativity</li> </ul>
<ul style="list-style-type: none"> <li>• Understand the concept of personality and its importance</li> <li>• Describe the various trait theories</li> <li>• Explore Freud's, Roger's and Maslow's theory of personality and how each tries to portray human behavior and nature.</li> <li>• Explore how social cognitive theory evolved and the reason they gave more importance to concept such as self-efficacy and self-esteem</li> <li>• Describe how personality can be measured and demonstrate projective and questionnaire methods of measuring personality.</li> <li>• Explore the relation between personality and job performance and workplace aggression</li> <li>• Let the students find out the online tests to measure type A and type B personalities and perform the test on each other and present the results to the teacher</li> </ul>	<p><b>Personality (5)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance</li> <li>• Personality Theories – Trait Theories</li> <li>• Freud's theory of Personality, Roger's and Maslow's theories, Social and Cognitive theories – Self-efficacy, Self-esteem</li> <li>• Measurement of Personality – Projective and Questionnaire methods</li> <li>• Type A and Type B personalities</li> <li>• Personality and its relation to Job Performance and Workplace Aggression.</li> </ul>
<ul style="list-style-type: none"> <li>• Understand the concept of stress</li> <li>• Explore the types of stress in modern day life</li> <li>• Understand the various effects of stress</li> <li>• Understand the concept of resilience and coping mechanisms and their importance in stress management</li> <li>• Understand the role of optimism and pessimism and its relation with stress</li> <li>• Understand and learn the various stress management techniques such as relaxation, meditation and bio-feedback</li> <li>• Send the students to visit Center for Psychological Health to learn how Bio-feedback works and how lies can be detected through the machine.</li> </ul>	<p><b>Stress Management and Health (2)</b></p> <ul style="list-style-type: none"> <li>• Stress – its concept and individual differences</li> <li>• Types of Stresses in modern day life, daily stresses, work-related stress</li> <li>• Effects of Stress: Biological, Psychological and Behavioral, Cognitive</li> <li>• Resilience; Coping mechanisms; Problem Focused and Emotion Focused Coping</li> <li>• Role of Optimism and Pessimism</li> <li>• Stress Management Techniques: Relaxation Techniques, Meditation, Bio-feedback.</li> </ul>

<ul style="list-style-type: none"> <li>• Understand the concept and importance of social cognition</li> <li>• Explore attribution and the various attributional biases</li> <li>• Understand the concept of attitude and how attitudes form and how they can be changed</li> <li>• Explore the concept of prejudice and how prejudices are formed and what can be done to change them</li> <li>• Explore concepts like conformity, compliance, obedience and how they are important for an organization</li> <li>• Let the students devise Likert type scales to measure attitude on a specific topic and present to the class. Reward accordingly.</li> </ul>	<p><b>Social Thought and Behaviors (6)</b></p> <ul style="list-style-type: none"> <li>• Concepts and Importance</li> <li>• Attribution and Attributional biases</li> <li>• Social Cognition</li> <li>• Attitudes Formation and Change of Attitudes – Persuasion, Cognitive Dissonance</li> <li>• Prejudice – Formation and Change of Prejudice</li> <li>• Social Influences – Conformity, Compliance, Obedience,</li> </ul>
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**Basic Textbook**

Baron, Robert A. (2003), Psychology, 6<sup>th</sup> Edition, India: Prentice Hall of India Pvt. Ltd.

**Reference**

[Psychology, 10th Edition](#) by [David G. Myers](#) (Dec 19, 2011)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Statistics I**

Course Code: **MGT 333**

Nature of course: Theory

Semester: Third

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

**1. Course Introduction**

The objective of the course is to provide participants with a clear understanding of the basic statistical concepts and tools and integration of the Microsoft excel into all aspects to focus on the interpretation of results in addition to computations. It will enable them in using the tools for analyzing business decision problems effectively.

**2. General objectives**

- To acquaint the learners with the statistics used in business
- To familiarize students with tables, charts and diagrams used in the business
- To enable students to understand the concept of descriptive statistics
- To facilitate learners about the concept of probability, important probability distribution and normal and other continuous probability distributions
- To acquaint the students with sampling methods and its sampling distribution

**3. Specific Objectives and Course Contents**

<b>Unit objectives</b>	<b>Learning Units: Main text</b>
<ul style="list-style-type: none"> <li>• Explain how statistics is used in business</li> <li>• Describe the sources of data used in business</li> <li>• Explain the types of data used in business</li> </ul>	<p><b>Unit I: Introduction of Statistics and Data Collection (3)</b></p> <p>1.1 Why learn statistics 1.2 Statistics for managers 1.3 Basic vocabulary of statistics 1.4 Data collection 1.5 Types of variables</p>
<ul style="list-style-type: none"> <li>• Develop tables and charts for Categorical data</li> <li>• Develop tables and charts for Numerical data</li> <li>• Organize the numerical data</li> <li>• Explain the principles of data presentation</li> <li>• Prepare tables, charts and diagrams using computer</li> <li>• Demonstrate the basics of Microsoft excel</li> </ul>	<p><b>Unit II: Data Presentation (5)</b></p> <p>2.1. Tables and charts for categorical data 2.1.1 The summary table 2.1.2 The Bar Chart 2.1.3 The Pie Chart 2.1.4 The Pareto Chart 2.2. Organizing numerical data 2.2.1. The Ordered Array 2.2.2. The Stem-and-Leaf display 2.3. Tables and charts for numerical data 2.3.1. The frequency distribution 2.3.2. The relative frequency distribution and the percentage distribution 2.3.3 The cumulative distribution 2.3.4 The Histogram 2.3.5 The Polygon 2.3.6 The cumulative percentage, Polygon (Ogive)</p>

<ul style="list-style-type: none"> <li>Describe the properties of central tendency, variation, and shape in numerical data</li> <li>Calculate descriptive summary measures for a population</li> <li>Construct and interpret a box-and whisker plot</li> <li>Describe the covariance and the coefficient of correlation</li> <li>Demonstrate calculations using excel</li> </ul>	<p><b>Unit III: Numerical Descriptive Measures (7)</b></p> <p>3.1. Measures of central tendency</p> <p>3.1.1 The mean</p> <p>3.1.2 The median</p> <p>3.1.3 The mode</p> <p>3.1.4 Quartiles</p> <p>3.1.5 The geometric mean</p> <p>3.2. Variation and shape</p> <p>3.2.1 The range</p> <p>3.2.2 The interquartile range</p> <p>3.2.3 The variance and the standard deviation</p> <p>3.2.4 The coefficient of variation</p> <p>3.2.5 Z scores</p> <p>3.2.6 Shapes</p> <p>3.3. Numerical descriptive measures for a population</p> <p>3.3.1 The population mean</p> <p>3.3.2 The population variance and standard deviation</p> <p>3.3.3 The Empirical rule</p> <p>3.4. Exploratory data analysis</p> <p>3.4.1 The five number summary</p> <p>3.4.2 The Box and Whisker Plot</p> <p>3.5. The coefficient of correlation</p>
<ul style="list-style-type: none"> <li>Explain basic probability concepts and conditional probability</li> <li>Use Bayes' theorem to revise probabilities</li> <li>Use Microsoft excel</li> </ul>	<p><b>Unit IV: Basic Probability (8)</b></p> <p>4.1. Basic probability concepts</p> <p>4.1.1 Events and sample spaces</p> <p>4.1.2 Contingency tables</p> <p>4.1.3 Marginal probability</p> <p>4.1.4 Joint probability</p> <p>4.1.5 General addition rule</p> <p>4.2. Conditional probability</p> <p>4.2.1 Computing conditional probabilities</p> <p>4.2.2 Statistical independence</p> <p>4.2.3 Multiplication Rules</p> <p>4.2.4 Marginal probability using general</p> <p>4.3. Multiplication rule</p> <p>4.4. Bayes' Theorem</p>
<ul style="list-style-type: none"> <li>Describe the properties of a probability distribution</li> <li>Compute the expected value and variance of a probability distribution</li> <li>Calculate the covariance and understand its use in finance</li> <li>Compute probabilities from binomial, hyper geometric, and poisson distribution</li> <li>Use the binomial, hypergeometric, and Poisson distributions to solve the business problems</li> </ul>	<p><b>Unit V: Some Important Probability distributions (8)</b></p> <p>5.1. The probability distribution for a discrete random variable</p> <p>5.1.1 Expected value of a discrete random variable</p> <p>5.1.2 Variance and standard deviation of a discrete random variable</p> <p>5.2. Covariance and its application in finance</p> <p>5.2.1 Covariance</p> <p>5.2.2 Expected value, variance, and standard deviation of the sum of two random variables</p> <p>5.2.3 Portfolio expected returns and portfolio risk</p> <p>5.3. Binomial distribution</p> <p>5.4. Poisson distribution</p> <p>5.5. Hyper geometric distributions</p>

<ul style="list-style-type: none"> <li>• Compute probabilities from the normal distribution</li> <li>• Use the normal probability plot to determine whether a set of data is approximately normally distributed</li> <li>• Compute probabilities from the uniform distribution</li> <li>• Compute probabilities from the exponential distribution</li> </ul>	<p><b>Unit VI: The Normal Distribution and Other Continuous Distributions (7)</b></p> <p>6.1. Continuous probability distributions</p> <p>6.2. The normal distribution</p> <p>6.2.1. Standard normal distribution</p> <p>6.2.2. Area under the normal curve</p> <p>6.3. Evaluating normality</p> <p>6.3.1 Comparing data characteristics to theoretical properties</p> <p>6.3.2 Constructing the normal probability plot</p> <p>a. The uniform distribution</p> <p>b. The exponential distribution</p>
<ul style="list-style-type: none"> <li>• Distinguish between different sampling methods</li> <li>• Explain the concept of the sampling distribution</li> <li>• Compute probabilities related to the sample mean and the sample proportion</li> <li>• Describe the importance of the central limit theorem</li> <li>•</li> </ul>	<p><b>Unit VII: Sampling and sampling distribution (7)</b></p> <p>7.1. Meaning of population, sample, census, sampling and sampling frame</p> <p>7.2. Types of sampling methods</p> <p>7.2.1 Simple random samples</p> <p>7.2.2 Systematic samples</p> <p>7.2.3 Stratified samples</p> <p>7.2.4 Cluster samples</p> <p>7.3. Sampling distributions</p> <p>7.4. Sampling distribution of the mean</p> <p>7.3.1 The unbiased property of the sample mean</p> <p>7.3.2 Standard error of the mean</p> <p>7.3.3 Sampling from normally distributed populations</p> <p>7.3.4 Sampling from non-normally distributed populations- The central limit theorems</p>

Prescribed Books

- Levine, Stephan, Krehbiel and Berenson (2008), *Statistics for Managers using Microsoft excel*, 5<sup>th</sup> edition, New Delhi: Prentice Hall of India.
- Douglas A Lind, William G Marchal, Samuel A Wathen(2008), *Statistical Techniques in Business and Economics*, 13<sup>th</sup> edition, Tata McGraw-Hill India.

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Fourth Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Organizational Behaviour**

Total Marks: 100

Course Code: **MGT 346**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fourth

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Introduction**

The course is designed for BBA third semester students. The main intend of the course is to provide a basic framework for understanding the organizational behaviour. It offers the conceptual and theoretical aspects of organizational behaviour. It covers the concept of OB, individual behaviour, personality and attitudes, perception and learning. The course further includes motivation and stress management, group behaviour and, leadership and communication. The course finally deals with organizational structure, organizational culture, organizational change and development.

**2. General Objectives**

- To acquaint the learners about the understanding of organizational behaviour and individual behaviour.
- To familiarize the students with personality, attitudes, perceptions and learning.
- To make students know about motivation and its theories and job satisfaction.
- To enable the students about stress management and sources of stress.
- To make clear about the concepts of group and team.
- To acquaint the students with the leadership and communication.
- To help the students to develop the understanding about organizational structures and culture.
- To develop the understanding of the students about organizational change, organizational development.
- To facilitate the students about stress management.

**3. Specific objectives and Contents**

<b>Specific Objectives</b>	<b>Contents</b>
<ul style="list-style-type: none"> <li>• Introduce the concept of OB</li> <li>• Discuss the trends and challenges</li> <li>• Explain individual behavior as a system and factors affecting it</li> </ul>	<p><b>Unit I: Organizational Behaviour and individual Behaviour (5)</b></p> <p>1.1. Concept of OB</p> <p>1.2. Nature and importance of OB</p> <p>1.3. Emerging trends and challenges of OB</p> <p>1.4. Individual behavior as a system</p> <p>1.5. Factors affecting individual behavior: Individual and Environmental factors</p>

<ul style="list-style-type: none"> <li>• Explain the concept and factors determining personality</li> <li>• Explain the concept and components of attitudes</li> </ul>	<p><b>Unit II : Personality and Attitudes (4)</b></p> <p>2.1. Concept of personality  2.2. Factors determining personality  2.3. Matching personality with jobs  2.4. Concept and components of attitudes</p>
<ul style="list-style-type: none"> <li>• Explain the concept of perception</li> <li>• Explain the meaning, process and principles of learning</li> </ul>	<p><b>Unit III: Perception and Learning (4)</b></p> <p>3.1. Concept of perception  3.2. Factors influencing perception  3.3. Meaning and process and principles of learning</p>
<ul style="list-style-type: none"> <li>• Explain the concept, features and importance of motivation</li> <li>• Describe the theories of motivation</li> <li>• Discuss the concept, causes and effects of job satisfaction</li> </ul>	<p><b>Unit VI : Motivation and job satisfaction (5)</b></p> <p>4.1. Concept of motivation  4.2. Characteristics of motivation  4.3. Importance of motivation  4.4. Theories of motivation (Maslow, Herzberg and McGregor)  4.5. Concept, causes and effects of job satisfaction</p>
<ul style="list-style-type: none"> <li>• Explain the meaning and types of group</li> <li>• Describe group dynamics</li> <li>• Explain the meaning importance and types of teams</li> <li>• Compare teams with groups</li> </ul>	<p><b>Unit V : Groups and Teams (5)</b></p> <p>5.1. Meaning and types of group  5.2. Group dynamics  5.3. Meaning and importance of teams  5.4. Types of teams and effective teamwork  5.5. Teams vs groups</p>
<ul style="list-style-type: none"> <li>• Explain the concept nature and styles of leadership</li> <li>• Discuss theories of leadership</li> <li>• Define communication and explain the types and process of communication</li> <li>• Discuss the barriers to communication</li> </ul>	<p><b>Unit VI : Leadership and Communication (7)</b></p> <p>6.1. Concept of leadership  6.2. Nature of leadership  6.3. Leadership styles and theories (Trait, behavioral and contingent).  6.4. Meaning of communication  6.5. Types and process of communication  6.6. Barriers to communication</p>
<ul style="list-style-type: none"> <li>• Explain the meaning and types of organizational structures</li> <li>• Explain the concept and imp of organizational culture</li> </ul>	<p><b>Unit VII : Organizational Structures and Culture (6)</b></p> <p>7.1. Meaning of organizational structure  7.2. Types of organizational structures  7.3. Concept and importance of organizational culture  7.4. Importance of organizational culture</p>

<ul style="list-style-type: none"> <li>• Explain the meaning of organizational change and forces responsible for it</li> <li>• Discuss about how to manage Change</li> <li>• Explain the concept and features of OD</li> <li>• Explain the concept and sources and outcomes of stress</li> <li>• Discuss how to manage stress</li> </ul>	<p><b>Unit VIII : Organizational Change, Organizational Development and stress management (9)</b></p> <ol style="list-style-type: none"> <li>8.1. Meaning of organizational change</li> <li>8.2. Forces responsible for change</li> <li>8.3. Managing change</li> <li>8.4. Concept of features of organizational development</li> <li>8.5. Concept of stress</li> <li>8.6. Sources (Individual, group and organizational level stressors) and outcomes of stress:</li> <li>8.7. Management of stress</li> </ol>
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**4. Prescribed Books:**

**Basic books**

Helga Drummond, *Introduction to Organizational Behaviour*, (2000), Oxford University press, NY New York

K. Aswathappa, *Organizational Behaviour* (2011), 10<sup>th</sup> edition, Himalaya Publishing House

Stephen L. McShane, M.A.V. Glinow, and Radha R. Sharma, *Organizational Behavior*, (2009), Tata McGraw Hill, New Delhi.

Stephen Robbins, Timothy Judge and Neharika Vohra, *Organizational Behavior*, (2011), 14<sup>th</sup> edition, Pearson education Prentice Hall.

**References**

Dipak Kumar Bhattacharyya, *Organizational Behaviour* (2009), Oxford University Press.

Fred Luthans, *Organizational Behaviour* (2005), Tata McGraw Hill, New Delhi.

Gregory Moorhead and Ricky W. Griffin, *Organizational Behaviour*, (2000), AITBS Publishers and Distributors, New Delhi.

Kavita Singh, *Organizational Behaviour* (2010), Pearson Education.

Rae Andre, *Organizational Behaviour* (2009), Pearson Education.

S. P. Robbins, *Organizational Behaviour* (2010). Prentice-Hall, New Delhi.

S. S. Khanka, *Organizational Behaviour: Text and Cases*. (2004), S. Chand and Co. New Delhi.

Udai Pareek, T. V. Rao and D. M. Pestonjee, *Behavioural Processes in Organizations* (2009), Oxford and IBH, New Delhi.

Udai Pareek, T. V. Rao and D. M. Pestonjee, *Behavioural Processes in Organizations* (2009), Oxford and IBH, New Delhi.

Udai Parrek and Sushama Khanna, *Understanding Organizational Behaviour* (3<sup>rd</sup> Edition), Oxford University Press.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Fundamentals of Marketing**

Course Code: **MGT 343**

Nature of course: Theory

Semester: Fourth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### Course Description

Fundamentals of Marketing is a one semester, three credit course for BBA. Students gain a basic understanding of marketing and develop fundamental occupational decision-making skills necessary for successful initial employment in retail, wholesale, manufacturing or service businesses. This course consists of eight study units, covering such general areas as consumer behaviour and segmentation, product development and pricing, communication, product distribution channels, marketing of services, and relationship marketing.

### Learning objectives:

#### A. The general objectives of the course are as follows:

- Develop an understanding of the basic concepts in marketing
- Improve familiarity with current challenges and issues in marketing
- Expose the students to the latest trends in marketing
- Enable students to understand the influence of marketing forces and help them to develop the necessary marketing skills.
- Provide background knowledge to the students for concentration course of marketing.

#### B. Specific Objectives and Contents

Specific Objectives	Contents
<ul style="list-style-type: none"><li>• Define marketing and explain the importance of understanding customers</li><li>• Identify basic concepts and elements in marketing.</li><li>• Understand function and significance of marketing.</li><li>• Explain the marketing mix</li><li>• Understand the impact of marketing on society</li><li>• Understand the environmental factors that influence Marketing</li><li>• Analyze Nepalese marketing environmental factors</li></ul>	<p><b>Unit - I: Introduction (6)</b></p> <p>1.1. Nature and scope of marketing;</p> <p>1.2. Importance of marketing in Nepalese context,</p> <p>1.3. Marketing concepts - Selling vs. marketing;</p> <p>1.4. Marketing mix;</p> <p>1.5. Marketing and society</p> <p>1.6. Marketing environment</p> <p>1.6.1. Concept of Marketing environment</p> <p>1.6.2. Micro and macro environment,</p> <p>1.6.3. Nepalese Marketing environment.</p> <p><b>Field work:</b> Preparation of reports on Marketing environment of Local retailing Firm.</p>

<ul style="list-style-type: none"> <li>• Define consumer behavior</li> <li>• Analyze the importance of consumer behaviour</li> <li>• Explain buying behaviour of household consumers and industrial consumers</li> <li>• Understand the concept, bases and requirement of effective segmentation</li> <li>• Understand market targeting and</li> <li>• Understanding product positioning</li> </ul>	<p><b>Unit - II: Consumer Behaviour and Market Segmentation: (8)</b></p> <p>2.1. Consumer behaviour</p> <p>2.1.1. Nature, scope and significance of consumer behaviour,</p> <p>2.1.2. Factors affecting consumer behaviour</p> <p>2.1.3. Buyer decision process</p> <p>2.2. Market segmentation concept and importance;</p> <p>2.2.1. Benefits / Purpose and Limitations of Market Segmentations,</p> <p>2.2.2. Bases for market segmentation for consumer and Industrial goods.</p> <p>2.3. Market Targeting</p> <p>2.3.1. Meaning and Procedure,</p> <p>2.4. Product Positioning</p> <p>2.4.1. Introduction, Objectives, Usefulness</p> <p>2.4.2. Differentiating the Product</p> <p>2.5. Concept of Niche Marketing.</p> <p><b>Field work:</b> A report on changing life styles in different walks of life creating demand for new products.</p>
<ul style="list-style-type: none"> <li>• Understand the concept of product and product mix decision</li> <li>• Explain classification of product</li> <li>• Understand PLC and Marketing strategies at different stages</li> <li>• Analyze the process of new product development</li> <li>• Describe the principles of branding and explain the different types of brand</li> <li>• Explain the importance that branding offers both customers and organizations</li> <li>• Understand the value of brand</li> </ul>	<p><b>Unit - III : Product: (8)</b></p> <p>3.1. Meaning of product</p> <p>3.2. Classification of product</p> <p>3.3. Levels of Product</p> <p>3.4. Product Mix decision</p> <p>3.5. Product life cycle: Meaning stages and strategies</p> <p>3.6. New product development</p> <p>3.6.1.Types of new products</p> <p>3.6.2. Process of new product development</p> <p>3.6.3. The process of adoption</p> <p>3.7. Branding</p> <p>3.7.1. Definition, Purpose and Significance</p> <p>3.7.2. Branding decisions</p> <p>3.7.3. Brand equity</p> <p><b>Lab:</b> Preparation of a report of</p> <p>(1) Stages of product life cycle (PLC) for different companies</p> <p>(2) NPD stages for imaginary products.</p>
<ul style="list-style-type: none"> <li>• Understand the concept of pricing</li> <li>• Explain the factors affecting price.</li> <li>• Describe how price of a product/service is determined.</li> </ul>	<p><b>Unit - IV: Price (4)</b></p> <p>4.1. Price as marketing mix</p> <p>4.2. Factors influencing price</p> <p>4.3. Determination of price for a product / service</p> <p>4.4. Discount and rebates.</p> <p><b>Lab:</b> Report on factors influencing price fixation for different products in selected sectors.</p>
<ul style="list-style-type: none"> <li>• Explain the concept of a channel of distribution</li> <li>• Identify channel members</li> <li>• Compare channels of distribution for consumer and industrial products</li> <li>• Discuss the function and</li> </ul>	<p><b>Unit - V: Distribution Channels and Logistics Management (6)</b></p> <p>5.1. Distribution channels</p> <p>5.1.1. Concept and role of distribution channel</p> <p>5.1.2. Distribution channels for consumer &amp; industrial goods</p> <p>5.1.3. Factors affecting choice of distribution channel;</p> <p>5.1.4. Retailer and wholesaler;</p> <p>5.2. Logistics management</p>

<p>importance of retailers in distribution channel</p> <ul style="list-style-type: none"> <li>• Understand the role of different components of physical distribution</li> </ul>	<p>5.2.1. Transportation; 5.2.2. Warehousing; 5.2.3. Inventory control; 5.2.4. Order Processing. <b>Lab:</b> Report on channel system used in consumer goods in Nepal.</p>
<ul style="list-style-type: none"> <li>• Understand the concept, objective and importance of marketing communication</li> <li>• Understand promotion Mix</li> </ul>	<p><b>Unit - VI: Marketing Communication (6)</b> 6.1. Meaning and importance, 6.2. Communication objectives 6.3. The communication process 6.4. Marketing communication mix, 6.4.1. Advertising 6.4.2. Sales promotion 6.4.3. Direct Marketing 6.4.4. Public relation 6.4.5. Personal selling <b>Lab:</b> Report on promotional mix for consumer products.</p>
<ul style="list-style-type: none"> <li>• Understand the service and its main characteristics</li> <li>• Discuss the 7 ps of service marketing mix</li> <li>• Identify the key dimensions of service marketing</li> <li>• Explain how the quality of service can be measured?</li> </ul>	<p><b>Unit - VII: Service Marketing (3)</b> 7.1. Meaning and nature of service 7.2. Service mix 7.3. Service marketing mix 7.4. Dimensions of Service marketing 7.5. Measuring the quality of service</p>
<ul style="list-style-type: none"> <li>• Understand the concept of relationship marketing</li> <li>• Identify the stages of customer relationship lifecycle</li> <li>• Know the different methods of attracting and keeping customers</li> <li>• Understand the role of customer relationship management (CRM) systems</li> </ul>	<p><b>Unit - VIII: Relationship Marketing (5)</b> 8.1. Meaning and definition of relationship marketing 8.2. Relationships expressed as value creation 8.3. The customer relationship lifecycle 8.4. Loyalty, retention and customer satisfaction 8.5. Types and levels of loyalty 8.6. Customer service and relationship management 8.6.1. Customer contact centres 8.6.2. CRM systems</p>

**Basic Book**

1. Kotler, P., Wong V., Saunders J., and Armstrong, G. (2005), Principles of Marketing, Fourth European Edition, Prentice Hall: London.

**References:**

2. Paul Baines, Chris fill, Kelly page, “Marketing”, (2013), ASIAN Ed. Oxford University press

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Human Resource Management**

Total Marks: 100

Course Code: **MGT 344**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fourth

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Introduction

The course is designed for BBA students. It intends to provide the basic framework of human resources and its management. The course emphasizes on different aspects of human resource management in order to make students familiarize with the concept of human resource management. The course covers the context of human resource and different functions like human resource planning, recruitment, selection, training, development and performance evaluation and compensation. It further deals with the concept of labour relations, unionism, collective bargaining, labour disputes and grievances. The knowledge of human resource management will support students in future to make decisions regarding human resources.

### 2. Specific Objectives

Specific Objectives	Course contents
<ul style="list-style-type: none"><li>• Explain the concept of HRM</li><li>• Describe features, functions, and challenges of HRM</li><li>• Explain HRM system and discuss the models of HRM</li><li>• Summarize the evolution of HRM</li><li>• Discuss the growing interest in HRM and changing role of managers</li><li>• Compare HRM with Personnel management</li></ul>	Unit I : Human Resource Management (7) 1.1. Concept and definition of HRM 1.2. Characteristics and functions of HRM 1.3. HRM System 1.4. HRM Models 1.5. Evolution of HRM 1.6. Growing interest in HRM 1.7. Challenges of HRM 1.8. HRM vs Personnel Management 1.9. Changing role of HR managers
<ul style="list-style-type: none"><li>• Discuss the environmental factors of HRM and how they affect HRM decisions</li></ul>	Unit II : Context of HRM (4) 2.1 Components of HRM context 2.2 Internal forces 2.3 External forces 2.4 Changing role of HRM in Nepalese Organizations
<ul style="list-style-type: none"><li>• Explain the concept, nature and need of HR planning</li><li>• Discuss on the techniques of forecasting HR demand and supply</li></ul>	Unit III : Human Resource Planning (4) 3.1 Concept of HR Planning 3.2 Nature and need of HR Planning 3.3 Techniques of forecasting Human Resource demand and supply 3.4 Human resource planning in Nepal
<ul style="list-style-type: none"><li>• Explain the concept and nature and process of job analysis</li></ul>	Unit IV : Job Analysis and Job design (5) 4.1 Concept and nature of job analysis

<ul style="list-style-type: none"> <li>• Identify the methods of collecting job data</li> <li>• Explain the concept of job design</li> <li>• Discuss the factors affecting job design</li> <li>• Discuss job design approaches</li> </ul>	4.2 The process of Job analysis 4.3 Methods of collecting job data. 4.4 Problems with job analysis 4.5 Concept of job design 4.6 Factors affecting job design 4.7 Job design approaches
<ul style="list-style-type: none"> <li>• Define recruitment and explain the objectives, process and importance of recruitment</li> <li>• Discuss the factors governing recruitment and sources of recruitment</li> <li>• Explain the concept, nature and process of selection and barriers of effective selection</li> <li>• Explain orientation and socialization</li> </ul>	Unit V : Recruitment, Selection and Socialization (7) 5.1 Defining recruitment 5.2 Objectives and importance of recruitment 5.3 Recruitment process 5.4 Factors governing recruitment 5.5. Sources of recruitment 5.6 Concept and nature and process of selection 5.7 Barriers of effective selection 5.8 Orientation: Concept and need 5.9 Socialization: Purposes of socialization and socialization for new employees
<ul style="list-style-type: none"> <li>• Explain the concept of training</li> <li>• Describe how to determine the training needs</li> <li>• Explain the methods of training</li> <li>• Discuss the issues and challenges of training</li> <li>• Explain the elements of effective training</li> <li>• Explain the concept, objectives and methods of management development</li> </ul>	Unit VI : Employee Training and Management Development (6) 6.1 Concept of training 6.2 Determining training needs, methods of training : On the Job and Off the Job 6.3 Issues and challenges of training 6.4 How to make training effective? 6.5 Concept of management development 6.6 Objectives and methods of management development
<ul style="list-style-type: none"> <li>• Explain the concept, methods and challenges of performance evaluation</li> <li>• Discuss the effective performance evaluation system</li> <li>• Explain the concept, types and objectives of compensation</li> </ul>	Unit VII : Performance Appraisal and Compensation (6) 7.1 Concept of performance appraisal 7.2 Performance appraisal methods 7.3 Challenges to effective performance appraisal 7.4 Effective performance appraisal system 7.5 Concept of compensation 7.6 Types and objectives of compensation
<ul style="list-style-type: none"> <li>• Explain the concept and approaches of labour/industrial relations</li> <li>• Discuss Unionism</li> <li>• Describe the purposes and types of collective bargaining</li> <li>• Discuss labour disputes, its settlement and grievances</li> </ul>	Unit VIII : Labour/Industrial Relations (6) 8.1 Concept of labour/industrial relations 8.2 Approaches of labour relations 8.3 Unionism 8.4 Collective bargaining: Purposes and types 8.5 Labour disputes and its settlement 8.6 Grievances 8.7 Labour relations in Nepalese organizations

Garry Desseler

Robbins

John Bratton and Jeffrey Gold

Miechal Armstrong

B. B. Mahapatra

Devraj Adhikari

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Business Statistics II**

Total Marks: 100

Course Code: **MGT 341**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fourth

Total periods: 45

Level: BBA

Credit hours: 3

Unit objectives	Learning Units: Main text
<p>This unit will help you learn:</p> <ul style="list-style-type: none"> <li>➤ To construct and interpret confidence interval estimates for the mean and proportion</li> <li>➤ How to determine the sample size necessary to develop a confidence interval of mean or proportion</li> <li>➤ How to use confidence estimates in auditing</li> </ul> <p>Practical:</p> <p>Excel companion to ch-8.</p>	<p><b>Unit-1: Confidence Interval Estimation (8)</b></p> <ul style="list-style-type: none"> <li>8.1 Confidence interval estimation for the mean (<math>\sigma</math> known)</li> <li>8.2 Confidence interval estimation for the mean (<math>\sigma</math> Unknown)               <ul style="list-style-type: none"> <li>8.2.1 Student's t distribution</li> <li>8.2.2 Properties of the t Distribution</li> <li>8.2.3 The concept of the degree of freedom</li> <li>8.2.4 The confidence interval statements</li> </ul> </li> <li>8.3 Confidence Interval estimation for proportion</li> <li>8.4 Determining sample size               <ul style="list-style-type: none"> <li>8.4.1 sample size determination for the mean</li> <li>8.4.2 sample size determination for the proportion</li> </ul> </li> <li>8.5 Applications of confidence interval estimation in auditing               <ul style="list-style-type: none"> <li>8.5.1 estimating the population total amount</li> <li>8.5.2 difference estimation</li> <li>8.5.3 one-sided confidence interval estimation of the rate of non noncompliance with internal controls</li> </ul> </li> </ul>
<p>This unit will help you learn:</p> <ul style="list-style-type: none"> <li>➤ The basic principles of hypothesis testing</li> <li>➤ How to use hypothesis testing to test a mean or proportion</li> <li>➤ The assumptions of each hypothesis testing procedure, how to evaluate them, and the consequences if they are seriously violated</li> </ul>	<p><b>Unit-2: Fundamentals of hypothesis testing: one sample tests (8)</b></p> <ul style="list-style-type: none"> <li>9.1 Hypothesis testing methodology               <ul style="list-style-type: none"> <li>9.1.1 The null and alternative hypothesis</li> <li>9.1.2 The critical value of the test statistic</li> <li>9.1.3 Regions of rejection and non rejection</li> <li>9.1.4 Risks of decision making using hypothesis testing</li> </ul> </li> <li>9.2 Z test of hypothesis for the mean(<math>\sigma</math> known)               <ul style="list-style-type: none"> <li>9.2.1 The critical value approach to hypothesis testing</li> </ul> </li> </ul>

<p>Practical:</p> <p>Excel Companion to Ch-9.</p>	<p>9.2.2 The p-value approach to hypothesis testing</p> <p>9.2.3 The connection between confidence interval estimation and hypothesis testing</p> <p>9.3 One tail tests</p> <p>9.3.1 The critical value approach</p> <p>9.3.2 The p-value approach</p> <p>9.4 t- test of hypothesis for the mean(<math>\sigma</math> unknown)</p> <p>9.4.1 The critical value approach</p> <p>9.4.2 The p-value approach</p> <p>9.5 Z test of hypothesis for the proportion</p> <p>9.5.1 The critical value approach</p> <p>9.5.2 The p-value approach</p>
<p>This unit will help you learn how to use hypothesis testing for comparing the difference between:</p> <ul style="list-style-type: none"> <li>➤ The means of two independent populations</li> <li>➤ The means of two related populations</li> <li>➤ Two proportions</li> </ul> <p>Practical:</p> <p>Excel Companion to Ch-10.</p>	<p><b>Unit-3: Two sample tests(6)</b></p> <p>10.1 comparing the means of two independent populations</p> <p>10.1.1 Z-test for the difference between two means</p> <p>10.1.2 Pooled variance t test for the difference between two means</p> <p>10.1.3 Confidence interval estimate for the difference between two means</p> <p>10.1.4 Separate variance t test for the difference between two means</p> <p>10.2 Comparing the means of two related populations</p> <p>10.2.1 Paired t tests</p> <p>10.2.2 Confidence interval estimate for the mean difference</p> <p>10.3 Comparing two population proportions</p> <p>10.3.1 Z test for the difference between two proportions</p> <p>10.3.2 Confidence interval estimates for the difference between two proportions</p>
<p>This unit will help you learn:</p> <ul style="list-style-type: none"> <li>➤ How and when to use the chi-square test for contingency tables</li> <li>➤ How to use the marascuilo procedure for determining pairwise differences when evaluating more than two proportions</li> <li>➤ How and when to use the McNemar test</li> <li>➤ How and when to use nonparametric tests</li> </ul> <p>Practical:</p> <p>Excel Companion to Ch-12.</p>	<p><b>Unit-5: Chi- Square tests and nonparametric tests(8)</b></p> <p>12.1 Chi square test for the difference between two proportions(Independent samples)</p> <p>12.2 Chi square test for differences among more than two proportions</p> <p>12.2.1 The Marascuilo procedure</p> <p>12.3 Chi square test of independence</p> <p>12.4 McNemar test for the difference between two proportions(related samples)</p> <p>12.5 Wilcoxon rank sum test: Nonparametric analysis for two independent populations</p> <p>12.6 Kruskal-wallis rank test: Nonparametric test for one way anova</p>

<p>This unit will help you learn:</p> <ul style="list-style-type: none"> <li>➤ To use regression analysis to predict the value of a dependent variable based on an independent variable</li> <li>➤ The meaning of regression coefficients</li> <li>➤ To evaluate the assumptions of regression analysis and know what to do if assumptions are violated</li> <li>➤ To make inferences about the slope and correlation coefficient</li> <li>➤ To estimate mean values and predict individual values</li> </ul> <p>Practical: Excel Companion to Ch-13.</p>	<p><b>Unit-6: Simple linear regression(8)</b></p> <ul style="list-style-type: none"> <li>13.1 Types of regression models</li> <li>13.2 determining the simple linear regression equation <ul style="list-style-type: none"> <li>13.2.1 The least square method</li> <li>13.2.2 Visual exploration: exploring simple linear regression coefficients</li> <li>13.2.3 Predictions in regression analysis: interpolation versus extrapolation</li> <li>13.2.4 Computing the regression coefficients</li> </ul> </li> <li>13.3 measures of variations <ul style="list-style-type: none"> <li>13.3.1 Computing the sum of squares</li> <li>13.3.2 The coefficient of determination</li> <li>13.3.3 Standard error of the estimate</li> </ul> </li> <li>13.4 Assumptions</li> <li>13.5 Residual analysis: Evaluating the assumptions</li> <li>13.7 Inferences about the slope and correlation coefficient <ul style="list-style-type: none"> <li>13.7.1 t test for the slope</li> <li>13.7.2 F test for the slope</li> <li>13.7.3 confidence interval estimate of the slope</li> <li>13.7.4 t test for the correlation coefficient</li> </ul> </li> </ul>
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**Main Text:**

Levine, Stephan, Krehbiel and Berenson (2008), *Statistics for Managers using Microsoft excel*, 5<sup>th</sup> Edition, New Delhi: Prentice Hall of India.

**Main Reference:**

Douglas A Lind, William G Marchal, Samuel A Wathen(2008), *Statistical Techniques in Business and Economics*, 13<sup>th</sup> edition, Tata McGraw-Hill India.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Corporate Finance I**

Course Code: **MGT 342**

Nature of course: Theory

Semester: Fourth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

**COURSE OVERVIEW:**

The Corporate Finance I introduces the students about the various aspects of corporate finance which facilitates the decision making domain pertaining to financing, investment and dividend decisions. This course aims at providing the students with the fundamental concepts, principles and approaches of corporate finance, enable the students to apply relevant principles and approaches in solving problems of corporate finance. Specific topics include Risk and Return Theory, Time value of Money, Valuation, Cost of Capital, Capital Budgeting and dividend policy decision.

**LEARNING OBJECTIVES:**

**A. The general objectives of the course are as follows:**

- (1) To familiarize students with the concepts, tools and practices of corporate finance,
- (2) To enables to understand the decisions to be taken by financial managers of business firms.

**B. Specific Objectives and Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Introduce the concept of corporate finance/financial management</li> <li>• Acquaint the goal of the firm, and responsibility of finance manager.</li> <li>• Provide the basic knowledge of agency problem</li> <li>• Understand the basic concept of financial market</li> </ul>	<p><b>Unit I: Introduction to Corporate Finance (2)</b></p> <p>1.1. Concept of Corporate Finance 1.2. The Financial Manager 1.3. Financial Management Decisions 1.4. The Goal of Financial Management 1.5. Agency Relationships 1.6. Financial Markets: Primary versus Secondary Markets</p>
<ul style="list-style-type: none"> <li>• Understand the basic financial statements</li> <li>• Understand the concept and uses of financial ratios</li> <li>• Compute different types of ratios</li> <li>• Explain uses and limitations of ratio analysis</li> </ul>	<p><b>Unit II: Financial Statements and Analysis (6)</b></p> <p>2.1. Financial Statements and Reports: The Four Key Financial Statements, 2.2. Analysis of Financial Statements: Liquidity Ratios, Asset Management Ratios, Debt Management Ratios, Profitability Ratios, Market Value Ratios 2.3. Tying the Ratios Together: The Du Pont Equation 2.4. Uses and Limitations of Ratio Analysis</p>
<ul style="list-style-type: none"> <li>• Understand the relationship between risk and return.</li> <li>• Measuring risk and return by calculating expected return, standard deviation, and coefficient of variation of individual security and portfolio.</li> </ul>	<p><b>UNIT III : Risk and Return Theory (6)</b></p> <p>3.1. Defining Risk and Return 3.2. Attitudes Toward Risk 3.3. Risk and return of Individual asset 3.4. Risk and Return in a Portfolio Context 3.5. Portfolio Theory</p>

<ul style="list-style-type: none"> <li>• Describe the portfolio opportunity set and efficient set</li> <li>• Analyze the equilibrium price of security</li> <li>• Division of total risk into systematic and unsystematic components</li> <li>• Determine the required rate of return using CAPM</li> </ul>	<p>3.6. Portfolio opportunity set and efficient portfolio  3.7. Selection of Optimal Portfolio  3.8. The Capital-Asset Pricing Model (CAPM)</p>
<ul style="list-style-type: none"> <li>• Give the concept of the time value of money.</li> <li>• Understand the relationship between present and future value.</li> <li>• Calculate both the future and present value of (a) Single cash flow; (b) an annuity; and (c) a stream of mixed cash flows.</li> <li>• Distinguish between an “ordinary annuity” and an “annuity due.”</li> <li>• Build an “amortization schedule” for an installment-style loan.</li> </ul>	<p><b>UNIT IV: Time Value of Money (8)</b>  4.1. Concept of Time Value of Money  4.2. Nature of Cash Flow and Time Lines  4.3. Future Values and Present Values  4.4. Finding the Interest Rate and Number of Years  4.5. Future Value and Present Value of an Ordinary Annuity, Annuities Due and Perpetuities  4.6. Finding Annuity Payments, Periods, and Interest Rates  4.7. Future Value and Present Value of an Uneven Cash Flow Stream  4.8. Semi-annual and Other Compounding Periods  4.9. Fractional Time Periods  4.10. Amortized Loans  <b>Lab work:</b> The students are required to compute the problems of time value of money using EXCEL functions.</p>
<ul style="list-style-type: none"> <li>• Define the terminology and characteristics of bonds, preferred stock, and common stock.</li> <li>• Distinguish among the various terms used to express value, including liquidation value, going-concern value, book value, market value, and intrinsic value.</li> <li>• Value bonds, preferred stocks, and common stocks.</li> <li>• Calculate the rates of return (or yields)</li> </ul>	<p><b>UNIT V: Security Valuation (6)</b>  5.1. Bond Valuation  5.1.1. Concept of Bond  5.1. 2. Key Characteristics of Bonds  5.1. 3. Valuation of different types of bond  5.1. 4. Changes in price of Bond Values over Time  5.1. 5. Bonds with Semi-annual Coupons  5.1. 6. Bond Yields  5.2. Common Stock  5.2.1. Rights and Privileges of Common Stockholders  5.2.2. Types of Common Stock  5.2.3. The Market Price versus Intrinsic Value  5.2.4. Valuing Common Stocks: Zero growth, Constant Growth, Nonconstant Growth Stocks  5.2. 5. Yields on common stock  5.2.5. Stock Valuation by the Free Cash Flow Approach  5.3. Preferred Stock  5.3.1. Concept of Preferred Stock  5.3. 2. Characteristics of Preferred Stock  5.3. 3. Valuation Preferred Stock  5.4. Stock Market Equilibrium</p>
<ul style="list-style-type: none"> <li>• Explain the concept and significance of cost of capital</li> <li>• Enable learner to understand the different methods of calculating</li> </ul>	<p><b>UNIT VI: Cost of Capital (4)</b>  6.1. Concept and significance of Cost of Capital,  6.2. Specific cost of Capital  6.2.1. Cost of Debt  6.2.2. Cost of Preferred Stock</p>

cost of capital	6.2.3. Cost of common stock 6.3. Weighted average cost of capital (simple problems)
<ul style="list-style-type: none"> <li>• Understand “capital budgeting” and identify the steps involved in the capital budgeting process.</li> <li>• Suggest the different techniques of evaluating capital budgeting</li> </ul>	<b>UNIT VII: The Basics of Capital Budgeting (10)</b> 7.1. Concept of Capital budgeting 7.2. Characteristics of Capital budgeting 7.3. Classification of projects 7.4. Capital budgeting process 7.5. Evaluation techniques 7.5.1. Payback Period (PBP) 7.5.2. Net Present Value (NPV) 7.5.3. Discounted Payback Period (DPBP) 7.5.4. Internal Rate of Return (IRR) 7.5.5. Profitability Index (PI) 7.5.6. Modified Internal Rate of Return (MIRR) 7.5.7. NPV Profiles 7.6. Decision Criteria Used in Practice <b>Lab work:</b> The students are required to compute the problems of Capital budgeting using EXCEL functions.
<ul style="list-style-type: none"> <li>• Understand the concept of dividend and its payment procedure</li> <li>• Explain the dividend payout scheme</li> <li>• Explain the factors affecting dividend</li> </ul>	<b>Unit XI: Dividend Decision (3)</b> 8.1. Meaning and significance of dividends 8.2. Dividend payment procedure 8.3. Dividend payout scheme 8.4. Types of dividends, stock split, reverse stock split, repurchase of stock 8.5. Factors influencing dividend policy

**Basic Book and References:**

**Basic Books**

1. Brealey R.A; Myers S. C; Principles of Corporate Finance. Tata McGraw Hill, New Delhi.
2. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
3. Brigham E. F, and Huston J. F; Fundamentals of Financial Management: Singapore Thamson South-western

**Reference Books:**

4. Van Horne J.C; and Wachowicz J. M; Fundamentals of Financial Management: Prentice Hall of India, New Delhi.
5. Brigham E.F, and Ehrhardt M.C; Financial Management –Text and Cases; Cengage Learning India Limited New Delhi
6. Gitman, Lawrence J; Principles of Managerial Finance. Pearson Education Asia, New Delhi..
7. Khan M.Y and Jain P.K.; Financial Management: Text and Problems; Tata McGraw Hill, New Delhi.
8. Pandey I. M; Financial Management: Vikas Publishing House, New Delhi.
9. Prasanna Chandra; Financial Management Theory and Practice: Tata McGraw Hill, New Delhi.

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Fifth Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Business Research Methods**

Total Marks: 100

Course Code: **MGT 352**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fifth

Total periods: 45

Level: BBA

Credit hours: 3

**COURSE OVERVIEW:**

Business Research Methods course is designed for the students of BBA to learn how research is used to support management decision making and to develop understanding of variety of research methodologies and basic skill in applying them. This course is designed to introduce students to the research methods that can be used in most business research. The topics covered includes, nature, scope, and significance of business research, research process, ethics in research, research design, measurement, sampling, data collection, analysis, interpretation and report writing.

**LEARNING OBJECTIVES**

1. Explain how research contributes to business decisions and practices.
2. Understand emerging paradigms in research
3. Understand business research methods
4. Discuss the ethical issues applicable to business research.
5. Describe the research process in detail
6. Describe the role of theory in the business research process.
7. Explain the nature of measurement and characteristics of a sound measurement
8. Describe the scales that can be used in the research process
9. Describe types of sampling and differentiate the probability sampling from the non-probability sampling
10. Present research data through analysis using histograms, polygons, and other techniques
11. Interpret and summarize data in terms of descriptive and inferential statistics
12. Prepare a research proposal, research report and project report.
13. Present a project report at the end of semester

Specific objectives	Contents
<ul style="list-style-type: none"> <li>• Acquaint students with research terminologies and its significance in business decision making.</li> <li>• Understand new paradigms in research</li> <li>• Understand the concept, role and</li> </ul>	<p><b>UNIT I: INTRODUCTION TO BUSINESS RESEARCH METHOD (4)</b></p> <p>1.1. Meaning, nature and types of research</p> <p>1.2. Significance of research in business decision-making.</p> <p>1.3. Research Process and criteria of good research.</p> <p>1.4. Emerging paradigms in research</p>

<p>types of business research.</p> <ul style="list-style-type: none"> <li>List the ethical aspects of business research.</li> </ul>	<p>1.5. Business research 1.6. Role of business research 1.7. Types of business research 1.8. Ethical considerations in business research</p>
<ul style="list-style-type: none"> <li>Understand the concept, steps and steps in literature review</li> <li>Determine the sources of literature</li> <li>Figure out the guidelines for presenting literature review.</li> </ul>	<p><b>UNIT II: LITERATURE REVIEW AND THEORETICAL FRAME WORK (3)</b> 2.1. Meaning 2.2. Purpose and steps in literature review 2.3. Searching, obtaining and evaluation of the literature 2.4. Literature search through internet 2.5. Format and guidelines for presenting the literature review 2.6. Concept of theoretical frame work.</p>
<ul style="list-style-type: none"> <li>Distinguish research problem from research hypothesis</li> <li>develop research questions and hypothesis.</li> <li>Formulate a research problem and hypothesis</li> </ul>	<p><b>UNIT III: PROBLEM DEFINITION AND HYPOTHESIS FORMULATION (3)</b> 3.1. Research problem 3.2. Techniques involved in defining a problem. 3.3. Identification and formulation of research problem, 3.4. Setting objectives and formulation of hypotheses. 3.5. Characteristics of a good hypothesis</p>
<ul style="list-style-type: none"> <li>Describe the steps of the research process and key components of designing a study.</li> <li>Classify various research designs and explain the differences.</li> </ul>	<p><b>UNIT IV: RESEARCH DESIGN (4)</b> 4.1. Research Designs - exploratory, descriptive, diagnostic and experimental; Co relational 4.2 Qualitative research 4.2.1. Features of Qualitative research 4.2.2. Design of Qualitative research</p>
<ul style="list-style-type: none"> <li>Understand the concept, need and problems of measurement scales</li> <li>Enlist four types of scale used in research</li> <li>Understand the concept and use of reliability and validity of scales.</li> <li>Explain the difference between a sample and a census.</li> <li>Explain the difference between random and nonrandom sampling</li> <li>List the factors that should be considered when determining the appropriate sample size</li> <li>Understand sampling errors</li> </ul>	<p><b>UNIT V: MEASUREMENT, SCALING AND SAMPLING (6)</b> 5.1. Measurement scales 5.1.1. Need for scaling 5.1.2. Problems of scaling 5.1.3. Types of scales (nominal, ordinal, interval, ration) 5.1.4. Differences in rating and ranking scales, 5.1.5. Reliability and validity of scales, 5.2. Sampling 5.2.1. Sampling Process 5.2.2. Sampling Designs 5.2.3. Sample Size 5.2.4. Application of Sampling, 5.2.5. Sampling errors,</p>
<ul style="list-style-type: none"> <li>Define primary and secondary data and explain the various methods of data collection.</li> <li>Acquaint students to construct tables</li> </ul>	<p><b>UNIT VI: DATA COLLECTION AND ANALYSIS (15)</b> 6.1. Data Collection 6.1.1. Method of Data Collection: questionnaires, interview and observation. Web surveys and</p>

<p>and graphs using MS- EXCEL to present, analyze and interpret collected data.</p> <ul style="list-style-type: none"> <li>• Give an overview of descriptive and inferential statistics to analyze and interpret data and hypothesis testing.</li> </ul>	<p>E-mail surveys</p> <p>6.1.2. Primary data Vs secondary data, 6.2. Presenting data in graphs and tables 6.3. Statistical analysis of data 6.3.1.Descriptive and inferential statistics 6.3.2.Interpretation of data 6.4. Hypothesis testing</p>
<ul style="list-style-type: none"> <li>• Acquaint students to write research proposal.</li> <li>• Understand research report, its types, and writing procedure.</li> <li>• Understand project work its components.</li> <li>• Distinguish between research report and project report.</li> <li>• Acquaint students to write project report in APA style.</li> <li>• Describe the essentials of good research report.</li> </ul>	<p><b>UNIT VII: WRITING PROPOSALS AND PROJECT REPORTS (10)</b></p> <p>7.1 Research proposals 7.1.1 Functions of research proposals 7.1.2 Types of research proposals 7.1.3 Components of research proposals 7.1. 4 Features of research proposals 7.2 Research report 7.2.1 Concept of research report 7.2.2 Process of research report 7.2.3 Types of research report 7.2.4 Procedure for writing research report 7.3. Project work 7.3.1.Concept of project work 7.3.2 Purpose of project work 7.3.3 Methods of project work 7.3.4. Components of project report 7.3.5. Body of project report 7.4. APA style of citation and referencing 7.5 Essentials of good research report</p>

**BASIC TEXTS**

Sekaran, U. *Research Methods for Business: A Skill Building Approach*. Wiley, New Delhi.  
Zikmund, W. G. *Business Research Methods*. Thompson, New Delhi.

**REFERENCES**

Cooper, D. R. and Schindler, P. S. *Business Research Methods*. Tata McGraw Hill, New Delhi.  
Flick, U. *An Introduction to Qualitative Research*. Sage South Asia Edition New Delhi.  
Bryman, A and Bell, E. *Business Research Methods*. Oxford University Press, New Delhi  
Pant, Prem R. *Business Research Methods*. Buddha Academic Enterprises, Kathmandu.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Corporate Finance II**  
Course Code: **MGT 353**  
Nature of course: Theory  
Semester: Fifth  
Level: BBA

Total Marks: 100  
Pass Marks: 45  
Time per period: 1 hr.  
Total periods: 45  
Credit hours: 3

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**COURSE OVERVIEW:**

The Corporate Finance II is an extension of corporate finance I and focuses at introducing the students some advanced aspects of corporate finance which facilitates the decision making domain pertaining to financing decisions. This course enables the students to apply relevant principles and approaches in solving problems of corporate finance. Specific topics include corporate governance, Valuation, short term financing, long term financing and merger and acquisition.

**LEARNING OBJECTIVES:**

**A. The general objective of the course is as follows:**

To understand the decisions to be taken by financial managers of business firms regarding short term and long term financial decision and some special topics like corporate governance along with MA.

**B. Specific Objectives and Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Understand the important features of the four main types of</li> <li>• Understand the three main types of decisions a financial manager makes</li> <li>• Understand the financial market</li> <li>• Acquaint students to understand the corporate governance in corporations and its practice in Nepalese firms.</li> </ul>	<p><b>Unit I Corporate Finance and Corporate Governance (3)</b></p> <p>1.1. Forms of business organizations 1.2. Investment and financing decisions 1.3. Financial markets and institutions 1.3.1. Financial institutions 1.3.2. Financial market 1.4. Corporate Governance 1.4.1. Defining corporate governance 1.4.2. Importance of Corporate Governance 1.4.3. Roles and responsibilities of CEO, Directors, and Chairman; 1.4.4. Corporate Governance Practice in Nepal</p>
<ul style="list-style-type: none"> <li>• Understand the concept of interest rates and ways of determining interest rates</li> <li>• Understand the theories of interest rates</li> </ul>	<p><b>Unit II: Interest Rates and Security Valuation (4)</b></p> <p>2.1. Interest rates 2.1.1. Determination of interest rate 2.1.2. Term structure of interest rates and theories of term structures 2.1.3. Real and nominal interest rates.</p>

<ul style="list-style-type: none"> <li>• Compute the interest rate using expectation theory.</li> </ul>	
<ul style="list-style-type: none"> <li>• Understand the concept of short - term financing</li> <li>• Describe the sources of short - term financing</li> <li>• Compute cost of sources of Short term Financing</li> </ul>	<p><b>Unit III: Short Term Financing (8)</b></p> <p>3.1. Concept of short term financing,  3.2. Sources of short term financing:  3.2.1. Trade credit  3.2.2. Short term bank loans  3.2.3. Commercial paper,  3.2.4. Inventory financing  3.2.5. Account receivable financing.</p>
<ul style="list-style-type: none"> <li>• Understand the sources of long term financing</li> <li>• Describe rights and privileges available to Common Stockholders</li> <li>• Understand how rights are issued to existing shareholders and how to value those rights.</li> <li>• Explain the innovation in bond and bond covenants</li> <li>• Evaluate Bond refunding decision</li> <li>• Understand the hybrid securities, their features and types.</li> </ul>	<p><b>Unit IV: Long-Term Financing (8)</b></p> <p>4.1. common Stock Financing  4.1.2. Rights and privileges of common stock  4.1.3. Merits and demerits of common stock financing  4.1.4. Methods of issue  4.1.4.1. Private placement  4.1.4.2. Public offering  4.1.4.3. Rights offering  4.1.4.3.1. Rights issue procedure  4.1.4.3.2. Valuation of Rights  4.1.4.3.3. Effect of right offering on stockholders' wealth  4.2. Corporate debt  4.2.1. Bond  4.2.2. Innovation in the debt market  4.3.3. Bond Covenants  4.3.4. Types of Covenants  4.3.5. Advantages of Covenants  4.2.6. Bond refunding decision  <b>4.3. Hybrid Financing:</b>  <b>4.3.1. Warrants and convertibles</b>  4.3.2. Use of Warrants in Financing  4.3.3. Problems with Warrant Issues  4.3.4. General Features of Convertibles  4.3.5. Reasons for issuing convertibles and warrants  4.3.6. Conversion value, Straight bond value and Market value of convertible bond  4.3.7. Effect of conversion on earning dilution</p>
<ul style="list-style-type: none"> <li>• Acquaint student to understand the venture capital market and its role in the financing</li> <li>• Understand how securities are sold to the public and the role of investment banks in the process.</li> <li>• Explain initial public offerings and some of the costs of going public.</li> </ul>	<p><b>UNIT V: VENTURE CAPITAL, IPOS AND SECOND OFFERING (4)</b></p> <p>5.1. Venture Capital  5.1.1. Meaning of venture capital  5.1.2. Features of venture capital  5.1.3. Choosing a venture capitalist  5.2. Selling Securities to the Public (IPO)  5.2.1. The Basic Procedure</p>

<ul style="list-style-type: none"> <li>• Understand the process and role of investment banking.</li> </ul>	5.2.2. The underwriters 5.2.3. Types of underwriting 5.2.4. Listing of securities 5.3. The private placement 5.4. The Costs of Issuing Securities 5.5. Investment Banking and Their Role
<ul style="list-style-type: none"> <li>• Understand the different kinds of leases and some of the reasons for their use.</li> <li>• Compute the net present value of a long-term lease.</li> <li>• Evaluate lease on behalf of lessee and lessor</li> </ul>	<b>UNIT VI: LEASING (8)</b> 6.1. Concept of leasing 6.2. Reasons for leasing 6.3. Forms of leasing 6.4. Advantages of leasing 6.5. Lease rental rate 6.6. Lease-versus-Purchase Decision 6.6.1. Evaluation by the Lessee 6.6.2. Evaluation by the Lessor
<ul style="list-style-type: none"> <li>• Understand the concept and motives of merger.</li> <li>• Estimate the gains and costs of mergers to the acquiring firm.</li> <li>• Understand the merger regulation in Nepal</li> </ul>	<b>UNIT VII: MERGER AND ACQUISITION (5)</b> 7.1. Methods Merger 7.2.1. Motives for merger 7.2.2. Merger Negotiation Process 7.2.3. Evaluating merger 7.2.4. Valuing the Target Firm 7.2.5. Merger financed by cash 7.2.6. Merger financed by stock 7.2.7. The benefit and cost of merger 7.2.8.. Merger Regulation in Nepal

### Basic Books

1. Brealey R.A; Myers S. C; Principles of Corporate Finance. Tata McGraw Hill, New Delhi.
2. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
3. Kohn, Meir: Financial Institutions and Markets

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: <b>Business Ethics and Corporate Social Responsibility</b>	Total Marks: 100
Course Code: <b>MGT 351</b>	Pass Marks: 45
Nature of course: Theory	Time per period: 1 hr.
Semester: Fifth	Total periods: 45
Level: BBA	Credit hours: 3

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**1. Course Introduction:**

The growing competition and increase in awareness of consumers requires business to transparently follow the ethical practices and to be responsible towards society. This course will make the students aware of importance of ethics and social responsibility to become an ethical manager in the long run.

**2. Course Objectives**

- To explain the importance of ethics and CSR in business
- To understand the evolution of different theories of ethics and CSR in business
- To explain the reasons of unethical behavior in organization
- To understand ethical issues in various functions of an organization
- To understand the professional ethics in an organization

**Unit-I: Ethics and Morality (7)**

Meaning of ethics and moral standard, Characteristics of moral standard, Moral reasoning for ethics

Understand moral responsibility, Moral standard Vs. ethical standard.

**Unit-II: Moral theories in ethical practices (5)**

Utilitarian approach of ethics, Common good approach in ethics

**Unit-III: Ethics in Business (6)**

Nature of business ethics, Importance of Ethics in Business, How ethics works in business, Role and scope of ethics in business, Characteristics of ethical problems in management, Meaning of ethical abuse.

**Unit-IV: Individual, Organization and Corporate Social Responsibility(7)**

Right and obligation of individual in organization, Organization and responsibility for ethics  
Meaning and importance of Corporate Social Responsibility, Principles of corporate social, responsibility: legitimacy, public responsibility, and managerial discretion

**Unit-V: Ethical issues in various functions (6)**

Ethical issues in human resources management, Issue of ethics in marketing and consumer protection, Meaning of consumer protection, Ethics in monopoly and monopolistic market  
Ethical issues in internet marketing, Ethics in production management.

**Unit-VI: Professional Ethics (7)**

Introduction to professional ethics, Ethics of marketing and ad professional, Ethics of HR professional, Ethics of finance /account professional.

**Unit-VII: Introduction to environmental issues (7)**

Industry and environmental protection, some environmental phenomenon of ethical concern  
Ethics of controlling environmental pollution, Ethics of ecological protection

**Prescribed Books**

Ethics in business and corporate governance, S K Mandal , Mc Graw Hill (II edition)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **International Business**

Total Marks: 100

Course Code: **MGT 354**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fifth

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Introduction:**

The shift of local market to global market and formation of more multinationals have made the management education to shift its focus towards global management. The purpose of this course is to lay the knowledge base for producing the global managers in future. The course deals in the globalization issues, trade theories, development of WTO and finally the formulation of business strategies at the firm level

**2. Course Objectives**

- To understand the context of globalization and how international business operates within the globalization
- To understand the evolution of the trade theories leading to the current state of free trade
- To understand why and how government controls trade and international business
- To understand the evolution of world trading system and regional economic integration
- To understand the different business strategies applicable for global business

**3. Specific Objectives and Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• To understand globalization, forces leading to globalization and current debates in globalization</li> </ul>	<p><b>Unit I: Globalization and globalization debates (4)</b></p> <p><b>1.1 Globalization</b></p> <p>1.1.1 What is globalization</p> <p>1.1.2 Globalization of market and production</p> <p>1.1.3 Drivers of globalization</p> <p>1.1.4 Globalization debate (issues of jobs /income, labor policies and environment, national sovereignty, and world's poor)</p>
<ul style="list-style-type: none"> <li>• To make the students understand the features of international business and how it differs from domestic business</li> </ul>	<p><b>Unit II: International Business (3)</b></p> <p>2.1.1 Introduction to International Business;</p> <p>2.1.2 Distinguishing aspects of International</p> <p>2.1.3 Reasons behind companies engaging in international business</p> <p>2.1.4 Difference between domestic and international business</p>

<ul style="list-style-type: none"> <li>To make the students aware of the contribution of different theories leading to the growth of international trade</li> </ul>	<p><b>Unit III: International Trade Theory (6)</b></p> <p><b>3.1 Trade theories</b></p> <p>3.1.1 Mercantilism  3.1.2 Absolute cost advantage theory  3.1.3 Comparative cost advantage theory  3.1.4 Heckser Ohlin Theory  3.1.5 International Product life cycle theory  3.1.6 National Competitive advantage(Porters diamond)</p>
<p>To make the students aware of the contribution of different theories leading to the growth of cross country investment</p>	<p><b>Unit IV:Theories of International Investment (3)</b></p> <p>4.1.1 Monopolistic Advantage;  4.1.2 Cross Investment,  4.1.3 Internalization,  4.1.4 Dunning’s Eclectic Theory.</p>
<p><b>To help the students to understand the different forms of FDI and their cost and benefit to home and host country</b></p>	<p><b>Unit V: FDI and trend of FDI (4)</b></p> <p>5.1.1 Meaning and forms of FDI(Green field vs Acquisition, Horizontal vs vertical)  5.1.2 Cost and benefit to host country  5.1.3 Cost and benefit to home or souce country  5.1.4 Global trend of FDI and FDI inflow to Nepal(source website)</p>
<ul style="list-style-type: none"> <li>To explain the different trade control mechanism by state and the rationale behind them</li> </ul>	<p><b>Unit VI: Instruments and arguments of trade policy (5)</b></p> <p>6.1.1 Tariff, subsidies, import quotas , voluntary restraints, Local content requirement and administrative policies  6.1.2 Arguments for government intervention</p>
<p>To understand how the evolution of world trading system and regional economic integration affects the international business</p>	<p><b>Unit VII: World trading system &amp; Regional Integration (7)</b></p> <p>7.1 The development of world trading system  7.1.1 GATT and formation of WTO(The World Trade Organization)  7.2 Regional Economic Integration (REI)  7.2.1 Meaning and level of economic integration  7.2.2 Economical and political case for integration  7.2.3 Impediments to integration  7.2.4 The effects of REI – Dynamic, Static, Trade Creation, Trade Diversion  7.3 Evolution of major trading groups:  5.2.1 Brief introduction to The European Union (EU), NAFTA , SAFTA, BIMSTEC, ASEAN</p>
<ul style="list-style-type: none"> <li>To discuss the working of foreign exchange</li> <li>To explain why companies deal in foreign exchange</li> <li>To describe the working of foreign exchange</li> </ul>	<p><b>Unit VII: International Monetary System (7)</b></p> <p><b>6.1 Determination of Exchange Rates</b></p> <p>6.1.1 Failure of gold standard system , Bretton woods agreement and formation of IMF  6.1.2 Emergence of Floating rate regime and managed fixed rate regime  6.1.3 Causes of Exchange Rate Fluctuations – (Purchasing</p>

market	<p>Power Parity, Supply and Demand of a Currency, Fisher Effect, Monetary and Fiscal Policies);</p> <p><b>6.2 Foreign Exchange Risk Management</b></p> <p>6.2.1 Translation exposure</p> <p>6.2.2 Transaction exposure</p> <p>6.2.3 Economic exposure</p>
<ul style="list-style-type: none"> <li>To make the students understand the different international business strategies of a business</li> </ul>	<p><b>Unit VII: International Business Strategies (5)</b></p> <p><b>7.1 Pressure of Cost reduction versus Local Responsiveness</b></p> <p><b>7.2 Choosing a Strategy</b></p> <p>7.3.1 International strategy</p> <p>7.3.2 Multi-domestic strategy</p> <p>7.3.3 Global strategy</p> <p>7.3.4 Transnational strategy</p> <p><b>7.3 Basic entry modes</b></p> <p>7.4.1 Export, Licensing, Franchising, Subsidiaries</p> <p>7.4.2 Selecting an entry mode</p>

#### 4. Prescribed Books

1. International Business, Competing in Global Marketplace; Charles W L Hill, Arun Kumar Jain; Tata McGraw-Hill (Eighth edition)
2. **International Business: the challenges of global business**, Donald A. Ball, Wendell H. McCulloch and others, McGraw-Hill Irwin, Eleventh Edition (2010).

#### Reference books

International Business, Environment and Operations;  
John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan; Pearson Education

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Operation Management**

Total Marks: 100

Course Code: **MGT 355**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fifth

Total periods: 45

Level: BBA

Credit hours: 3

**Course Description**

Operations management has been recognized as an important subject for the management students. Rapid changes in technology have created numerous opportunities and challenges, which have resulted in enhancement of manufacturing capabilities through new materials, facilities, techniques and procedures. Operation management is of central importance to any organization, whether they are manufacturing companies producing physical products or organizations offering services. Operation Management leads the way for the organizations to achieve its goals with minimum effort. Hence, the study of the subject at undergraduate has more significance.

The main objective of this course is to introduce the concepts and techniques related to the design, planning, control, and improvement of manufacturing and service operations. The course begins with an understanding of operation management and other topics covered product design and process management, forecasting, location and capacity decisions supply chain management, inventory management, quality management waiting theory and productivity.

**A. The general objectives of the course are as follows:**

- Provide students with an understanding of the concept, nature, and implementation of operation management.
- Understand the value chain analysis for product and services.
- Develop students' understanding of the psychological, social and cultural factors affecting operation behavior of operation managers
- Acquaint students to understand the concept, nature, relevance, and process of operation research.
- Expose students to the various application areas of operation management.
- Develop students' skill to conduct operation techniques in several trading and service organizations.

B. Specific objectives	Contents
<ul style="list-style-type: none"> <li>• Understand Operation Management and its role in organization</li> <li>• Describe the decisions that fall with in the field of operation management</li> <li>• Explain the objectives and strategic perspectives of operation management</li> </ul>	<p><b>Unit I: Introduction (3)</b></p> <ul style="list-style-type: none"> <li>1.1 Concept of Operation Management</li> <li>1.2 Role of operation management in organization</li> <li>1.3 Objectives of Operations Management</li> <li>1.4 Strategic perspective of operation management</li> </ul>

<ul style="list-style-type: none"> <li>• Explain the concept, steps and factors to be considered in product design</li> <li>• Describe the service design</li> <li>• Point out the emerging issues in designing product and service</li> </ul>	<p><b>Unit II: Product Design and Process Selection (3)</b></p> <p>2.1.Product Design  2.2.Steps in Product Design  2.3.Factors to Consider in Product Design  2.4.Process Selection  2.5.Relationship between Product Design and Process  2.6.Nature of Services as a Product  2.7.Designing Services  2.8.Emerging Issues in Product Design</p>
<ul style="list-style-type: none"> <li>• Understand demand management</li> <li>• Explain the role and approaches of demand forecasting for products and services</li> <li>• Understanding the location and layout decisions</li> <li>• Describe the capacity concepts</li> <li>• Explain the service specific capacity issues</li> <li>• Discuss the impact of capacity planning and control</li> </ul>	<p><b>Unit III: Key decisions in OM (12)</b></p> <p>3.1.Demand Management  3.2.Forecasting decisions  3.2.1 Role of demand forecasting for products and services  3.2.2. Forecasting approaches  3.2.3. Qualitative Techniques in Forecasting  3.2.4. Time Series Analysis  3.2.5. Causal Relationship Forecasting  3.3. Location and Layout decisions  3.3.1. Concept and importance of Location  3.3.2. Location decisions in supply chain  3.3.3. Methods of Determining Facility Location  3.3.4. Importance of Layout  3.3.5. Types of Layout  3.4. Capacity decisions  3.4.1. Capacity concepts  3.4.2. Determination of level of capacity  3.4.3. Capacity measurement  3.4.4. Impact of capacity planning and control  3.4.5. Capacity constraints  3.4.6. Service specific capacity issues</p>
<ul style="list-style-type: none"> <li>• Describe the scope and importance of Supply Chain Management</li> <li>• Understand the role of supply chain strategy in linking corporate strategy and operations</li> </ul>	<p><b>Unit IV: Supply Chain Management (3)</b></p> <p>4.1.Supply Chain Strategy  <b>4.2.</b>Supply Chain Design Strategy  <b>4.3.</b>Out Sourcing and Mass Customization</p>
<ul style="list-style-type: none"> <li>• Understand the role of inventory and basic inventory management systems</li> <li>• Be familiar with basic inventory models</li> <li>• Understand the process of developing a master schedule and materials plan</li> </ul>	<p><b>Unit V: Inventory System (5)</b></p> <p>5.1.Inventory Costs  5.2.Independent vs. Dependent Demands  5.3.Inventory Systems  5.4.Basic Model Types  5.5.EOQ Models  5.6.JIT model  5.7.Problems in Determining Realistic Costs</p>

	5.8. Materials Requirement Planning Systems and its structure
<ul style="list-style-type: none"> <li>• Understand the role of quality management in organizations</li> <li>• Understand the nature and use of ISO 9000 quality management system</li> <li>• Know how to use the basic quality control tools</li> </ul>	<b>Unit VI: Quality Management and Japanese Operations Managements (8)</b> 6.1. Quality Management <b>6.2.</b> Philosophical Elements of Quality Management <b>6.3.</b> Quality specification and Quality Costs <b>6.4.</b> Statistical Quality Control <b>6.5.</b> Process Control <b>6.6.</b> Features of Japanese Operations Managements <b>6.7.</b> Stabilizing Schedule <b>6.8.</b> Elimination of Waste <b>6.9.</b> Acceptance Sampling ISO 9000
<ul style="list-style-type: none"> <li>• Understand the waiting line problem</li> <li>• Explain necessary theory and models for line waiting</li> </ul>	<b>Unit VII: Waiting Line Theory (4)</b> 7.1 Economics of the Waiting Line Problem 7.2. The Queuing System 7.3. Waiting Line Characteristics 7.4. Simple Waiting Line Models
<ul style="list-style-type: none"> <li>• Explain the productivity and factors affecting productivity</li> <li>• Understand the guidelines for improving the productivity</li> <li>• Discuss tools and techniques for productivity measurement</li> </ul>	<b>Unit VIII: Productivity (4)</b> 8.1. Meaning and type of productivity 8.2. Factors affecting productivity 8.3. Guides to productivity improvement 8.4. Measuring productivity

**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.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Strategic Management**

Total Marks: 100

Course Code: **MGT 356**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Fifth

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Description

Strategic management will cover the concept and importance of strategic management in business organization. The course will cover the understanding of different layers of the strategy in organization, process of formulation, implementation and control of strategy implementation process.

### 2. Course Objectives

- Understand how strategic management can contribute to a long term mission of the organization
- To understand the different methods of internal and external environmental analysis
- To understand different types of the business strategies
- To understand the strategy formulation at different layers
- To understand the implementation mechanism of the strategies implementation
- To understand the techniques of control and evaluation of strategy implementation process

### 3. Specific Objectives and Contents

Specific Objectives	Contents
<ul style="list-style-type: none"><li>• Explain the concept and elements of strategic management</li><li>• Explain the concept of learning org</li><li>• Discuss the strategic decision making process</li></ul>	<b>Unit I: Basic Concepts of strategic management (7)</b> 1.1 Meaning and importance of strategic management 1.2 Concept of learning organization 1.3 Basic elements of strategic management 1.3.1 Environmental scanning 1.3.2 Strategy formulation 1.3.3 Strategy implementation 1.3.4 Strategy evaluation and control <b>1.4 Strategic Decision Making</b> 1.4.1 What makes a decision strategic 1.4.2 Strategic Decision making process
<ul style="list-style-type: none"><li>• Identify the variables for analyzing the external environment</li><li>• Discuss the different methods of internal analysis and strategic issues</li></ul>	<b>Unit II: Scanning the environment (7)</b> 2.1 Scanning external environment 2.1.1 Identifying external environment variables 2.1.2 PESTEL Analysis 2.1.3 Porters approach of industry analysis 2.2 Scanning the internal environment 2.2.1 VRIO framework of resource based analysis 2.2.2 Business models 2.2.3 Value chain analysis 2.2.4 Scanning functional resource and capability 2.2.5 Strategic issues (strategic marketing, strategic financial, strategic HRM, strategic information system issues)

<ul style="list-style-type: none"> <li>• Discuss situational and portfolio analysis</li> <li>• Explain the business and corporate strategies</li> </ul>	<p><b>Unit III: Strategy Formulation (5)</b></p> <p>3.1 Situational analysis: SWOT analysis</p> <p>3.2 Business strategies: Porters competitive strategies</p> <p>3.3 Corporate strategies</p> <p>    3.3.1 Directional strategies</p> <p>    3.3.2 Growth</p> <p>    3.3.3 Stability</p> <p>    3.3.4 Retrenchment strategies</p> <p>3.4 Portfolio analysis: BCG matrix</p>
<ul style="list-style-type: none"> <li>• To analyze and understand the various functional strategies</li> <li>• To learn to select the best strategy</li> </ul>	<p><b>Unit IV: Formulation of functional strategies (6)</b></p> <p>4.1 Functional Strategies: Marketing strategy, financial strategy, R and D strategy, operations strategy, logistics strategy, HRM strategy, IT strategy</p> <p>4.2 Sourcing decisions</p> <p>4.3 Strategies to avoid</p> <p>4.4 Selecting the best strategy</p>
<ul style="list-style-type: none"> <li>• Explain the strategy implementation process</li> <li>• Discuss the different issues in strategy implementation</li> </ul>	<p><b>Unit V: Strategy Implementation and control (7)</b></p> <p>5.1 Strategy implementation:</p> <p>    5.1.1 Who implements the strategy</p> <p>    5.1.2 Developing program, budget ,procedures, policies</p> <p>5.2 International issues in strategic implementation</p> <p>    5.2.1 Forces pushing for standardization</p> <p>    5.2.2 International alliances</p> <p>    5.2.3.Stages of international development</p> <p>    5.2.4 Centralization vs decentralization</p>
<ul style="list-style-type: none"> <li>• To understand the importance of control in strategic management process</li> <li>• To learn the different control and evaluation techniques</li> </ul>	<p><b>Unit VI: Evaluation and control in strategic management (8)</b></p> <p><b>6.1 Strategy implementation:</b></p> <p>6.1.1 Basic evaluation and control process in strategic Management, Types of control</p> <p>6.1.2 Performance and appropriate measures of performance</p> <p>    Primary measures of corporate performance: traditional measure, stakeholder measure, shareholder, economic and market value added methods</p> <p>    Balanced score card</p> <p>6.1.3.Primary measures of divisional and functional performance</p> <p>    Major types of responsibility centers</p> <p>    Using benchmarking to evaluate performance</p> <p>    Problems in measuring performance</p> <p>    Guidelines for proper control</p> <p>    Strategic incentive management</p>
<ul style="list-style-type: none"> <li>• To understand the specific strategic issues for small business</li> </ul>	<p><b>UNIT VII :Strategic issues in Entrepreneurial ventures small business (5)</b></p> <p>7.1 Factors affecting new venture success</p> <p>    Industry structure, Business strategy, Entrepreneurial characteristics</p> <p>7.2 Issues in strategy implementation</p> <p>7.3 Issues in evaluation and control</p>

## 2. Prescribed Books

### Basic Text Books

Concepts in Strategic management and business policy;  
Thomas L wheelen., J David Hunger ; Pearson Education

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Sixth Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Banking and Insurance**

Course Code: **MGT 365**

Nature of course: Theory

Semester: Sixth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Description

This course has two parts. First part deals with banking and second part is all about insurance. It covers an overview of banks and their services, the impact of government policy and regulation on banking, the organization and structure of banks and their industry, measuring and evaluating bank performance, special issues in Nepalese banking, introduction to insurance, types of insurance, fundamental principles of insurance, insurance intermediaries, concept and importance of insurance intermediaries in life and non-life insurance industry; insurance industry in Nepal.

### 2. General Objectives

1. To enable the students to understand various concepts and principles of banking as well as insurance.
2. To make Students able to relate the concepts and principles in real life situation.
3. To acquaint the students to understand the operating system of banks.
4. To understand the Government Policy and Regulation on Banking and insurance in Nepal.
5. To make students understand the Structure of banking.
6. To make learners understand the techniques of performance evaluation of banks.
7. To acquaint the students with principles and types of Insurance.
8. To provide the knowledge of insurance intermediaries.
9. To make students understand in detail the life insurance policies.
10. To acquaint students to understand the recent trend in banking and insurance.

Specific objective	Contents
<ul style="list-style-type: none"><li>• Understand of meaning and nature of bank</li><li>• Understand the historical background of Bank</li><li>• To give introduction of commercial bank and banking system in Nepal</li><li>• Understand services and</li></ul>	<b>Unit 1: Introductions to Banking (8)</b> 1.1 Meaning & nature of bank 1.2 History of banking in the world and banking system of Nepal 1.3 Types of banks 1.4 Major services offered by commercial banks 1.5 Types of deposits offered and loan made by Nepalese commercial banks.

<p>facilities offered by bank</p> <ul style="list-style-type: none"> <li>• Explain central bank and NRB as central bank</li> <li>• Develop skill to understand the impact of government policies on performance of banks.</li> <li>• Understand the deposit collection and loan disbursement techniques of Nepalese commercial banks.</li> </ul>	<p>1.6 Non-deposit investment product in banking  1.7 Lending procedure of Nepalese commercial banks  1.8 Trends affecting banks  1.9 Major laws in banking in Nepal with special focus on BAFIA Act 2006  1.10 Impact of government policy and regulations  1.11 Central banking system: Nepal Rastra Bank; objectives, functions, duties and powers, organizational structures of NRB</p>
<ul style="list-style-type: none"> <li>• Elaborate different types of banking</li> <li>• Explain the measures of banking efficiency</li> <li>• Explain the impact of organization type and size on bank performance</li> </ul>	<p><b>Unit 2: The organization and structure of banks and Their Industry (4)</b>  2.1. The array of organizational structures in banking;  2.1.1 Unit banking  2.1.2 Branch banking  2.1.3 Bank holding company organization  2.2 Banking efficiency  2.3 Foreign Bank Penetration of Domestic Markets  2.4. Factors affecting banks and their management decisions</p>
<ul style="list-style-type: none"> <li>• Understand the bank's balance sheet and income statement.</li> <li>• Make students able to prepare and analyze banks financial statements.</li> <li>• Understand to calculate different ratios and interpret their result for Performance evaluation.</li> </ul>	<p><b>Unit 3 Financial statements of bank &amp; measuring performance (7)</b>  3.1 The balance sheet or report of condition  3.2 Income statement or report of income  3.3 Evaluating a bank's performance using different ratios.  3.4 Impact of bank size on performance  3.5 Size, locations and regulatory bias in analyzing in bank performance</p>
<ul style="list-style-type: none"> <li>• Understand the role of corporate governance in banking system.</li> <li>• Understand the present status and procedure of merger and acquisition in Nepalese banking sector.</li> <li>• Explain credit risk and measure taken by Nepalese banks to manage it.</li> <li>• Understand how money laundering takes place through banking system.</li> </ul>	<p><b>Unit 4: Special Issues in Nepalese Banking (3)</b>  4.1 Corporate governance,  4.2. Mergers and acquisitions in banking,  4.3. Credit risk management,  4.4. Money laundering through banking system</p>
<ul style="list-style-type: none"> <li>• Understand of international banking and services provided by these banks.</li> <li>• Explain the challenges and futures for international banking.</li> </ul>	<p><b>Unit 5: Internatinal Banking (3)</b>  5.1 Types of international banking  5.2 Services Supplied by Bank in international Markets  5.3 Challenges and Futures for International Banks in Foreign Markets</p>

<ul style="list-style-type: none"> <li>• Understand the basic concept of risk and methods of handling it.</li> <li>• List the basic terms related to risk.</li> <li>• Explain the meaning, features and types of insurance.</li> <li>• Understand the historical background and present status of insurance business in Nepal.</li> </ul>	<p><b>Unit 6: Risk and Insurance (3)</b></p> <p>6.1 Risk in our society: Meaning, Chances of loss, Peril and Hazard, Types of pure risk</p> <p>6.2 Burden of risk on Society</p> <p>6.3 Methods of Handling Risk</p> <p>6.4 Insurance: Meaning, Features of insurance, Comparison between Insurance and Gambling and Insurance and Hedging</p> <p>6.5. Benefits of insurance</p>
<ul style="list-style-type: none"> <li>• Introduce meaning, nature and risk coverage by different types of insurance</li> <li>• Explain in detail life insurance, its types, benefits from life insurance and contractual provisions.</li> <li>• Understand different types of social insurance.</li> </ul>	<p><b>Unit 7: Types of Insurance (6)</b></p> <p>7.1. General insurance: Fire Insurance, Marine, Motor, Aviation, Engineering, Contractor's all risk insurance, Workers compensation.</p> <p>7.2. Life insurance: Types of life insurance, Characteristics of life insurance, Contractual provisions: dividend options, non-forfeiture options, settlement options; Additional life insurance benefits.</p> <p>7.3. Social insurance: Meaning of social insurance, formal and informal insurance; Self insurance and retention; Old-aged, survivors and disability insurance; Types of benefits; Medicare; Unemployment insurance; Health insurance; Reinsurance.</p>
<ul style="list-style-type: none"> <li>• Understanding of basic principles of insurance</li> <li>• Know the legal characteristics of insurance contract and its basic parts and other insurance provisions.</li> </ul>	<p><b>Unit 8: Fundamental principles of insurance (4)</b></p> <p>8.1 Principle of indemnity</p> <p>8.2 Principle of insurable interest</p> <p>8.3 Principle of subrogation</p> <p>8.4 Principle of utmost good faith</p> <p>8.5 Principle of proximate cause</p> <p>8.6 Principle of contribution</p> <p>8.7 Principle of mitigation</p> <p>8.8 Requirement of an insurance contract</p> <p>8.9 Legal characteristics of insurance contracts</p> <p>8.10 Basic parts of insurance contract and other insurance provisions.</p>
<ul style="list-style-type: none"> <li>• Understand the intermediaries of insurance</li> <li>• Understand the claim settlement process in life and non-life insurance</li> <li>• Understand the role of agents and surveyors in claim settlement and legal provision for them in Nepal.</li> </ul>	<p><b>Unit 9: Insurance Intermediaries (4)</b></p> <p>9.1. Concept and importance of insurance intermediaries in life and non-life insurance industry</p> <p>9.2. Underwriting;</p> <p>9.3. Claim settlement</p> <p>9.4. Life insurance agent: scope, role and authority; 9.5. Non-life insurance agent: scope, role and authority</p> <p>9.6. Surveyors: scope, role and authority</p> <p>9.7. Broker: scope, role and authority;</p> <p>9.8. Bancassurance: issues and practices;</p> <p>9.9. Legal provision for agents and surveyors in Nepal;</p> <p>9.10. Scope, role and code of conducts of Third Party Administrator</p>

<ul style="list-style-type: none"> <li>• Understand the historical background of insurance industry in Nepal</li> <li>• Understand in brief the legal provisions of insurance business in Nepal.</li> <li>• Explain the problems of insurance industry in Nepal.</li> </ul>	<p><b>Unit 10: Insurance Industry in Nepal (3)</b>  10.1.Evolution of insurance industry in Nepal 10.2.Insurance policy of Government of Nepal 10.3.Legal provisions of insurance industry in Nepal 10.4.Insurance pool of Nepal 10.5.Issues and challenges of insurance industry in Nepal.</p>
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Basic Books:

1. Rose, Peter S and Hudgins Sylvia C, Bank Management and Financial services, McGraw Hill, New Delhi
2. Rejda, George E, Principles of Risk Management and insurance, New Delhi: Pearson Education.

**References**

1. Harrington, S. E., Niehaus, G. R. & Niehaus, G., *Risk Management and Insurance*. New Delhi: Tata McGraw Hill.
2. Koch, W. T., & MacDonald, S. S., *Bank Management*, New Delhi: Cengage Learning.
3. Rejda, G. E., *Principles of Risk management and Insurance*. New Delhi: Pearson Education.
4. Pal, K., Bodla, B.S. & Garg, M.C., *Insurance management: Principles and Practices*. Delhi: Deep & Deep Publication.
5. Koirala, P., *Essentials of Commercial Bank Management*, Kathmandu: Ekta Books.
6. Insurance Act, 1992.
7. Annual Reports of Nepal Rstra Bank, Commercial Banks, Beema Samittee and Insurance companies of Nepal.
8. Banks and Financial Institutions Act 2006.
9. Directives, guidelines, policies issued by Nepal Rastra Bank and Insurance Board, Nepal.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Cost and Management accounting**

Course Code: **MGT 362**

Nature of course: Theory

Semester: Sixth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Introduction

The course aims to provide the student with an understanding of concept, tools and techniques of cost and management accounting together with applying the management accounting tools and techniques for planning, controlling and decision making and to develop the Student's capacity to analyze the financial and cost report for the managerial perspective.

### 2. Course objective:

To develop an understanding of cost classification, allocation and how the costing techniques are useful in the process of managerial decision-making this course sets the following objectives:

- Explain the nature and purpose of cost and management accounting
- Describe costs by classification
- Perform cost accounting functions using the various costing methods.
- Use management accounting techniques to make and support decision-making.
- Advise Management on business decisions based on cost and management accounting concepts.

### 3. Contents in detail

Learning Objectives	Units and contents
1. Understand the concept of Financial Accounting, Cost Accounting and Management Accounting.	<b>UNIT- I: Conceptual Foundation (2)</b> 1.1 Concept and Limitations of Financial Accounting 1.2 Concept , Objectives and Scope of Cost Accounting 1.3 Limitations of Cost Accounting 1.4 Concept, Functions and Scope of Management Accounting 1.5 Limitations of Management Accounting 1.6 Relationship between Cost accounting, Management Accounting, and Financial Accounting 1.7 Management Accounting as a Career.
2. Understand the objectives, scope and importance of cost accounting and management accounting.	
3. Describe the relationship of cost accounting to financial and management accounting.	

<ol style="list-style-type: none"> <li>1. Acquaint student to define and illustrate cost and cost objects</li> <li>2. Explain why it is necessary to distinguish cost in different way</li> <li>3. Understand the high- low method and method of least square of cost segregation.</li> <li>4. Estimate of cost for different level of activity</li> </ol>	<p><b>UNIT- II: COST TERMS AND CONCEPTS (2)</b></p> <ol style="list-style-type: none"> <li>3.1 Cost Objects and Cost Terminology</li> <li>3.2 Classification of Cost: <ol style="list-style-type: none"> <li>2.2.1. On the basis of Function</li> <li>2.2.2. On the basis of Elements of Cost</li> <li>2.2.3. On the basis of Cost Centre</li> <li>2.2.4. On the basis of Cost Behavior</li> <li>2.2.5. On the basis of Managerial Decision Making</li> <li>2.2.6. On the basis of Controllability</li> </ol> </li> <li>2.3 Cost Segregation and Cost Estimation</li> </ol>
<ol style="list-style-type: none"> <li>1. Acquaint student to apply inventory management techniques for decision making.</li> <li>2. Determine different inventory levels</li> <li>3. Determine the economic-order quantity (EOQ) using algebraic, diagrammatic and trial and error method</li> <li>4. Describe different methods used in inventory control</li> </ol>	<p><b>UNIT III: ACCOUNTING FOR INVENTORY MANAGEMENT (4)</b></p> <ol style="list-style-type: none"> <li>3.1. Concept of Inventory Management</li> <li>3.2. Objectives of Holding Inventory</li> <li>3.3. Reorder Level</li> <li>3.4. Economic Order Quantity</li> <li>3.5. Inventory Control. <ol style="list-style-type: none"> <li>3.5.1. Control of Stocks through Classification</li> <li>3.5.2. Just-in-Time Systems</li> <li>3.5.3. Stock Control through ABC Analysis</li> <li>3.5.4. Perpetual Inventory System</li> <li>3.5.5. Two Bin Card</li> </ol> </li> </ol>
<ol style="list-style-type: none"> <li>1. Acquaint student to understand the concept of labour</li> <li>2. Distinguish between the features of time rate and piece-rate plans.</li> <li>3. Calculate the remuneration under non incentive and incentive wage plans (Halsey, Rowan, Taylor and Gantt premium plans and group bonus scheme)</li> <li>4. Understand the accounting process for labor costs and payroll</li> <li>5. Understand the causes, prevention and Measurement of labour turnover</li> </ol>	<p><b>UNIT IV: ACCOUNTING FOR LABOUR (5)</b></p> <ol style="list-style-type: none"> <li>4.1. Types of Labour</li> <li>4.2. Essential Features of Good Wage System</li> <li>4.3. System of Wage Payment <ol style="list-style-type: none"> <li>4.3.1 Time Rate Systems</li> <li>4.3.2. Piece Rate System</li> <li>4.3.3. Premium and Bonus Plans</li> <li>4.3.4. Group Bonus Schemes</li> </ol> </li> <li>4.4. Pay-Roll Department</li> <li>4.5. Prevention of Fraud in Wage Payment</li> <li>4.6. Idle Time</li> <li>4.7. Labour Turnover <ol style="list-style-type: none"> <li>4.7.1. Causes and Prevention of Labour Turnover</li> <li>4.7.2. Measurement of Labour Turnover</li> </ol> </li> </ol>

<ol style="list-style-type: none"> <li>1. Understand the concept and classification of overhead</li> <li>2. Understand the concept of allocation, apportionment and absorption of overhead</li> <li>3. Distribute service department factory overhead costs to production departments.</li> <li>4. Apply factory overhead using predetermined rates.</li> <li>5. Determine of overhead absorption rate using MHR, DLHR, Direct material, direct labour and Prime cost</li> </ol>	<p><b>UNIT V: ACCOUNTING FOR OVERHEADS (4)</b></p> <ol style="list-style-type: none"> <li>4.1 Overhead Classification <ol style="list-style-type: none"> <li>5.1.1. Definition of Overhead</li> <li>5.1.2. Classification of Overhead Costs</li> </ol> </li> <li>5.2. Overhead Accounting <ol style="list-style-type: none"> <li>5.2.1. Steps in Overhead Accounting: <ol style="list-style-type: none"> <li>5.2.1.1. Allocation and Apportionment of Overheads (Departmentalization of Overhead)</li> <li>5.2.1.2. Reapportionment of Overhead</li> <li>5.2.1.3. Absorption of Overhead</li> </ol> </li> </ol> </li> <li>5.3. Overhead Control</li> </ol>
<ol style="list-style-type: none"> <li>1. Identify what distinguishes variable costing from absorption costing</li> <li>2. Identify and explain the uses and limitations of absorption costing.</li> <li>3. Compute income under absorption costing and variable costing,</li> <li>4. Describe the capacity concepts that can be used in absorption costing</li> <li>5. Calculate and explain the causes of under absorption and over absorption of overheads</li> <li>6. Prepare a statement reconciling the reported profit using marginal costing and absorption costing and explain the difference in income</li> </ol>	<p><b>UNIT VI: INCOME RECOGNITION, MEASUREMENTS AND REPORTING (5)</b></p> <p><b>6.1. Absorption costing:</b></p> <ol style="list-style-type: none"> <li>6.1.1. Concept</li> <li>6.1.2. Importance</li> <li>6.1.3. Income Statement under Absorption Costing</li> <li>6.1.7. Limitations Absorption Costing</li> </ol> <p><b>6.2. Variable costing:</b></p> <ol style="list-style-type: none"> <li>6.2.1. Concept</li> <li>6.2.2. Importance</li> <li>6.2.3. Income Statement under Variable Costing</li> <li>6.2.4. Reconciliation of Profit between Absorption and Variable Costing Techniques Showing the Causes of Difference.</li> <li>6.2.5. Limitations of Variable Costing.</li> </ol>
<ol style="list-style-type: none"> <li>1. Explain the features of cost-volume profit (CVP) analysis</li> <li>2. Understand and calculate Profit volume ratio</li> <li>3. Evaluate and interpret cost–volume–profit data and its value as a support for management decision making</li> <li>4. Calculate the contribution of a product</li> <li>5. Calculate the break-even point using three methods, contribution to sales ratio and margin of safety</li> <li>6. Determine output level needed to achieve a target operating income</li> <li>7. Understand how income taxes affect CVP analysis</li> </ol>	<p><b>UNIT VII: COST VOLUME PROFIT ANALYSIS (5)</b></p> <ol style="list-style-type: none"> <li>7.1. Introduction of CVP Analysis</li> <li>7.2. Assumptions of CVP Analysis</li> <li>7.3. Contribution Margin Analysis,</li> <li>7.4. Contribution Margin Ratio</li> <li>7.5. Cost Volume Ratio</li> <li>7.6. Break- Even Analysis under Constant Underlying Situations: <ol style="list-style-type: none"> <li>Graphical Method</li> <li>Formula Method</li> </ol> </li> <li>7.7. Margin of Safety</li> <li>7.8. Determination of Selling Price for Realizing Desired Profit.</li> <li>7.9. Multiple Products and Breakeven Rules</li> </ol>

<ol style="list-style-type: none"> <li>1. Identify the steps in management's decision-making process.</li> <li>2. Indicate the relevant costs in a make-or-buy decision.</li> <li>3. Identify the relevant costs in accepting an order at a special price.</li> <li>4. Give the decision rule in deciding whether to sell or process materials further</li> <li>5. Identify the factors to be considered in retaining or replacing equipment.</li> <li>6. Explain the factors that are relevant in deciding whether to eliminate an unprofitable segment.</li> </ol>	<p><b>DECISION MAKING (8)</b></p> <ol style="list-style-type: none"> <li>8.1. Decision Making Process</li> <li>8.2. Types of Decision</li> <li>8.3. Evaluation of Different Types of Decision: <ol style="list-style-type: none"> <li>8.3.1. Make or Buy Decision</li> <li>8.3.2. Special Order Decision</li> <li>8.3.3. Decision to sell or process further</li> <li>8.3.4. Drop or Continue Decision</li> <li>8.3.5. Replacement of Assets.</li> </ol> </li> </ol>
<ol style="list-style-type: none"> <li>1. Describe the meaning, purpose and benefits of business budget</li> <li>2. Discuss the advantages and disadvantages of budgets to an organization</li> <li>3. Recognize the effect of limiting factors on the preparation of budgets</li> <li>4. Acquaint student to prepare business budgets</li> </ol> <ol style="list-style-type: none"> <li>1. Examine the concept of a flexible budget and learn how to develop it</li> <li>2. Understanding the use of flexible budget in planning and controlling</li> <li>5. Develop variable overhead cost rate</li> </ol>	<p><b>UNIT VIII: BUDGETING FOR PLANNING (10)</b></p> <ol style="list-style-type: none"> <li>9.1. Concept of Budget and Budgeting</li> <li>9.2. The Functions of Budgets</li> <li>9.3. Stages in the Budgeting Process</li> <li>9.4. Preparation of Sales Budget, Production Budget, Materials Usage Budget, Materials Purchase Budget Labour Budget, Overhead Budgets and Cash Budgets</li> <li>9.5. Flexible Budget</li> <li>9.6. Limitations of Static Budget</li> <li>9.7. Planning of Variable and Fixed Overhead Cost</li> <li>9.8. Need of Flexible Budget for Managerial Decisions</li> <li>9.9. Preparation of Flexible Budget</li> </ol>

### Books

1. Garrison, R.H. & Noreen, E.W., *Managerial Accounting*, McGraw-Hill Companies, Inc.
2. Lal, Jawahar, *Cost Accounting*, Tata McGraw Hill Co., New Delhi
3. Lucy, T., *Cost Accounting*, Tata McGraw Hill Co., New Delhi.
4. Lynch & Williamson, *Accounting for Management Planning & Control*, Tata McGraw Hill Co.
5. Nigam, R.S. Narang, S.P. & Sehagal, B.C., *Principles and Practice of Cost Account*, S. Chand and Co., New Delhi.
6. Horngren CT, Foster G, Datar SM, Rajan MV and ,Itner C, Cost accounting: A managerial emphasis, Pearson prentice Hall of India.
7. Lynch RM & Williamson, accounting for Management, Tata Mc Graw-hill India.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Entrepreneurship Management**

Course Code: **MGT 363**

Nature of course: Theory

Semester: Sixth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Introduction:

The course is designed to provide the learning inputs to the students to enable them to form the business idea for a new business. This course is believed to inspire the students to become job creators rather than seekers. The students will learn the process of entrepreneurship, features of the successful entrepreneurs, process of creativity and innovation features an environment of small business.

### 2. Course Objectives

The general objectives of the course are as follows:

- To acquaint the learners with importance, nature and process of entrepreneurship
- To acquaint the learners with process of creativity and innovation
- To enable the learner to identify the business opportunities in the market
- To enable the learners understand the different stages of the business for planning purpose
- To acquaint the learners with the features and environment of small business

### 3. Specific Objectives and Course Contents

Specific Objectives	Contents in Details
<ul style="list-style-type: none"><li>• Explain the terms entrepreneur, entrepreneurship</li><li>• Discuss economic theories behind entrepreneurship</li><li>• Discuss myth and misconceptions about entrepreneurship</li></ul>	<b>Unit I: Introduction to Entrepreneurship (6)</b> <ul style="list-style-type: none"><li>1.1 Concept of Entrepreneurship,</li><li>1.2 Entrepreneurship as a process Schumpeter's description of entrepreneurship as process</li><li>1.3 Economic theories behind entrepreneurship (Cantillon, Adam Smith, Jean Baptiste Say, John Stuart Mill, Karl Menger)</li><li>1.4 Explaining entrepreneur, role of an entrepreneur, characteristics of successful entrepreneurs</li><li>1.5 Myths and misconceptions about entrepreneurs</li><li>1.6 Success factors for entrepreneurs</li></ul>

<ul style="list-style-type: none"> <li>• Explain the terms creativity innovation and its importance in entrepreneurship</li> <li>• Involve students to practice a creative thinking process</li> <li>• Involve students to locate different source of business opportunity to form the business idea</li> </ul>	<p><b>Unit II : Creativity and Innovation (7)</b></p> <p>2.1 Creativity as prerequisite to innovation</p> <p>2.1.1 Concept of creativity, creative process</p> <p>2.1.2 Difference between creativity and innovation</p> <p>2.1.3 Innovation and entrepreneurship, elements in innovation process</p> <p>2.2 Opportunities through change( Source of business opportunities)</p> <p>2.2.1 Scientific knowledge, process innovation, industrial changes, market changes, demographic changes, social and cultural changes</p> <p>2.2.2 Concept of windows and corridors</p>
<ul style="list-style-type: none"> <li>• Explain the success and failure factors of small businesses</li> <li>• Discuss with students about the problems of small business in Nepal</li> <li>• Explain the concept of corporate entrepreneurship</li> </ul>	<p><b>Unit III: Small business and Corporate Entrepreneurship (10)</b></p> <p>3.1 Perspective on small business</p> <p>What is a small business? Types and environment of small business, role of small business, external and personal factors of small business failure and resolutions of success</p> <p>3.2 Challenges and opportunities for Nepalese small business, recommendations for the upliftment of small business in Nepal</p> <p>3.3 Corporate entrepreneurship: Concept of corporate entrepreneurship, the changing environment for corporate entrepreneurship, reasons for interest in corporate entrepreneurship</p> <p>3.4 Difference between: Entrepreneur and small business person, Entrepreneurship and corporate entrepreneurship</p>
<ul style="list-style-type: none"> <li>• Discuss different stages of a business growth through which the entrepreneur should plan the business</li> </ul>	<p><b>Unit IV: Understanding the Planning Paradigm (3)</b></p> <p>4.1 The four stage growth model from prestart up to later growth</p>
<ul style="list-style-type: none"> <li>• Explain students the importance of research in business planning</li> <li>• Explain the key research activities required at prestart and start up phases</li> </ul>	<p><b>Unit V :Market Research for New Ventures (4)</b></p> <p>5.1 Importance of research in business planning</p> <p>5.2 Industry analysis: Competitor analysis</p> <p>5.3 Marketing research for the new venture: Defining the objectives, gathering data from primary and secondary sources, analyzing and interpreting data</p> <p>5.4 Preparing market plan: Steps in preparing market plan</p>
<ul style="list-style-type: none"> <li>• Discuss the importance of initial team in creating a business</li> <li>• Explain students about prevailing forms of business registration in Nepal</li> </ul>	<p><b>Unit VI : Entrepreneurial Team and Legal Foundation for Business Formation (4)</b></p> <p>6.1 Building the management team and organization culture</p> <p>6.2 Role of founder ,team members, and board of director</p> <p>6.3 Legal forms of business in practice(Nepalese context): Sole proprietorship, partnership, and corporation</p>

<ul style="list-style-type: none"> <li>• Explain the importance of patent and trade mark registration</li> <li>• Describe students about copy right registration process in Nepal</li> </ul>	<p><b>Unit VII: Product Protection: Patent Trade Mark Copy Right (3)</b></p> <p>7.1 What is intellectual property?  7.2 Patents: Concept and type of patents  7.2 Concept of trade mark, copy right and trade secret  7.3 Introduction to patent and trade mark, copy right registration process in Nepal</p>
<ul style="list-style-type: none"> <li>• Explain how entrepreneurs plan and manage growth of the business</li> <li>• Discuss different growth strategies</li> <li>• Explain major sources of equity and debt financing for a new business</li> </ul>	<p><b>Unit VIII: Managing Growth and Transition (8)</b></p> <p>8.1 Where to look for growth opportunities?  8.2 Implications of growth for the firm: Pressures on existing financial resources, human resources, management of employees, pressures on entrepreneurs time and overcoming pressures, funding for new ventures, sources of capital, financing practices in Nepal,  8.3 Resources for growth from external sources: Franchise, joint ventures, acquisitions, and mergers  8.4 Exit strategy: Succession of business, options for selling the business and business turned around</p>

**NOTE:**

Group work

The students in the group are required to prepare and present a assignment in contemporary issues of small business, new business opportunities at the local level, interactions and experiences of local entrepreneurs

**4. Prescribed Books**

**Basic Text book**

David H Holt (2011), *Entrepreneurship and new venture formation*, Prentice hall India

**Reference Books**

Hisrich, Manimala, Peters, and Shepherd, *Entrepreneurship*, Mcgraw hills

Rajeev Roy, *Entrepreneurship*, Oxford University Press

Kaniska Bedi, (2009), *Management and Entrepreneurship*, Oxford Publication Press

Blundel and Lockett, (2011), *Exploring Entrepreneurship, Practices and Perspectives*, Oxford Publication Press.

**Others:** *Teacher has to refer published articles and websites for issues relating to Nepalese context*

Subject Code: **MGT 366** (Internship Report)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Management Information Systems**

Total Marks: 100

Course Code: **MGT 364**

Pass Marks: 45

Nature of course: Theory/Practical

Time per period: 1 hr.

Semester: Sixth

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Introduction**

This course introduces information systems that are used for organizational decision making and problem solving. It discusses the significant managerial aspects of treating information as an organizational resource and its increasing impact on today's organization. Topics to be covered include Information Systems in Global Business, E-Business and Information Systems, Information Systems and Organizational Strategy, Ethical and Social Issues Related to IS, IT Infrastructure and Emerging Technologies, Databases and Information Management, Data Communication, Securing Information Systems, and Planning and Building Information Systems.

**2. Objectives**

By the end of this course, it is expected the student will be able to:

- highlight information systems and their effectiveness in organization success
- give better explanation IT infrastructure such as computer hardware, software, network and data resources
- provide concepts of new ethical issues, security threats, information system development process
- analyze the business issues, processes, and techniques associated with organizational information systems;
- explain basic concepts about information systems development, implementation and review; and

**3. Specific Objectives and Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Differentiate between data, information, information systems, and information technology</li> <li>• Understand trends in MIS and Challenges and opportunities due to globalization</li> <li>• Discuss how MIS can transform businesses</li> </ul>	<p><b>Unit I: Information Systems in Global Business (5)</b></p> <p>1.1. Role of Information Systems in Business, How Information Systems are Transforming Business</p> <p>1.2. New in MIS, Globalization Challenges and Opportunities, Emerging Digital Firm.</p> <p>1.3. Data vs Information, What is Information System?, Dimensions of IS, Contemporary approaches to IS</p> <p>1.4. MIS Hands-on Project: Sales Trend Analysis by using Database or Excel, Business Case</p>

<ul style="list-style-type: none"> <li>• Understand role of information systems to enhance business process</li> <li>• Explore information systems used in different organizational levels and functional areas</li> <li>• Conceptualize role of enterprise applications and collaboration systems in business firms</li> </ul>	<p><b>Unit II: E-Business &amp; Information Systems (5)</b></p> <ol style="list-style-type: none"> <li>2.1. Business Processes, Use of Information Technology to Enhance Business Process</li> <li>2.2. Types of Information Systems: Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Support Systems,</li> <li>2.3. Overview of Enterprise Applications, Types of Enterprise Applications, Intranets &amp; Extranets, Collaboration &amp; Communication Systems, E-Business, E-Commerce &amp; E-Government</li> <li>2.4. MIS Hands-on Project: Analyzing Opportunities by using Excel, Business Case</li> </ol>
<ul style="list-style-type: none"> <li>• Understand Organization and Impact of IS in Organizations</li> <li>• Discuss competitive advantages of using information systems.</li> <li>• Explain Business value chain and impact of internets in competitive advantages</li> </ul>	<p><b>Unit III: Information Systems &amp; Organizational Strategy(5)</b></p> <ol style="list-style-type: none"> <li>3.1. What is Organization?, Features of Organization, Impact of IS on Organization and Business Firms</li> <li>3.2. Information Systems and Competitive Advantages, Porters Competitive Force Model, Using Information System to Deal with Competitive Forces, Impact of Internet on Competitive Advantages.</li> <li>3.3. Business Value Chain Model, The Value Web, Synergies, Core Competencies and Network Based Strategies,</li> <li>3.4. MIS Hands-on Project: Finding Product Information and Pricing By Using Internet, Business Case</li> </ol>
<ul style="list-style-type: none"> <li>• Relate ethical issues with society and politics</li> <li>• Understand the types of ethical issues raised due to growth of information systems &amp; internet</li> <li>• Describe and exemplify moral dimensions of information age</li> <li>• Identify some ethical dilemmas created due to information systems</li> </ul>	<p><b>Unit IV: Ethical &amp; Social Issues Related to IS (5)</b></p> <ol style="list-style-type: none"> <li>4.1. Understanding Social and Ethical Issues: Ethics, Relationship between Ethical, Social and Political Issues, Moral Dimensions of Information Age, Technology trends that raises Ethical Issues</li> <li>4.2. Ethics in Information Society: Responsibility, Accountability &amp; Liability, Ethical Analysis, Some Real World Ethical Dilemmas</li> <li>4.3. MIS Hands-on Project: Analyzing Privacy and other Ethical Issues by Analyzing Data, Business Case</li> </ol>
<ul style="list-style-type: none"> <li>• Understand IT infrastructure needed for information systems and its components.</li> <li>• Describe sages and technology drivers of IT infrastructure evolution</li> <li>• Describe current trends in hardware &amp; software platforms</li> <li>• Identify challenges of managing IT infrastructure and management solutions</li> </ul>	<p><b>Unit V: IT Infrastructure &amp; Emerging Technologies (5)</b></p> <ol style="list-style-type: none"> <li>5.1. What is IT Infrastructure, Evolution of IT Infrastructure, Technology Drivers for of Infrastructure Evolution</li> <li>5.2. Infrastructure Components, Contemporary Hardware Platform Trends, Contemporary Software Platform Trends</li> <li>5.3. Competitive Forces Model for IT Infrastructure Investment, TCO for Technology Assets</li> <li>5.4. MIS Hands-on Project: Evaluating alternative desktop system by using web and spreadsheet, Business Case</li> </ol>

<ul style="list-style-type: none"> <li>• Understand challenges of managing data resources in traditional file environment and their solution by using DBMS.</li> <li>• Identify capabilities of DBMS and important principles of database design</li> <li>• Exemplify important tools and techniques for accessing information from database to improve decision making &amp; business performance</li> </ul>	<p><b>Unit VI: Databases and Information Management (6)</b></p> <ol style="list-style-type: none"> <li>6.1. Traditional File Environment: Concept, Terminologies, and Problems</li> <li>6.2. Database Approach for Data Management: Database, DBMS, RDBMS, Capabilities of DBMS, ER Diagrams, Normalization, Distributing Databases</li> <li>6.3. Data warehouse, Components of Data Warehouse, Data Marts, Business Intelligence, Multidimensional Data, OLAP, Data Mining, Databases and Web\</li> <li>6.4. MIS Hands-on Project: Creating and Querying Databases, Business Case</li> </ol>
<ul style="list-style-type: none"> <li>• Identify components of telecommunication networks and key networks technologies</li> <li>• Describe main transmission media and types of networks</li> <li>• Understand working of internet technology and services provided by internet</li> <li>• Conceptualize wireless networks and exemplify its business value</li> </ul>	<p><b>Unit VII: Data Communication (6)</b></p> <ol style="list-style-type: none"> <li>7.1. Networking &amp; Communication Trends, Components of Computer Networks, Corporate Network Infrastructure, Networking Technologies,</li> <li>7.2. Signals, Types of Networks, Network Topology &amp; Transmission Mediums, Transmission Speed</li> <li>7.3. Defining Internet, Internet Service Providers, Internet Addressing, Internet Architecture and Governance, IPV6 and Internet2, Internet Services and Communication Tools, Search Engines, Web 2.0 &amp; 3.0, Intranets and Extranets</li> <li>7.4. Cellular network Standards and Generations, Wireless Computer networks and Internet Access, RFID, Wireless Sensor Networks.</li> <li>7.5. MIS Hands-on Project: Evaluating and Selecting Communication Technology and Spreadsheet, Business Case.</li> </ol>
<ul style="list-style-type: none"> <li>• Describe the reasons behind vulnerabilities of information systems</li> <li>• Understand business value of security and control</li> <li>• Identify and explain different tools used for protecting organizational information</li> </ul>	<p><b>Unit VIII: Securing Information Systems (4)</b></p> <ol style="list-style-type: none"> <li>8.1. Why Systems are Vulnerable, Internet Vulnerabilities, Wireless Security Challenges, Malicious Software, Hackers and Computer Crime, Software Vulnerabilities</li> <li>8.2. Business value of Security and Control, Legal and Regulatory Requirements for Electronic Record Management, Electronic Evidence and Computer Forensic.</li> <li>8.3. Information System Control, Risk assessment, Security Policy, Disaster Recovery and Business Continuity Planning, Role of Auditing</li> <li>8.4. Access Control, Firewalls, Intrusion Detection Systems, Antivirus Software, Securing wireless Networks, Encryption and PKI, Ensuring System Availability</li> <li>8.5. MIS Hands-on Project: Analysing Security Vulnerabilities by using Spreadsheets and Web Tools, Business Case</li> </ol>

<ul style="list-style-type: none"> <li>• Describe the role of information systems in organizational changes &amp; improvements</li> <li>• Understand core activities of system development process</li> <li>• Explain methodologies for modeling and designing systems</li> <li>• Describe alternative and new methods of developing information systems</li> </ul>	<p><b>Unit IX: Planning &amp; Building Information Systems (4)</b></p> <p>9.1. System development and Organizational Change, Business Process Reengineering, Process Improvement, Information Systems and Quality Improvements</p> <p>9.2. System Development Process, Structured and Object Oriented System Modeling and Design Methodologies, Computer Aided Software Engineering</p> <p>9.3. Alternative System Development Methodologies: Prototyping, End user Development, Application Packages &amp; Outsourcing, Rapid Application Development, Component-Based development</p>
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**Prescribed Text**

- *Laudon, K. C. & Laudon, J. P.*, Management Information Systems, 12th Edition Pearson, 2013
- *James A. O'Brien, George Marakas*, Management Information Systems, 7<sup>th</sup> Edition McGraw-Hill Companies, 2006
- *R. Kelly Rainer, Efraim Turban, Richard E. Potter*, Introduction to Information Systems: Supporting and Transforming Business, Wiley, 1<sup>st</sup> Edition, 2006

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Nepalese Business Environment**

Course Code: **MGT 361**

Nature of course: Theory

Semester: Sixth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Introduction:

The course intends to provide the learners different dimensions of global and domestic business environment. It is believed that with this course students are able to analyse and to make business decisions. It focuses mainly on Nepalese business environment which is in transition phase. The course consists of business environment and components of business environment, Nepalese Business Environment, foreign trade in Nepal, Economic policies and reforms in Nepal, ASEAN and Global business environment in different chapters. It also includes corporate social responsibilities of Business.

### 2. Course Contents

<b>Contents in Details</b>	
<b>Unit I: Business Environment</b>	<b>(4)</b>
1.1 Concept of business environment	
1.2 Importance to study business environment	
1.3 Environmental analysis	
1.4 Porters five forces model	
1.5 Environment and strategic management	
<b>Unit II : Components of Business Environment: Internal and External</b>	<b>(5)</b>
2.1 Internal environment of Business	
2.2 External environment of Business	
2.2.1 Economic environment	
2.2.2 Socio-cultural environment	
2.2.3 Political environment	
2.2.4 Legal environment	
2.2.5 Technological environment	
2.2.6 Natural environment	
<b>Unit III: Social Responsibility of Business</b>	<b>(6)</b>
3.1. Concept of social responsibility	
3.2. Approaches to social responsibilities	
3.3. Strategies for social responsibilities	
3.4. Corporate Accountability	
3.5. Social audit	
3.6. Business and society	
3.7. Consumerism	
3.8. Concept of corporate governance	
<b>Unit IV: Nepalese Business Environment</b>	<b>(8)</b>
4.1. Introduction	
4.2. Growth of manufacturing Industry	
4.3. Public sector manufacturing enterprises	
4.4. Service sector industries: Tourism, transport, construction, financial and consulting services, informal sector	

4.5. Export industries	
4.6. Import substituting industries	
4.7. Industrial relations in Nepal	
4.8. Problems and constraint facing industrial sector	
4.9. Energy sector and environment protection	
4.9.1. Electricity and petroleum products	
4.9.2. Key points in energy sector	
4.9.3. Factors in environment protection	
<b>Unit V : Foreign Trade in Nepal</b>	<b>(4)</b>
5.1. Structure of Nepal's foreign trade	
5.2. Nepal's trade with:	
SAARC Countries	
ASEAN Countries	
Other Countries	
5.3. Problems of trade and transit	
<b>Unit VI : Economic Policies and Reforms in Nepal</b>	<b>(6)</b>
6.1. Industrial policy	
6.2. Foreign investment policy	
6.3. Privatization policy	
6.4. Trade policy	
6.5. Labour policy	
6.6. Monetary policy	
6.7. Fiscal policy and reforms	
6.8. Financial sector reforms	
6.9. Public sector reforms	
6.10. Capital market reforms	
6.11. Insurance sector reforms	
<b>Unit VII: Asian Business Environment</b>	<b>(3)</b>
7.1. Introduction	
7.2. SAARC Member countries and their growth potential	
7.3. SAPTA and SAFTA: Impact on trade and investment	
7.4. Regional trade agreements: SAARC and BIMST-EC	
7.5. Economics dynamics of India and China and its impact on Nepal's business sector	
<b>Unit VIII: Global Business Environment</b>	<b>(9)</b>
8.1. Concept and nature of globalization	
8.2. Changing global business scenario	
8.3. International trade: Problems and prospects	
8.4. Concept of multinational companies	
8.5. Types of multinational companies	
8.6. Advantages of multinational companies	
8.7. Disadvantages of multinational companies	
8.8. World Trade Organization: Objectives of WTO, WTO and Nepal, Nepal's membership and activities undertaken after the WTO membership	

### Reference Books

Prem R Pant, Business Environment in Nepal  
Govind R Agrawal, Dynamics of Business Environment in Nepal  
SAARC Initiatives within the SAARC Region, SAARC Secretariat  
SAFTA, SAPTA Agreement  
WTO Geneva  
A. C. Fernando, Business Environment  
Other sources from Government of Nepal (CSBN, bulletins and newspapers)

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Seventh Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **International Finance**

Total Marks: 100

Course Code: **MGT 372**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Seventh

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Introduction:

The course is designed to provide the learning inputs to the students to enable them to enhance the students' understanding of the international financial market and impart them skills required to manage the financial risks of firm operating in the international environment.

### 2. Course Objectives

The general objectives of the course are as follows:

- To acquaint the learners with importance, nature and process of international finance.
- To acquaint the learners with Exchange rates.
- To enable the learner to identify foreign exchange risk and exposures.
- To enable the learners to understand the international trade, instruments and institutions.
- To acquaint the learners with the foreign direct investment and foreign portfolio investment.

### 3. Specific Objectives and Course Contents

Specific Objectives	Contents in Details
<ul style="list-style-type: none"><li>• To identify the factors that lead to the prominence of international finance as an academic discipline and a business activity.</li><li>• To verify the internationalization of finance by several indicators.</li><li>• To explain the concept and principle of balance of payment.</li></ul>	<p><b>Unit I: International financial markets &amp; Environment (5)</b></p> <p>1.1 Unique dimensions of international finance</p> <p>1.2 The benefits of studying international finance</p> <p>1.3 The growing importance of international finance</p> <p>1.4 Balance of payment; Concepts and principles of balance of payment and its various components.</p> <p>1.5 The Current Account Deficit and Surplus</p>

<ul style="list-style-type: none"> <li>• To present some facts about the observed behavior of exchange rates.</li> <li>• To describe the theoretically possible international monetary systems and exchange rate arrangements according to degree of flexibility of the exchange rate.</li> <li>• To describe options and their valuation.</li> </ul>	<p><b>Unit II : The Market For Foreign Exchange (15)</b></p> <p>2.1 Organization of the inter-bank spot market</p> <p>2.2 Delivery and settlement</p> <p>2.3 Retail Vs. inter-bank spot rates</p> <p>2.4 Customer draft and wire transfer</p> <p>2.5 Spot exchange rates</p> <p>2.6 Direct Vs. indirect exchange</p> <p>2.7 Cross-exchange rates</p> <p>2.8 Forward and future contracts on foreign exchange market</p> <p>2.9 Forward exchange premium and discount</p> <p>2.10 Forward rates Vs. expected future spot rates</p> <p>2.11 Currency futures, future contracts vs. forward contract and their pay off comparisons</p> <p>2.12 Valuation of option; General Valuation</p>
<ul style="list-style-type: none"> <li>• To explain purchasing power parity.</li> <li>• To contrast the interest parity and purchasing power parity relationship.</li> </ul>	<p><b>Unit III: International Parity Conditions (3)</b></p> <p>3.1 Law of one price</p> <p>3.2 Absolute and relative form of purchasing power parity(PPP)</p> <p>3.3 The empirical evidence on PPP</p> <p>3.4 Covered and Open interest parity conditions, combining interest parity and PPP</p>
<ul style="list-style-type: none"> <li>• To define risk and exposure and to distinguish between them, concentrating on foreign exchange risk and exposure.</li> <li>• To measure the extent of risk arising from changes in Dollar exchange rates.</li> <li>• To explain the foreign exchange risk and parity relationship,</li> </ul>	<p><b>Unit IV: Managing Foreign Exchange Exposure &amp; Risk (8)</b></p> <p>4.1 The importance of understanding risk and exposure and measuring them</p> <p>4.2 Nature of exchange rate risk and exposure</p> <p>4.3 Exposure on domestic assets and liabilities</p> <p>4.4 Foreign Exchange Risk</p> <p>4.5 Exposure, risk, and the parity relationship</p> <p>4.5 Operating exposure of importer and exporter</p> <p>5.5 The effect of currency of invoicing; To hedge; hedging with futures, forwarded, currency of invoicing, swaps.</p>

<ul style="list-style-type: none"> <li>• To describe the techniques of international capital budgeting.</li> <li>• To examine the implications of taxation, country risk and transfer pricing for international capital budgeting.</li> </ul>	<p><b>Unit V : International Dimensions of Capital Budgeting ( 5)</b></p> <p>5.1 Selecting Projects</p> <p>5.2 Difficulties in evaluating foreign projects</p> <p>5.3 Cash flows: Home Vs. Foreign Perspectives</p> <p>5.2 Adjusted Present Value Technique</p> <p>5.3 Selecting the appropriate discount rates</p>
<ul style="list-style-type: none"> <li>• To examine the letter of credit in perspective of foreign trade.</li> <li>• To explain various forms of financing of imports and exports</li> <li>• To know the institutions those regulating international trade.</li> </ul>	<p><b>Unit VI: International Trade, Instruments and Institutions (3)</b></p> <p>6.1 Letter of credit and its role in financing international trade</p> <p>6.2 Various forms of financing of imports and exports</p> <p>6.2 Institutions regulating international trade</p>
<ul style="list-style-type: none"> <li>• To describe the basic characteristics of foreign direct investment.</li> <li>• To outline the theories that has been devised to explain foreign direct investment.</li> <li>• To analyze the crisis faced by American and Asian Economies.</li> </ul>	<p><b>Unit VII: Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI) (6)</b></p> <p>7.1 Risks in foreign investment vs. Domestic investment</p> <p>7.2 Global FDI market</p> <p>7.3 Nepal's prospects and problems in tapping FDI</p> <p>7.4 The benefit of international portfolio investment</p> <p>7.5 Segmentation Vs. Integration of capital markets</p> <p>7.6 Cost and benefit of opening economy for FPI</p> <p>7.7 Analytical discussion of crisis faced by American and Asian Economies.</p>

#### 4. Basic Text book

1. Levi, Maurice D.: International Finance, McGraw-Hill International Edition.

#### Reference Books

1. Copeland, Laurence: Exchange Rates and International Finance, Addition- Wesley.
2. Bowen, Harry P.: Applied International Trade Analysis (Studies in International Trade policy), Univ. of Michigan press.
3. Melvin, Michael: International Money and Finance, Addison-Wesley.
- Grabbe, J. Orlin: International Financial Markets, Prentice- Hal

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: <b>Project Management</b>	Total Marks: 100
Course Code: <b>MGT 373</b>	Pass Marks: 45
Nature of course: Theory	Time per period: 1 hr.
Semester: Seventh	Total periods: 45
Level: BBA	Credit hours: 3

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**1. Course Description**

As organizations continue to look for ways to reduce costs, managers are often expected to oversee special projects in addition to their traditional responsibilities. When a project is too complex for one person to handle, the project manager is expected to lead a team of diverse employees to complete the assignment. This course will assist the project manager to break down a complex project into manageable segments, lead a diverse project team, and use effective tools to ensure that the project meets its deliverables and is completed within budget and on schedule. Over the course of the mini, students will complete a plan for an actual project, giving them valuable experience with the relevant tools and skills.

**2. Course Objectives**

The basic Objective of this course is to acquaint the student with the basic idea of project management. The course also aims at developing basic skills in students of project identification, planning, implementation, budgeting, time scheduling, evaluation and control. Upon completion of this course, the student will be able to:

- Understand project concept, classification, lifecycle, environment
- Implement the key steps involved in managing a project
- Organize the project into manageable components
- Successfully lead project teams and work with stakeholders
- Use effective tools to oversee and monitor complex projects
- Develop project budgets and schedules
- Bring complex projects to successful completion
- Develop a comprehensive project plan which is ready for implementation
- Analyze and apply lessons from other actual projects
- Understand the techniques of control and evaluation of project management
- know the historical overview, status, importance, practical difficulties of project management in Nepal

**3. Specific Objectives and Contents**

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Explain the concept and features of project management</li> <li>• Discuss the project lifecycle , project environment and project</li> </ul>	<p><b>Unit I: Concepts of project and Project Management (8)</b></p> <p>1.1 Concepts of project</p> <p>1.2 Features of a project</p> <p>1.3 Project life cycle</p>

<p>classification</p> <ul style="list-style-type: none"> <li>• Explain the concept of project management, tools and techniques of project management, benefits and limitations of project management, roles and responsibility of project manager and skills requirements for a project manager</li> </ul>	<p>1.4 Project Environment  1.5 Project Classification  1.6 concept of Project management  1.7 Tools and techniques for project management  1.8 Benefit and limitations of project management  1.9 The project manager - roles and responsibilities of project manager.  1.10 Skills requirements for a project manager</p>
<ul style="list-style-type: none"> <li>• Explain the concept of project planning</li> <li>• Discuss the activities in project planning, steps of project planning process, project specification, project formulation techniques, project formulation stages and project feasibility analysis</li> </ul>	<p><b>Unit II: Project Planning and Formulation (7)</b></p> <p>2.1 Concept of project planning  2.2 Activities in project planning  2.3 Project planning process  2.4 Project specification  2.5 Project formulation and project formulation techniques  2.6 project formulation stages  2.7 Project feasibility analysis</p>
<ul style="list-style-type: none"> <li>• Discuss the different structures of project organization</li> <li>• Explain the concept of matrix organizational structure, its advantages and limitations, project team building, team development and leadership in project environment</li> </ul>	<p><b>Unit III: Project Organization and Team Building (7)</b></p> <p>3.1 System view of an organization  3.2 Pure functional organization  3.3 Matrix organization  3.4 Advantages and limitations of matrix organization  3.5 Project team building  3.6 Barriers to Project team development  3.7 Leadership in project environment</p>
<ul style="list-style-type: none"> <li>• Analyze and understand the activities in project implementation, barriers to project implementation</li> <li>• Learn to manage the time for project activities, and time management techniques in project</li> </ul>	<p><b>Unit IV: Project Implementation and time management (5)</b></p> <p>4.1 Concept of project implementation  4.2 Activities in project implementation  4.3 barriers to project implementation  4.4 Time management in project  4.5 Factors affecting time management  project  4.6 Time management techniques in project</p>
<ul style="list-style-type: none"> <li>• Explain the concept of project monitoring, framework fo project monitoring, concept of project evaluation</li> <li>• Analyze and understand the different tools for project evaluation and project monitoring and evaluation in developing</li> </ul>	<p><b>Unit V: Project monitoring and evaluation (8)</b></p> <p>5.1 Concept of project monitoring  5.2 framework for project monitoring  5.3 Concept of project evaluation  5.4 Tools for project evaluation  5.5 Project monitoring and evaluation in developing countries</p>

countries	
<ul style="list-style-type: none"> <li>• Understand the concept and importance of control in project management process</li> <li>• Uearn about the project control system, prerequisites of control and the different control techniques</li> </ul>	<b>Unit VI: Project controlling (5)</b> 6.1 Concept of control 6.2 Project control system 6.3 Prerequisites of control 6.4 Project control techniques
<ul style="list-style-type: none"> <li>• Understand the historical overview, benefits, limitations and importance of project management in Nepal,</li> <li>• Orient students about project management planning in Nepal and practical difficulties in project implementation in Nepal</li> </ul>	<b>UNIT VII :Project management in Nepal (5)</b> 7.1 Short historical overview of project management in Nepal 7.2 Project status in Nepal 7.3 Importance of project management in Nepal 7.4 Benefits and limitations of project management in Nepal 7.5 Project management planning in Nepal 7.6 Practical difficulties in project implementation in Nepal

### **Text and Reference Books**

1. Project Management - Choudhary - TataMcGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University
3. Projects : Planning, Analysis, Selection, Financing, implementation and Review - Chandra, Prasanna.
4. Harvey Maylor, Project Management, Pearson Education, 3<sup>rd</sup> edition, 2003.
5. Harold Kerzner, Project Management: A system Approach to planning, scheduling and controlling, 2<sup>nd</sup> edition, CBS Publishers and Distributors, New Delhi, 1987.
6. Agrawal, G.R.-Project Management in Nepal, M. K. Publishers and Distributers, Kathmandu.
7. Sharma, B.P. - Project Management: Planning, Analysis and Control, Ekta Books Distributors Pvt. Ltd. Kathmandu.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Quantitative Techniques**

Total Marks: 100

Course Code: **MGT 375**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Seventh

Total periods: 45

Level: BBA

Credit hours: 3

**Course Introduction**

This course is aimed at orienting students with major statistical and quantitative tools used in modeling and analysis of the real cases related to the business decision problems involving alternative choices.

**General Objectives**

At the end of this course the students should be able to:

- Introduce the basic concepts of statistical quality control, quantitative analysis, decision making and network models.
- Disseminates students with models for time series and forecasting.
- Provide students with a sound understanding of index numbers.
- Introduce and formulate decision making theory.
- Introduce and formulate linear programming.
- Acquaint the students with the concepts of transpiration and assignment problems.
- Familiarize the students with network models.

**Specific Objectives and Contents**

Unit Objectives	Contents
<ul style="list-style-type: none"> <li>• Describe the various components of Time Series.</li> <li>• Describe the trend, cyclical, seasonal and irregular components of the time series model.</li> <li>• Fit a linear or a polynomial trend equation to a time series.</li> <li>• Smooth a time series with the centered moving average and exponential smoothing techniques.</li> <li>• Forecast the data by various techniques.</li> </ul>	<p><b>Unit 1: Models for time series and forecasting (6)</b></p> <p>1.1 Introduction</p> <ul style="list-style-type: none"> <li>▪ Meaning and Utility of Time Series</li> <li>▪ Components of Time Series</li> </ul> <p>1.2 Time Series Decomposition Models</p> <ul style="list-style-type: none"> <li>▪ Additive Model</li> <li>▪ Multiplicative Model</li> </ul> <p>1.3 Forecasting Methods</p> <ul style="list-style-type: none"> <li>▪ Smoothing methods</li> <li>▪ Exponential smoothing methods</li> </ul> <p>1.4 Trend Projection Methods</p> <ul style="list-style-type: none"> <li>▪ Linear Trend Projection Method</li> <li>▪ Non-linear Trend Projection Method</li> </ul> <p>1.5 Cyclical Variation</p> <ul style="list-style-type: none"> <li>▪ Percent of Trend Method</li> <li>▪ Relative Cyclical Residual Method</li> </ul>

	<p>1.6 Seasonal Variation</p> <ul style="list-style-type: none"> <li>▪ Method of Simple Averages</li> <li>▪ Ratio-to-Moving Average Method</li> </ul>
<ul style="list-style-type: none"> <li>• Explain the types of index number.</li> <li>• Describe notion and terminology of index number.</li> <li>• Introduce with the methods of constructing index number</li> <li>• Explain un-weighted and weighted method of index number.</li> <li>• Test of consistency of index number formulae.</li> <li>• Use index numbers to compare business or economic measurements from one period to the next.</li> </ul>	<p><b>Unit 2: Index Number (5)</b></p> <p>2.1 Definition and uses of Index Number</p> <p>2.2 Types of Index Number</p> <p>2.3 Notation and Terminology</p> <p>2.4 Method of constructing Index Number</p> <p>2.5 Un-weighted method</p> <ul style="list-style-type: none"> <li>▪ Simple aggregative method</li> <li>▪ Simple average of price relative</li> </ul> <p>2.6 Weighted Method</p> <ul style="list-style-type: none"> <li>▪ Laspeyre's index number</li> <li>▪ Paasche's index number</li> <li>▪ Fisher's index number</li> </ul> <p>2.7 Cost of living index number</p> <p>2.8 Method of constructing cost of living index numbers</p> <ul style="list-style-type: none"> <li>▪ Aggregative expenditure method</li> <li>▪ Family budget method</li> </ul>
<ul style="list-style-type: none"> <li>• Formulate any decision problem.</li> <li>• Identify decision alternatives and state of nature and pay off associated with every possible combination of decision alternatives and states of nature.</li> <li>• Important steps in decision making: pay off table, opportunity loss and regret table.</li> <li>• Decision Environment: Decision making under conditions of certainty, decision making under uncertainty.</li> <li>• To complete the value of EPPI &amp; EVIP.</li> </ul>	<p><b>Unit 3: Decision Theory (5)</b></p> <p>3.1 Introduction</p> <p>3.2 Basic terminologies under decision theory</p> <p>3.3 Pay off and pay off table</p> <p>3.4 Steps involved in decision making</p> <p>3.5 Decision making environments</p> <p>3.6 Construction of Regret table</p> <p>3.7 Expected Profit with Perfect Information (EPPI)</p> <p>3.8 Expected Value of Perfect Information (EVPI)</p> <p>3.9 Limitation of the tabular approach for EMV Calculation</p>
<ul style="list-style-type: none"> <li>• Introduce linear programming</li> <li>• Explain the system of linear inequalities</li> <li>• Formulate Linear Programming (LP) Model of the given theoretical problem</li> <li>• Identify the graphical solution of the LP Model</li> <li>• Familiar with the special cases in</li> </ul>	<p><b>Unit 4: Linear Programming (6)</b></p> <p>4.1 Introduction</p> <p>4.2 Notation and Terminology</p> <p>4.3 System of linear inequalities</p> <p>4.4 Construction of LP Models</p> <p>4.5 Graphical LP Solution</p> <p>4.6 Special cases</p> <ul style="list-style-type: none"> <li>▪ Infeasible solution</li> <li>▪ Unbounded solution</li> <li>▪ Redundancy</li> </ul>

LP model	<ul style="list-style-type: none"> <li>▪ Alternative optima</li> </ul>
<ul style="list-style-type: none"> <li>• Formulate transportation table of the given theoretical problem</li> <li>• Identify the initial basic feasible solution of the transportation problem</li> <li>• Identify the optimum solution of transportation problem by different methods</li> </ul>	<p><b>Unit 5:Transportation Model (6)</b></p> <p>5.1 Introduction</p> <p>5.2 Mathematical Formulation of Transportation model</p> <p>5.3 Determination of initial solution</p> <ul style="list-style-type: none"> <li>▪ North-West Corner Method (NWCM)</li> <li>▪ Lowest Cost- Entry Method (LCEM)</li> <li>▪ Vogel's Approximation Method (VAM)</li> </ul> <p>5.4 Degeneracy in the Transportation Problem</p> <p>5.5 Optimal Solution of Transportation Problem</p> <p>5.6 Unbounded Transportation Problem</p> <p>5.7 Maximization of Transportation Problems</p>
<ul style="list-style-type: none"> <li>• Match the appropriate person with appropriate job</li> <li>• Minimize the total cost/time/effort</li> <li>• maximize the total profit/output/efficiency</li> </ul>	<p><b>Unit 6:Assignment Model (5)</b></p> <p>6.1 Introduction</p> <p>6.2 Mathematical formulation of assignment model</p> <p>6.3 Types of assignment problem</p> <ul style="list-style-type: none"> <li>▪ Balanced assignment problem</li> <li>▪ Un-balanced assignment problem</li> </ul> <p>6.4 Hungarian method of assignment problem</p> <p>6.5 Maximization of assignment problem</p>
<ul style="list-style-type: none"> <li>• Plot the network diagram of the given project</li> <li>• Identify critical path, critical and non-critical activities</li> <li>• Identify slack for non-critical activities</li> <li>• Calculate the associated probability</li> <li>• Plot time chart and identify scheduling flexibility</li> <li>• Reduce the duration of a project by reducing time</li> </ul>	<p><b>Unit 7:Network Model (6)</b></p> <p>7.1 Introduction</p> <p>7.2 Basic terminologies under project network</p> <p>7.3 Network Construction (PERT/CPM)</p> <p>7.4 Network Diagram</p> <p>7.5 Probability in PERT Analysis</p>

<ul style="list-style-type: none"> <li>• To know statistical quality control, and its use, importance and purposes.</li> <li>• Compute <math>\bar{x}</math> and R charts and their constructions, to detect lack of control in <math>\bar{x}</math> and r charts, their limits, uses and interpretations.</li> <li>• Compute p-chart and its limit, use and interpretations.</li> <li>• Compute c-chart and its limit, use and interpretation.</li> <li>• To know the acceptance quality level, consumers and producers risks.</li> </ul>	<p><b>Unit 8:Statistical Quantity Control (6)</b></p> <p>8.1 Introduction</p> <p>8.2 Concepts of statistical quality control, its use, importance and purposes, and control charts and control limits.</p> <p>8.3 Control chart for variables, <math>\bar{x}</math> and R charts, construction of <math>\bar{x}</math> and R charts, detecting lack of control in <math>\bar{x}</math> and R charts, limits, uses and interpretations.</p> <p>8.4 Control chart for attributes, p-chart, its limit, use and interpretation.</p> <p>8.5 Control chart for number of defects per unit (c-chart), its limit, use and interpretation.</p> <p>8.6 Acceptance quality level, and consumers and producers risks.</p>
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**Text Books:**

1. Mark L. Berenson, David M. Levine and timothy K. Krehbiel: *Basic Business Statistics* (Ninth Edition), Pearson
2. G D Eppen, F J Gould and CP Schmidt: *Introductory Management Science*, Prentice-Hall

**Reference Books:**

1. Levin, Richard I., David S. Rubin, Joel P. Stinson and Everest S. Gardner (Jr): *Quantitative Approaches to Management*, McGraw-Hill.
2. Siegel, Andrew F.: *Practical Business Statistics*, Irwin.
3. Taha, Hamady, A.: *Operations Research. An Introduction*, McMillan.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Service Marketing**

Total Marks: 100

Course Code: **MGT 374**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Seventh

Total periods: 45

Level: BBA

Credit hours: 3

**Course description**

This course is designed to improve the knowledge level of the students in the field of service marketing. In this course, student will learn nature of service products, consumer behavior in service settings, service quality and satisfaction, managing customer service and service recovery. In this course theoretical foundations and practical application of marketing of services are examined which will help the students to establish and sustain service excellence and provide customer value. Service marketing is designed for the students who have some basic knowledge of marketing.

**Learning objectives**

General objectives of the course are as follows:

- To develop students' conceptual and theoretical understanding of service marketing
- To understand the unique challenges involved in marketing and managing services
- To identify differences between marketing in service versus manufacturing organizations
- To identify and analyze the various components of the "services marketing mix".
- To understand the role of employees and customers in service delivery, customer satisfaction, and service recovery.

**Specific objectives and contents**

<ol style="list-style-type: none"> <li>1. Explain the meaning of marketing; and definition and nature and importance of services.</li> <li>2. Explain differences between services and goods; and types of services.</li> <li>3.</li> <li>4. Understanding the meaning, importance and challenges of service marketing.</li> <li>5. Understanding the Evolution , growth and role of service sector.</li> <li>6. Understanding the concept of service</li> </ol>	<p><b>Unit:1</b> <b>Understanding service products, customers and markets (8)</b></p> <ul style="list-style-type: none"> <li>-Definition and nature of services</li> <li>- Differences between services and goods</li> <li>-Classification of different types of services</li> <li>-Services as value contributors</li> <li>-Service marketing: Meaning, Importance and challenges</li> </ul>
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<p>marketing as value creator.</p> <p>7. Identify the Services opportunities and challenges.</p>	<p>- Contribution of service sector in Nepalese economy</p>
<ol style="list-style-type: none"> <li>1. Understanding marketing mix for services (Product, price , place and Promotion).</li> <li>2. Understanding special mix elements of service (People, Process and Physical evidence).</li> <li>3. Understanding planning and creating new services.</li> <li>4. Understanding meaning and role of front line workers in service organization.</li> <li>5. Understanding concept of service encounter and relationship between service encounter and customers service experience.</li> <li>6. Understanding self service technology and customer satisfaction</li> <li>7. Understanding concept an role of physical evidence in service marketing</li> <li>8. Understanding designing and managing service process.</li> </ol>	<p><b>Unit-2: Marketing mix elements for services (15)</b></p> <ul style="list-style-type: none"> <li>• Mix elements common for both goods and services</li> <li>• Special elements for services</li> <li>• Development of new services</li> <li>• Role of front line staff in service delivery</li> <li>• Meaning and nature of physical evidence of a service</li> <li>• Contribution of physical evidence to service understanding</li> <li>• Managing services process</li> <li>• Self service technology</li> <li>• Service encounters</li> </ul>
<ol style="list-style-type: none"> <li>1. Understanding the concept of consumer behavior in the context of service product.</li> <li>2. Explain the three stage model of service consumption (pre-purchase stage, Service encounter stage and Post encounter stage)</li> </ol>	<p><b>Unit-3: Consumer behavior in the services context (5)</b></p> <ul style="list-style-type: none"> <li>- Consumer purchase behavior: concept and importance</li> <li>- Three stage model of service consumption</li> </ul>
<ol style="list-style-type: none"> <li>1. Understanding meaning of service environment and consumer`s response to service environments.</li> <li>2. Understanding segmentation targeting and positioning in case of services.</li> <li>3. Understanding Service attributes, service levels and Service Blueprinting</li> <li>4. Understanding the elements of positioning strategy (Internal analysis, market analysis and competitor analysis)</li> </ol>	<p><b>Unit:4 (5)</b></p> <p><b>Positioning services in competitive markets</b></p> <ul style="list-style-type: none"> <li>- Segmentation and targeting</li> <li>- Positioning in the case of services</li> <li>- Developing an effective positioning strategy</li> </ul>
<ol style="list-style-type: none"> <li>1. Understanding the concept, importance and dimensions of service quality.</li> <li>2. Learn about the factors which contribute</li> </ol>	<p><b>Unit:5</b></p> <p><b>Service quality and measurement (12)</b></p> <ul style="list-style-type: none"> <li>- Meaning of service quality</li> </ul>

<p>the quality perception of services.</p> <ol style="list-style-type: none"> <li>3. Understanding techniques of measurement of service (Company defined standard, Customer defined standard, benchmarking and SERVQUAL model).</li> <li>4. Understanding the relationship between service quality, Customer satisfaction and loyalty</li> <li>5. Understanding the concept and importance of service recovery.</li> <li>6. Explaining the Principles of effective service recovery</li> </ol>	<ul style="list-style-type: none"> <li>-Service quality dimensions</li> <li>-Measuring service quality</li> <li>-Service quality, Customer satisfaction and loyalty</li> <li>-Development of quality culture</li> <li>-Service Recovery</li> </ul>
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**Text Books:**

Christopher Lovelock, Jochen Wrtz and Jayanta Chatterjee, Service Marketing, Pearson ,2011.  
 Govind Apte, Service marketing, Oxford higher Education, 2011.

**Reference books**

Evans, J. R., & Lindsay, W. M. (1996). The management and control of quality. St. Paul: West Publishing Company.  
 Heskett, J. L., Sasser, W. E. J., & Schlesinger, L. A. (1997). The service profit chain. New York: Free Press.

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Taxation in Nepal**

Total Marks: 100

Course Code: **MGT 371**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Seventh

Total periods: 45

Level: BBA

Credit hours: 3

### Course objective

The objective this course is to provide students with the knowledge of general principle and practices of tax law in Nepal and develop in them basic skill required to work as tax officers or tax consultants in the private sector.

Specific objective	Contents	LH
<b>To understand:</b> <ul style="list-style-type: none"> <li>• Meaning and definition of tax</li> <li>• Classification of tax</li> <li>• Major canons of tax</li> <li>• Historical development of tax law in Nepal</li> <li>• Sources of income</li> </ul>	<b>Unit 1: Introduction and conceptual foundation</b> Meaning and objective of tax. Canons of Taxation. Classification of tax. Historical development of income tax law in Nepal. Sources of income.	3
<b>To understand:</b> <ul style="list-style-type: none"> <li>• Key terms used in income tax act</li> <li>• Income year and assessable year</li> <li>• Accounting system</li> <li>• Excess and outstanding tax</li> <li>• PEN and E-PAN</li> <li>• Capital and Revenue concept</li> <li>• DTAA and foreign tax credit</li> </ul>	<b>Unit 2: Definition of Basic Terms</b> Income year and assessment year. Cash and accrual basis of tax accounting system. Tax deduction at source (TDS). Advance tax. Excess tax and outstanding tax. Permanent account number (PAN). E-PAN. Assessable income, Adjusted taxable income and net assessable income. Double tax avoidable agreement (DTAA). Foreign tax credit. Capital and revenue (Receipts, expenditure, profit and loss). Other basic terms.	4
<b>To understand:</b> <ul style="list-style-type: none"> <li>• Classification and status of tax payer</li> </ul>	<b>Unit 3: Classification and status of Tax payer</b> Natural person and entity. Residential and non-residential. single and couple	2
<b>To understand:</b> <ul style="list-style-type: none"> <li>• List if income exempted from income tax</li> <li>• Business exemption, concession and other incentive provide to promote business or entity in Nepal</li> <li>• Exemption and tax rate applicable to</li> </ul>	<b>Unit 4: Tax exemption, Concession, Deduction, Tax rates, Tax credit and Set off loss</b> Exemption for individual and couple and tax rate. Residential and non-residential person. Information and technology (IT) based industry. Manufacturing industry. Infrastructure industry. Industry established in Special Economic Zone (SEZ).	4

<p>natural person and corporate sector</p> <ul style="list-style-type: none"> <li>• Tax withholding of payment of different incomes</li> <li>• Advance and final withholding payment</li> <li>• Medical tax credit</li> <li>• Provision of set off of losses</li> </ul>	<p>Rebate and concession as per industrial enterprises act 2049. Remote area allowance. Withholding payment. Final withholding payment. Deferred tax. Medical tax credit. Provision of set of losses and carry forward of losses.</p>	
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>• Concept and meaning of employment and employment income</li> <li>• Distinction between profession and employment</li> <li>• List of incomes included in employment income for tax purpose</li> <li>• List of exempted income s under employment heading</li> <li>• Reduction allowed from employment income</li> <li>• Exemption and tax rates applicable to employment income</li> <li>• Tax credit available for medical expenses and foreign tax</li> <li>• Calculation of taxable income and tax payable from employment income</li> </ul>	<p><b>Unit 5: Income from employment</b>  Concept of income from employment. Income included in the head of employment. Non taxable income. Valuation of perquisites. Allowable deduction. Computation of taxable income. Computation of tax liabilities.</p>	7
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>• Meaning of business and profession</li> <li>• Distinction between business and profession</li> <li>• Concept of business income</li> <li>• List of incomes included and excluded in business income</li> <li>• List of deductible expenses from business income</li> <li>• Allowable depreciation and repair cost</li> <li>• List of expenses not allowed for deduction</li> <li>• Tax credit available for business income</li> <li>• Calculation of taxable income and tax liabilities from business, for sole traders, profession, company, industry and international business</li> </ul>	<p><b>Unit 6: Income from business</b>  Concept of income from business. Amount included in business income. Allowable deduction. Computation of allowable depreciation and repair cost of different block of assets. Computation of taxable income of company, sole proprietorship, professionals and other income. Computation of tax liabilities.</p>	16
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>• Concept of VAT</li> </ul>	<p><b>Unit 7: Value added tax (VAT), Custom duty and Excise duty</b></p>	6

<ul style="list-style-type: none"> <li>• Evolution of VAT and origin</li> <li>• Method of computing VAT and Refund</li> <li>• Concept and purpose of custom duty and excise duty</li> <li>• Excisable and non excisable product</li> <li>• Import and export procedure</li> <li>• Fine and penalties and apple procedure</li> </ul>	<p>Concept of VAT, Origin and Evolution of VAT, Role of VAT. Refund of VAT. Method of computation of VAT. Concept of custom and excise duty. Purpose of Excise duty. Excisable products. Exemption from excise duty. Import and export procedure. Penalties and appeal.</p>	
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>• Concept of tax administration</li> <li>• Rights and duties of tax officer and tax payer</li> <li>• Penalties and fine for failure to pay and false statement</li> </ul>	<p><b>Unit 8: Tax administration</b></p> <p>Concept of tax administration. Rights, duties and power of tax authorities. Rights and duties of tax payer. Penalty for failure to pay tax and false statement.</p>	2

### **Books for Taxation**

*GON, Income tax act, 2058 with amendment, Kathmandu: Ministry of Finance, Government of Nepal.*

*GON, Income tax Rules, 2059 with amendment, Kathmandu: Ministry of Finance, Government Of Nepal.*

*GON, value added tax act, 2052 with amendment, Kathmandu: Ministry of Finance, Government Of Nepal.*

*GON, value added tax Rules, 2053 with amendment, Kathmandu: Ministry of Finance, Government of Nepal.*

*MOF.(various year). Budget speeches, Kathmandu: Ministry of finance, Government of Nepal.*

*MOF. (various year). Economic survey, Kathmandu: Ministry of finance, Government of Nepal.*

### **References**

*Aryal, K.P & Poudel, S.P. Taxation in Nepal. Kathmandu: (updated) Bhundipuram Prakashan Pvt.Ltd.*

*Dhakal, K .D. Pandey, B and Bhattatai, R. Fundamentals of Taxation. Kathmandu: (Updated) MK Publisher and Distributers,*

*Dhakal, K. D.,Bhattarai, I. P.,& et all (updated) Corporate Taxation in Nepal, Kathmandu: (updated) Asmita Publication.*

*KC, J .B. Tax law and Tax planning: Theory and practice.Kathmandu: (ipdated) Khanal booke and stationery Pvt.Ltd.*

*Lekhi, R. K Public Finance. New dehli, Kalyani Publisher, india.*

**FAR WESTERN UNIVERSITY**

**Faculty of Management**

**Bachelor of Business Administration (BBA)**

**Eighth Semester**



**Syllabus**

**2075**

***Bheemdattnagar, Kanchanpur***

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Advertising and Promotion Management**

Total Marks: 100

Course Code: **MKT 383**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Eighth

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Introduction

This course is designed as an introduction to the field of integrated marketing communications (IMC). The emphasis is on the use of communication to meet marketing objectives, including but not limited to advertising. This course will provide a broad overview of many areas that pertain to marketing communication. Special attention will be placed on understanding the consumer in order to communicate better.

**2. Course objective:** The overall objective of the course is to develop the basic knowledge of advertising and sales promotion and other objectives are given below:

- Acquaint the students with the advertising and promotion related skills.
- Understand the various components of advertising and promotion within organizations for decision making,
- Analyze advertising problems and/or opportunities; advertising strategies and marketing mix in advertising,

### 3. Contents in detail

Learning Objectives	Units and contents
<ul style="list-style-type: none"> <li>• Acquaint students with the growing importance of advertising and other promotional elements in the marketing programs.</li> <li>• Introduce the concept of integrated Marketing communications (IMC).</li> <li>• Introduce the various elements of the promotional mix</li> <li>• Consider various perspectives concerning the social, ethical, and economic aspects of advertising and promotion.</li> <li>• Evaluate the social criticisms of advertising.</li> </ul>	<p><b>Unit- I: Advertising and Promotion:..... LH 10</b></p> <p>1.1. Introduction:</p> <p>1.1.1. Meaning, definition, Features, significance and Functions of advertising and promotion</p> <p>1.1.1.1. The Growth of Advertising and Promotion</p> <p>1.1.2. Integrated Marketing Communications</p> <p>1.1.3. The Promotional Mix:</p> <p>1.1.3.1. The Tools for IMC</p> <p>1.1.3.2. The Communication Process</p> <p>1.2. Promotional Management</p> <p>1.3. The IMC Planning Process</p> <p>1.4 Advertiser and the Advertising Agency interface</p> <p>1.5. Social and Ethical Criticisms of Advertising</p> <p>1.6. Economic aspects of advertising and promotion</p> <p>1.7. Ethics and truths in Nepalese Advertising</p>
<ul style="list-style-type: none"> <li>• Understand how companies organize for advertising and other aspects of integrated marketing communications.</li> <li>• Understand the methods for selecting, compensating, and evaluating advertising</li> </ul>	<p><b>Unit- II: The Role of Ad Agencies..... LH 5</b></p> <p>2.1. Organizing for Advertising and Promotion in the Firm</p> <p>2.1.1. The Centralized System</p> <p>2.1.2. The Decentralized System</p>

<p>agencies.</p> <ul style="list-style-type: none"> <li>• Explain the role and functions of specialized marketing communications organizations.</li> <li>• Examine responsibilities of advertisers and agencies.</li> </ul>	<p>2.2. Advertising Agency 2.3.Types of Agency 2.4. Functions and Selecting an Ad agency 2.5. Ad agency and Client Relationship</p>
<ul style="list-style-type: none"> <li>• Recognize the importance and value of setting specific objectives for advertising and promotion.</li> <li>• Understand the role objectives play in the IMC planning process and the relationship of promotional objectives to marketing objectives.</li> <li>• Understand the process of budgeting for IMC.</li> <li>• Understand theoretical issues involved in budget setting.</li> <li>• Acquaint various methods of budget setting.</li> </ul>	<p><b>Unit- III: Promotional Objectives:..... LH 10</b> 3.1. Importance 3.2. Determination of Promotional Objectives 3.3. Setting objective (Defining Advertising Goals for Measured Advertising)DAGMAR 3.4. Problems in Setting Objectives 3.4. Advertising Budget: 3.4.1. The advertising Budget decision, 3.4.2. Budgeting decision rules: Percentage of Sales, Affordable Approach, Competitor Parity Approach, Objective &amp; Task Method.</p>
<ul style="list-style-type: none"> <li>• Understand the key terminology used in media planning.</li> <li>• Know how a media plan is developed.</li> <li>• Orient the process of developing and implementing media strategies.</li> <li>• To be familiar with sources of media information and characteristics of media.</li> </ul>	<p><b>Unit -IV: Advertising Copy .....LH 7</b> 4.1. Meaning components types of advertising copy 4.2. Advertising appeals, copy writing, headlines, illustration, message, 4.2. Importance of creativity in advertising; 4.3. Media planning and Strategy: 4.3.1. Balance Score Card Strategy 4.3.2. Advertising and Marketing 4.4. Media mix 4.4.1. Advantages and limitations of different media of communication. 4.5. Media planning and Selection. 4.6. Measures of Media Cost Efficiency 4.7. Ethical concerns of media.</p>
<ul style="list-style-type: none"> <li>• Acquaint student to understand reasons for measuring promotional program effectiveness.</li> <li>• Know the various measures used in assessing promotional program effectiveness.</li> <li>• Understand how companies Conduct Research to Measure Advertising Effectiveness.</li> <li>• Evaluate alternative methods for measuring promotional program effectiveness.</li> <li>• Review the various factors in the international environment and how they influence advertising and promotion decisions.</li> </ul>	<p><b>Unit -V: Measuring the Effectiveness of the Promotional Program: .....LH 8</b> 5.1. Reasons to Measure Effectiveness 5.2. Reasons Not to Measure Effectiveness 5.3. Conducting Research to Measure Advertising Effectiveness 5.4. Measuring the Effectiveness of Sales Promotions 5.6. Control of Advertising by practitioners, media and the market 5.6. Advertising in the International Market-place 5.7. Global versus Localized Advertising 5.8. Advertising and Principles of Integrated Marketing Communication and Image Building.</p>

<ul style="list-style-type: none"> <li>• Understand the role of sales promotion in a company's integrated marketing communications.</li> <li>• Examine the types of consumer- and trade oriented sales promotion tools and the factors to consider in using them.</li> <li>• Consider potential problems and abuse by companies in their use of sales promotion.</li> </ul>	<p><b>Unit -VI:SALES PROMOTION:..... LH 5</b></p> <p>6.1.Rationale of sales promotion  6.2.Consumer and Trade Promotions  6.3. Sales Promotion Strategies and Practices  6.4.Cross Promotions  6.5.Surrogate Selling  6.6. Bait and Switch advertising issues.</p>
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**Books**

1. Advertising and Promotion George E. Beich & Michael A. Belch. Tata Mcgraw Hill
2. Advertising Management, Concept and Cases Manendra Mohan, Tata Mcgraw Hill
3. Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia- Himalaya Publishing

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Advance Corporate Finance**

Total Marks: 100

Course Code: **FIN 382**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Eighth

Total periods: 45

Level: BBA

Credit hours: 3

### 1. Course Description

This course is a broad overview of major topics in Corporate Finance. Students are assumed to have seen many of the topics in earlier courses; however this course provides more in depth coverage. The course develops theoretical framework for understanding and analyzing major financial problems of modern company in market environment. The course covers some advanced topics of corporate finance, including working capital management, risk analysis in investment projects analysis, capital structure and dividend theories and option valuation models.

### 2. Course Objective

The main objective is to provide an advanced background and deeper understanding in the mainstream issues of modern corporate finance.

Other objectives are as follows:

1. Provide marketable skills in corporate finance.
2. Introduce both the theory and application of corporate finance topics.
3. Understand the concept and techniques of management of the components of working capital.
4. Provide advanced knowledge of capital structure theory and dividend policy.
5. Compare various models of investment decision making under uncertainty.

Learning Objectives	Units and contents
<ul style="list-style-type: none"> <li>• Acquaint the students with the subject Corporate Finance.</li> <li>• Understand financial decisions and goal of the firm.</li> <li>• Provide the basic knowledge of agency relationship and corporate governance.</li> <li>• Understand concept of business ethics and corporate responsibility.</li> </ul>	<p><b>UNIT-I: Introduction.....LH 2</b></p> <p>1.1. Concept of Corporate Finance</p> <p>1.2. Historical Background of Corporate Finance</p> <p>1.3. Relationship of Corporate Finance with other disciplines</p> <p>1.4. Financial Goal of the Corporation</p> <p>1.5. Business Ethics and Social Responsibility</p> <p>1.6. Agency Problem and Corporate Governance</p> <p>1.7. Career Opportunities in Finance.</p>
<ul style="list-style-type: none"> <li>• Understand the concept of WCM,</li> <li>• Describe the WCM Policies</li> <li>• Determine working capital cash flow cycle &amp; operating cycle</li> <li>• Estimate the amount of WC</li> <li>• Analyze the effect of working capital</li> </ul>	<p><b>UNIT-II: Working Capital Management.....LH 12</b></p> <p>2.1. Working Capital Management:</p> <p>2.1.1. Concepts, Classification and Importance of working capital.</p> <p>2.1.2. Factors determining working capital requirements</p>

<p>policies on risk and return.</p> <ul style="list-style-type: none"> <li>• Describe the techniques of managing components of working capital ( Cash, Account Receivables and Inventory)</li> <li>• Solve the numerical problems of Cash, Account receivable and Inventory Management</li> </ul>	<p>2.1.3. Working Capital Policies</p> <p>2.1.4. Forecast of working capital requirement;</p> <p>2.1.5. Determining the working capital Financing Mix.</p> <p>2.2. Management of Cash:</p> <p>2.2.1. Nature of Cash</p> <p>2.2.2. Motives of holding Cash</p> <p>2.2.3. Cash Management;</p> <p>2.2.4. Advantages of maintaining adequate cash balance;</p> <p>2.2.5. Determining Optimum Cash Balance;</p> <p>2.2.6. Cash Management Models; Cash Management Techniques.</p> <p>2.3. Receivables Management:</p> <p>2.3.1. Concept and Objectives of Receivable Management</p> <p>2.3.2. Credit Policy</p> <p>2.3.3. Cost of maintaining Receivables</p> <p>2.3.4. Formation and Execution of Collection Policy.</p> <p>2.4. Inventory Management:</p> <p>2.4.1. Meaning and Nature of Inventory</p> <p>2.4.2. Purpose and Benefits of Holding Inventory</p> <p>2.4.3. Cost of Holding Inventory</p> <p>2.4.4. Inventory Management tools and techniques.</p>
<ul style="list-style-type: none"> <li>• Understand financial planning and forecasting</li> <li>• Explain the concept and need of financial forecasting</li> <li>• Apply percent of sales method and regression method of financial forecasting</li> </ul>	<p><b>UNIT-III: Financial Planning and Forecasting:.</b> <b>LH 5</b></p> <p>3.1. Nature of financial planning and forecasting</p> <p>3.2. Strategic plans; Operating plans; Financial plan;</p> <p>3.3. Sales forecast</p> <p>3.4. Forecasting Financial statement:</p> <p>3.4.1. Percent of sales method, (Determination of AFN using projected financial statement method and formula Method)</p> <p>3.4.2. simple linear regression and excess capital adjustments.</p>
<ul style="list-style-type: none"> <li>• Understand the types and sources of risk in capital budgeting.</li> <li>• Evaluate the capital projects using different</li> </ul>	<p><b>UNIT-IV: Risk analysis in Capital budgeting LH 8</b></p> <p>4.1. Introduction</p> <p>4.2. Types and sources of Risk in capital Budgeting;</p> <p>4.3. Risk Adjusted Discount Rate</p>

techniques.	4.4. Certainty Equivalent 4.5. Sensitivity Analysis 4.6. Probability Distribution Approach 4.7. Decision – tree approach.
<ul style="list-style-type: none"> <li>• Describe capital structure and financial structure</li> <li>• Analyze the effect of capital structure on risk and return of shareholders</li> <li>• Compute different types of break even points</li> <li>• Provide the basic knowledge of business and financial risk <ul style="list-style-type: none"> <li>• Compute DFL &amp; DCL.</li> <li>• Understand and evaluate Capital structure theories</li> </ul> </li> </ul>	<b>UNIT- V: Capital Structure:.....LH 8</b> 5.1. Concept of Capital Structure; 5.2. Capital Structure and Financial Structure; 5.3. Determinants of Optimal Capital Structure; 5.4. Business Risk and Financial Risk; 5.5. Break-Even analysis; Leverage; EBIT EPS Analysis. 5.6. Capital Structure Theories: 5.6.1. Net Income Approach; 5.6.2. NOI Approach; 5.6.3. NI and NOI Approach with Corporate Tax; 5.6.4. Traditional Approach; 5.6.5. MM Hypothesis without and with corporate Tax; 5.6.6. MM with Personal Tax; 5.6.7. Pecking order Theory and Signaling Theory; 5.6.8. Effect of Bankruptcy and Agency Cost.
<ul style="list-style-type: none"> <li>• Understand the concept and importance of dividend policy.</li> <li>• Understand the factors affecting dividend policy of a firm.</li> <li>• Understand theories of dividend policies.</li> <li>• Evaluate and analyze the effect of different dividend policies on valuation of firm.</li> </ul>	<b>UNIT VI: Dividend Policy: .....LH 5</b> 6.1. Nature of dividend policy 6.2. Significance of dividend policy 6.3. Factors affecting dividend policy 6.4. Theories of relevance and irrelevance of dividend in firm valuation (Walter’s model, Gordon’s Model, MM Hypothesis, Bird-in-hand theory and Dividend signaling theory). 6.5. Relevance of dividend policy under market imperfections.
<ul style="list-style-type: none"> <li>• Understand concept features and kinds of Options.</li> <li>• Compute the value of Options using different models.</li> </ul>	<b>UNIT VII: PRICING OF OPTION:.....LH 5</b> 7.1. Concept of Option: Futures Vs. Options; 7.2. The Features and Types of Options 7.3. Determinants of Option Prices; 7.3.1. Binomial pricing models; 7.4.1. Black Scholes Option pricing model and its assumptions

**Main Texts:**

1. Brealey R.A; Myers S. C; Principles of Corporate Finance. Tata McGraw Hill, New Delhi.
2. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
3. Copeland Weston Shastri: Financial theory & Corporate Policies, Pearson

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Principle of auditing and practice**

Course Code: **ACC 382**

Nature of course: Theory

Semester: Eighth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

**1. Course Objectives**

The general objectives of the course are as follows:

objectives of course is to provide conceptual knowledge , working clarity and understanding of the relevant audit procedures and techniques and increase Student’s capacity to assess internal control systems to identify audit risk of auditing, various types of audit so that they can plan perform effective and efficient audit.

Specific Objectives	Contents
<ul style="list-style-type: none"> <li>• Explain the concepts of auditing</li> <li>• Discuss the error and frauds</li> <li>• To discuss types of auditing</li> <li>• To indicate the qualities, qualifications, appointment as well as rights and duties of auditor</li> </ul>	<p><b>Unit I: Conceptual foundation</b> <span style="float: right;"><b>9</b></span></p> <p>1.1 Accounting, auditing and investigation            1.2 Types of error and frauds.            1.3 Detecting and prevention of error and frauds with practical dealings.            1.4 Types of auditing,            1.5 Qualities Qualification, appointment and rights and duties of an auditor.</p>
<ul style="list-style-type: none"> <li>• To examine the preparation activities before audit</li> <li>• Discuss the audit program</li> <li>• Help the learners to read and understand the concept objectives and disadvantages of audit working paper</li> </ul>	<p><b>Unit II : Planning an audit</b> <span style="float: right;"><b>6</b></span></p> <p>2.1 Preparation before an audit: instruction to client, distribution of work to audit staff.            2.2 Audit programme: contents, techniques. Audit note books: audit working paper:                2.2.1 Concept, objectives and disadvantages.</p>
<ul style="list-style-type: none"> <li>• Explain the concept of internal check and internal control</li> <li>• Enable the learners to understand the objectives, characteristics, advantages and disadvantages of internal check and external check</li> </ul>	<p><b>Unit III : Internal Check and Control</b> <span style="float: right;"><b>7</b></span></p> <p>3.1 Internal check: concept, objectives, characteristics, advantages and disadvantages.            3.2 Internal control: concept and characteristics.            3.3 Test checking: Concept, factors to be considered while tests checking, advantages and limitations.            3.4 Routing checking: concept advantages and disadvantages.</p>

<ul style="list-style-type: none"> <li>• To provide the knowledge of test checking and routine checking</li> </ul>	
<ul style="list-style-type: none"> <li>• Explain the concept of Vouching, Verification and Valuation</li> <li>• To differentiate between vouching, verification and valuation.</li> <li>• To</li> </ul>	<b>Unit IV : Vouching, Verification and Valuation      4</b> 4.1 Concept importance and objectives of vouching , verification and valuation 4.2 Difference between vouching, verification and valuation. 4.3 Consideration before vouching
<ul style="list-style-type: none"> <li>• Explain the nature of company audit</li> <li>• To enable learners preliminaries before company audit, statutory audit, audit of preliminary expenses, audit of statutory general meetings, review of memorandum of association and articles of association</li> <li>• To explain the general practice of audit of share capital, underwriting commission, brokerage charge and audit of debentures</li> </ul>	<b>Unit V :Audit of a limited company                      10</b> 5.1 Nature of company audit , 5.2 Preliminaries before company audit, statutory audit, audit of preliminary expenses, 5.3 Audit of statutory, general meetings, 5.4 Review of memorandum of association and articles of association. 5.5 Audit of share capital, Audit of underwriting commission, transfer fee, brokerage charge and, Audit of debenture.
<ul style="list-style-type: none"> <li>• To explain about Concept, contents and types of audit reports</li> <li>• Discuss the ethics of professional accountant</li> </ul>	<b>Unit VI :Audit Report and professional ethics                      3</b> 6.1 Concept, contents and types of audit reports. 6.2 Audit reports of companies. 6.3 Ethics of professional accountant.
<ul style="list-style-type: none"> <li>• To explain about Concept, objective, nature and evolution of government audit in Nepal</li> <li>• To distinguish between government audit and company audit</li> </ul>	<b>Unit VII Government audit in Nepal                                      6</b> 7.1 Concept, objective, nature and evolution of government audit in Nepal 7.2 Different between government audit and company audit 7.3 Internal audit: concept, objectives and advantages 7.4 Misappropriation and procedure for regularization, role of Controller General, final audit, audit of expenditure, debts, deposit, remittance and stores.

**Basic Text book:**

**Welter W. Bigg, Practical Auditing**

Reference: Dhurba Lal Pandey,

# FAR-WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Corporate Accounting**

Course Code: **ACC 383**

Nature of course: Theory

Semester: Eighth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Introduction

Corporate Accounting is a pure study of Company accounting. The course is designed to provide an in-depth understanding of corporate accounting system as well as developing knowledge of the professional standards and application of accounting principles to different practical situations. This course examines several accounting topics with which professional accountants should be familiar. The areas of coverage in this course include financial report of company, business acquisition, corporate liquidation, and valuation of goodwill.

### 2. Course objective

The objective this course is to provide students with the knowledge of Corporate formation, merger and Liquidation practices in Nepal and develop in them basic skill required to work upper level accounting officers or consultants in the corporations.

Specific objective	Contents	LH
<b>To understand:</b> <ul style="list-style-type: none"><li>❖ Meaning and characteristics of company</li><li>❖ Types of company</li><li>❖ Legal provision of company formation</li><li>❖ Contents of main documents of company</li><li>❖ Different types of company meeting</li></ul>	<b>UNIT 1: COMPANY FORMATION</b> 1.1. Definition of company 1.2. Characteristics of company, 1.3. Types of company, 1.4. Process of forming new company, 1.5. Main document of company 1.6. Types of share capital 1.7. Sources of capital, 1.8. Issue of share in context of Nepal, 1.9. Types of meeting of company.	<b>5</b>
<b>To understand:</b> <ul style="list-style-type: none"><li>❖ The major financial report</li><li>❖ Techniques of performance analysis</li><li>❖ Financial statement under company act</li><li>❖ Analysis of financial statement for different stakeholders</li></ul>	<b>Unit 2: Financial Reporting And Analysis</b> Concept, Contents of financial reporting, Preparation of Income statement and balance sheet under company act 2063, Analysis of management performance (productive analysis, Stability analysis, Assets management analysis, Profitability analysis and growth analysis).	<b>6</b>
<b>To understand:</b> <ul style="list-style-type: none"><li>❖ Meaning of Amalgamation, Absorption And Reconstruction</li><li>❖ Compute purchase consideration by different method</li></ul>	<b>Unit 3: Company Merger And Reconstruction</b> Concept of merger, Meaning of amalgamation and Absorption, Meaning of purchase consideration and determination, Accounting	<b>13</b>

<ul style="list-style-type: none"> <li>❖ Record journal entries in the books of purchasing and selling companies</li> <li>❖ Opening balance-sheet of purchasing company.</li> </ul>	<p>treatment in the books of purchasing and vendor company, Preparation of balance sheet by purchasing company. Meaning of Reconstruction, Importance and needs of internal re construction, Preparation of balance- sheet after internal Re construction, Importance and needs of external re construction.</p>	
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>❖ Meaning of holding and subsidiary company</li> <li>❖ Legal requirement relating to presentation of accounts by holding company</li> <li>❖ Explain consolidated balance sheet and related terms.</li> <li>❖ Preparation consolidated balance-sheet.</li> <li>❖ Various steps involved in preparation of consolidated balance sheet.</li> </ul>	<p><b>Unit 4: Holding Company</b>  Meaning of Holding and Subsidiary Company, Capital profit, Revenue profit, Minority interest, Cost of control, Re valuation of Assets, Dividend from subsidiary Company, Inter-company transaction, Unrealized profit, Consolidated Balance sheet, Preparation of consolidated Balance Sheet by Holding company.</p>	<b>10</b>
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>❖ Meaning and feature of liquidation.</li> <li>❖ Legal provisions with respect of different mode of winding up.</li> <li>❖ Content on liquidator’s statement.</li> <li>❖ The term “ preferential payments”</li> <li>❖ Procedure of preparation of liquidator’s final statement.</li> </ul>	<p><b>Unit 5: Corporate Liquidation</b>  Concept and Meaning of Liquidation, Reasons of Liquidation, Mode of Liquidation, Process of Winding up as per company Act, Preparation of Liquidators Final Statement Of Account.</p>	<b>5</b>
<p><b>To understand:</b></p> <ul style="list-style-type: none"> <li>❖ Meaning of goodwill and share.</li> <li>❖ Nature and source of goodwill.</li> <li>❖ Appreciate needs for valuing goodwill and shares</li> <li>❖ Valuation of goodwill by different method.</li> <li>❖ Valuation of shares by different method.</li> </ul>	<p><b>Unit 6: Valuation of Goodwill And Shares</b>  Meaning of Goodwill, Needs for Valuation of Goodwill, Factor Affecting Goodwill, Method of valuation of Goodwill(Average profit method, Super profit method, Capitalization Method, Annuity Method)  Meaning of Shares, Needs For Valuation of Share, Method of Valuation of share (Net Assets Method, Market Value Method)</p>	<b>6</b>

**Reference s**

**Rajasekaran, V. & Lalitha, R. Corporate Accounting. New Dehli: Dorling Kindersley.**  
**Gupta, R. L.& Radhaswamy, M. Advance Accounting. New Dehli: Sultan Chand & Sons.**  
**Monga, J.R. Fundamentals of Corporate Accounting. Noida: Mayor Paperbacks.**  
**Meigs, R.E. & Meigs, W.B. Financial Accounting. Newyork: Mc Graw-hill inc.**  
**Company Act, The company Act 2063, Kaathmandu: Law book management board.**

Subject Code: **MGT 384** (Field Works Report)

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Management of Financial Institutions**

Total Marks: 100

Course Code: **FIN 383**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Eighth

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Introduction:**

This course is designed to provide fundamental knowledge of the management of financial institutions and its content focuses on the management and regulation of various depository and non-depository institutions and other financial institutions. The topics covered are: background of FIs, central banking, depository and non-depository financial institutions their management and operating procedures.

**2. Course Objective:**

The main objective of this course is to provide a conceptual framework in managing financial institutions. The specific objectives of this course are as follows:

- Acquaint students to understand the role of financial institutions in financial system.
- Develop students' understanding of the operations and management of commercial banks and other depository and non-depository financial institutions.
- Understand the operations and management of NRB and its role as a central bank to regulate bank and other financial institutions.
- Comply with the rules of regulations relevant to financial institutions.
- Develop students' skill to understand the different kinds of risks faced by the various financial institutions and the methods to manage them.

**Contents in Detail**

<b>Learning Objectives</b>	<b>Units and contents</b>
<ul style="list-style-type: none"> <li>• Acquaint students to understand the concept, functions and types of financial institutions.</li> <li>• Understand the growth of FIs in Nepal.</li> <li>• Identify the different types of FIs operating in Nepal and understand the requirements of their establishment as per BAFIA 2063.</li> <li>• Describe the government effort to reform financial sectors in Nepal.</li> </ul>	<p><b>UNIT-I: INTRODUCTION:.....LH 5</b></p> <p>1.1. Meaning and concept of financial institutions, 1.2. Functions of financial institutions 1.3. Types of financial institutions 1.4. Role of financial institutions in socio-economic development of country 1.4. Growth of Financial Institutions in Nepal 1.5. Classification of financial institutions in Nepal 1.6. Licensing Policy for bank and FIs 1.7. Capital requirement 1.8. Functions of bank and FIs as per BAFIA 2063, 1.9. Major provisions of Act (BAFIA) 2063</p>

	1.10. Financial Sector Reforms in Nepal: (context, need and objectives; major reforms)
<ul style="list-style-type: none"> <li>• Describe the central bank and NRB.</li> <li>• Explain the organizational structure of NRB.</li> <li>• Understand the monetary policy of NRB and its economic variables.</li> </ul>	<b>UNIT- II: Central Banking..... LH 4</b> 2.1. Role and functions of central bank; 2.2. History of Central Banking in Nepal 2.3. Organizational structures of NRB 2.4. Monetary policy of the central bank 2.5. Regulation of money and credit, 2.6. Techniques of regulation and rates 2.7. Effects of monetary tools on various economic variables 2.8. Nepal Rastra Bank and monetary policy tools in Nepal. 2.9. Features of Nepal Rastra Bank Act 2058
<ul style="list-style-type: none"> <li>• Explain different types of depository institutions like commercial banks, development banks, finance companies and cooperatives, their size and structure.</li> <li>• Identify the activities and services of commercial banks.</li> <li>• Analyze the Financial Statements of Commercial Banks</li> <li>• Understand the regulation of bank deposit, operation and capital.</li> </ul>	<b>UNIT- III: Depository Institutions:.....LH 12</b> 3.1. Commercial Banks: 3.1.1. Definition of a Commercial Bank. 3.1.2. Size, Structure and Composition of the Commercial Banking Industry. 3.1.3. Technology in Commercial Banking. 3.1.3. Services provided by commercial banks 3.1.4. Sources and uses of funds of commercial banks 3.1.5. Off balance sheet activities 3.1.6. Regulatory structure of banks 3.1.7. Regulation of bank deposit, operation and capital 3.1.8. Risk in commercial banks 3.1.9. Financial Statements of Commercial Banks and their Analyses. 3.1.10. Regulation of Depository Institutions in Nepal: Balance Sheet and Off-Balance Sheet Regulations. 3.2. Development Banks Their Roles, Size, Structure and Compositions. 3.3. Finance Companies Their Roles, Size, Structure and Compositions. 3.4. Cooperative Banking Institutions: Meaning, definition, principles, Features and Structure
<ul style="list-style-type: none"> <li>• Describe different types of insurance companies in terms of their size and structure.</li> <li>• Explain the regulation of insurance companies in Nepal and role of insurance board.</li> <li>• Understand credit rating agency, merchant banking and pension fund.</li> </ul>	<b>UNIT-IV: The Financial Services Industry. LH10</b> 4.1. Insurance Companies: 4.1.1. Types of insurance companies, 4.1.2. Life insurance companies – size, structure and composition of the industry; 4.1.3. Property-casualty insurance companies – size, structure and composition of the industry. 4.1.4. Regulation of Insurance Companies in Nepal.

<ul style="list-style-type: none"> <li>• Identify the types, activities and services of pension fund.</li> <li>• Understand the functions of EPF and its role in economic development of Nepal.</li> <li>• Describe merchant banking its functions and status in Nepal.</li> <li>• Explain stock exchange, its growth in Nepal and Role of NEPSE in capital market.</li> </ul>	<p>4.1.5. Nepal Insurance Board as a Regulator and Supervisor of Insurance Companies</p> <p>4.2. Credit rating agency:</p> <p>4.2.1. Concept and Functions</p> <p>4.2.2 Different Credit Rating Agencies</p> <p>4.2.3 Deposit and Credit Guarantee Corporation,</p> <p>4.2.4. Credit Information Bureau.</p> <p>4.3. Merchant Banking:</p> <p>4.3.1. Concept ,Types and Functions</p> <p>4.3.2.Trends in Merchant Banking in Nepal</p> <p>4.3.3. SEBON &amp; Merchant Banking.</p> <p>4.4. Pension fund:</p> <p>4.4.1. Insured versus noninsured funds,</p> <p>4.4.2. Defined benefit versus defined contribution pension funds,</p> <p>4.4.3. Private pension funds versus public pension funds.</p> <p>4.4.4. Employee Provident Fund: Functions and organizational structure.</p> <p>4.5. Stock Exchange Operations:</p> <p>4.5.1 Concept and Functions of Stock Exchange</p> <p>4.5.2. History of Stock Exchange in Nepal</p> <p>4.5.3. Brief introduction of NEPSE.</p>
<ul style="list-style-type: none"> <li>• Describe mutual fund and hedge fund.</li> <li>• Identify types of mutual funds and hedge fund.</li> <li>• Understand the costs of mutual fund.</li> <li>• Determine investors rate of returns</li> <li>• Explain the regulation and supervision of mutual fund in Nepal.</li> </ul>	<p><b>UNIT- V: Mutual Funds and Hedge Funds: LH 4</b></p> <p>5.1. Mutual Fund</p> <p>5.1.1. Meaning , Size, Structure, and Composition of the Mutual Fund Industry</p> <p>5.1.2. Different Types of Mutual Funds</p> <p>5.1.3.Mutual Fund Objectives</p> <p>5.1.4. Investor Returns from Mutual Fund Ownership</p> <p>5.1.5. Mutual Fund Costs</p> <p>5.1.6. Regulation and supervision of mutual fund companies by Nepal Securities Board,</p> <p>5.2. Hedge Funds</p> <p>5.2.1. Concept and Types of Hedge Funds</p> <p>5.2.2. Fees on Hedge Funds</p> <p>5.2.3. Prospects and challenges of Mutual Fund and Hedge Fund.</p>
<ul style="list-style-type: none"> <li>• Describe the meaning, forms, importance of micro financing institutions.</li> <li>• Identify the major forms MFIs working in Nepal.</li> <li>• Understand the regulations of MFIs in Nepal.</li> </ul>	<p><b>UNIT VI: MICRO-FINANCE AND MICRO-CREDIT INSTITUTIONS.....LH 4</b></p> <p>6.1. Definition and Objectives of Microfinance Institutions;</p> <p>6.2. Importance of Micro Financing Institutions;</p> <p>6.3. Attributes of a Good Institution;</p> <p>6.4. Ownership and Legal Form of MFI;</p> <p>6.5. Microfinance Industry in Nepal</p>

<ul style="list-style-type: none"> <li>• Identify different types of risk faced by FIs (interest rate risk, market risk, credit risk, off-balance-sheet risk, foreign exchange risk, sovereign risk, technology and operational risks, liquidity risk, insolvency risk and other risks.)</li> <li>• Understand the techniques of managing risks.</li> </ul>	<p><b>UNIT-VII: Risks of Financial Institutions... LH 6</b></p> <p>7.1. Concept of risk</p> <p>7.2. Types of risk</p> <p>7.2. Techniques of managing risks</p> <p>7.3. Measurement of interest rate risk; credit risk and market risk.</p>
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**References:**

1. Anthony Saunders and Marcia Millon Cornett. (2003). Financial Institutions Management: A Risk Management Approach. McGraw Hill, Irwin, USA.
2. Frederic S. Mishkin and Stanley G. Eakins. (2006). Financial Markets and Institutions. Pearson Education Inc. and Dorling Kindersley (India) Pvt. Ltd.
3. L.M. Bhole. (2005). Financial Institutions and Markets: Structure, Growth and Innovations. Tata McGraw Hill Publishing Company Limited, New Delhi.
4. Meir Kohn. (2005). Financial Institutions and Markets. Tata McGraw Hill Publishing Company Limited, New Delhi.
5. Bhandari, D. B. Financial institutions and markets. Asmita Books Publishers & Distributors.
6. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications
7. Banks and Financial Institutions Act, 2063 (2006).
8. Nepal Rastra Bank. Quarterly Economic Bulletin (various issues).
9. Insurance Act, 1992. Insurance Regulation, 1993
10. NRB Act 2058 and other relevant Acts.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: <b>Investment and Portfolio Management</b>	Total Marks: 100
Course Code: <b>FIN 381</b>	Pass Marks: 45
Nature of course: Theory	Time per period: 1 hr.
Semester: Eighth	Total periods: 45
Level: BBA	Credit hours: 3

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**1. Course Description**

Investment and Portfolio Management is a three credit course for BBA 8th semester students at this university with specialization in Finance. This course helps students understand the key concepts and principles of investment and portfolio management, which build a solid foundation for further study or career pursuit. The topics covered are: The investment environment, Securities markets and market indices, Assets allocation, Trading of securities, Portfolio theories, Capital assets pricing model, Arbitrage pricing theory, Efficient market hypothesis, Analysis of common stocks and fixed income securities and Portfolio performance evaluation.

**2. Course Objective**

The main objective of this course is to familiarize students with financial investment environment and it's dynamics.

The other objectives are as follows:

- Understand the concepts used in investment analysis
- Introduce various securities and the markets they trade in
- Understand and apply the theories and techniques of analyzing securities in isolation and in the context of portfolio.
- Gain confidence in applying the concepts and tools in managing a portfolio.
- Explain risk and return relationship in terms of the Capital Asset Pricing Model (CAPM) and the Arbitrage Pricing Theory (APT)
- Evaluate bonds and stocks with discounted cash flow and other models
- Compute and interpret various portfolio performance measures

**Contents in detail**

<b>Learning Objectives</b>	<b>Units and contents</b>
<ul style="list-style-type: none"> <li>• Define investment and understand the investment environment.</li> <li>• Outline the steps investment decision process.</li> <li>• Discuss key factors that affect the investment decision process.</li> <li>• Discuss the role of asset allocation in investment planning.</li> <li>• Understand the process of asset allocation in portfolio management</li> <li>• Describe the individual investor's life cycle and their investment objective at</li> </ul>	<p><b>UNIT-I: INTRODUCTION-----LH 3</b></p> <p>1.1. Defining Investment</p> <p>1.2. The Investment Environment</p> <p>1.3. The Investment Process</p> <p>1.4. Security Investment Alternatives</p> <p>1.5. Factors to be Considered in Choosing Among Investment Alternatives</p> <p>1.6. Career Opportunities in Investment and Portfolio Management</p> <p>1.7. Asset Allocation: Steps in Portfolio Management Process</p> <p>1.8. Individual Investor's life Cycle</p>

different stages.	1.9. Role of Asset Allocation in Investment Planning.
<ul style="list-style-type: none"> <li>• Distinguish between primary and secondary markets.</li> <li>• Describe how the equity markets are organized and how they operate.</li> <li>• Define third and fourth markets.</li> <li>• Describe, briefly, the Regulation of security Market in Nepal</li> <li>• Explain the role of brokerage firms and stockbrokers.</li> <li>• Describe the operation of brokerage firms .</li> <li>• Outline the process of buying and selling securities and execution of order.</li> <li>• Explain the importance of margin trading and short selling to investors.</li> <li>• Analyze the HPR, Margin call and investor's financial position under margin purchase and short sale.</li> <li>• Understand different types of market index and their computation</li> </ul>	<p><b>UNIT-II: SECURITIES MARKET AND MARKET INDEXES----- LH 8</b></p> <p>2.1. Security Markets:</p> <p>2.1.1. Primary Markets &amp; Secondary Markets</p> <p>2.1.2. Third and Fourth Market</p> <p>2.1.3. Organized Securities Exchanges</p> <p>2.1.4. Over-the Counter Markets (OTC).</p> <p>2.1.5. Securities Market in Nepal</p> <p>2.1.6. Regulation of Security Market in Nepal (Clearing Procedures, Commissions, Transaction Costs).</p> <p>2.2. Buying and Selling Securities:</p> <p>2.2.1. Order Size; Time Limit; Types of Orders;</p> <p>2.2.2. Margin Accounts; Margin Purchase; Short Sales</p> <p>2.2.3. Trading Mechanism in Nepal</p> <p>2.3. Market Indexes:</p> <p>2.3.1. Types and Construction of Market Index: Price Weighted Index; Value Weighted Index; Equal Weighted Index.</p>
<ul style="list-style-type: none"> <li>• Explain investor's attitude towards risk</li> <li>• Understand risk aversion and utility maximizing choice</li> <li>• Understand risk free assets</li> <li>• Analyze the opportunity set of the portfolio of one risky and one risk free asset.</li> <li>• Determine the tolerance level of investors and asset allocation decision.</li> <li>• Describe the concept of passive investment strategy and CML.</li> </ul>	<p><b>UNIT- III: RISK AVERSION AND CAPITAL ALLOCATION----- LH 4</b></p> <p>3.1. Risk and Risk Aversion</p> <p>3.1.1. Risk, Speculation and Gambling</p> <p>3.1.2. Risk Aversion and Utility Value</p> <p>3.2. Capital Allocation Across Risky and Risk Free Portfolios</p> <p>3.3. Risk Free Asset</p> <p>3.4. Portfolio of One Risky and a Risk- Free Asset</p> <p>3.5. Risk Tolerance and Asset Allocation</p> <p>3.6. The Capital Market Line</p>
<ul style="list-style-type: none"> <li>• Explain how diversification reduces risk.</li> <li>• Explain how expected return and risk for securities are determined.</li> <li>• Explain how expected return and risk for portfolios are determined.</li> <li>• Understand the concept of efficient portfolios.</li> <li>• Describe the Markowitz diversification model for calculating portfolio risk.</li> <li>• Understand the importance of covariance between returns on assets to determine the</li> </ul>	<p><b>UNIT- IV: OPTIMAL RISKY PORTFOLI--LH 6</b></p> <p>4.1. Diversification and Portfolio Risk</p> <p>4.2. Portfolio of two Risky Assets</p> <p>4.2.1. Expected Return and Risk of Individual Asset</p> <p>4.2.2. Expected Return and Risk of Portfolio</p> <p>4.2.3. Impact of Correlation on Portfolio risk</p> <p>4.3. The Markowitz Portfolio Selection Model</p> <p>4.4. Risk Free Lending and Borrowing.</p> <p>4.5. Effect of Risk Free Borrowing and Lending on</p>

<p>risk of a portfolio.</p> <ul style="list-style-type: none"> <li>• Describe the effect of risk-free borrowing and lending on the efficient frontier.</li> <li>• Explain the difference between systematic and unsystematic risk.</li> </ul>	<p>Portfolio Selection.</p> <p>4.6. Portfolio Total Risk, Portfolio Market Risk and Unique Risk</p>
<ul style="list-style-type: none"> <li>• Understand the CAPM and its underlying assumptions</li> <li>• Explain the relationship between returns and risk proposed by the CAPM.</li> <li>• Describe two important relationships in CAPM as represented by the SML and the CML.</li> <li>• Understand the market equilibrium and investment decision.</li> <li>• Discuss the APT as an alternative to the CAPM</li> <li>• Understand the concept and forms of EMH.</li> </ul>	<p><b>UNIT- V: CAPITAL ASSET PRICING MODEL AND ARBITRAGE PRICING THEORY..LH 6</b></p> <p>5.1. Capital Asset Pricing Model</p> <p>5.1.1. CAPM and its Basic Assumptions</p> <p>5.1.2. CAPM Equation</p> <p>5.1.3. Security Market Line (SML)</p> <p>5.1.4. Capital Market Line (CML)</p> <p>5.1.5. Investment Decision</p> <p>5.2. Arbitrage Pricing Theory</p> <p>5.3. Efficient Market Hypotheses:</p> <p>5.3.1. Weak Form EMH</p> <p>5.3.2. Semi-Strong Form EMH</p> <p>5.3.3. Strong Form EMH.</p>
<ul style="list-style-type: none"> <li>• Understand the concept of portfolio performance measure.</li> <li>• Evaluate the portfolio performance using four conventional measures (appraisal ratios).</li> </ul>	<p><b>UNIT-VI: PORTFOLIO PERFORMANCE EVALUATION -----LH 2</b></p> <p>6.1. Composite Portfolio Performance Measures:</p> <p>6.1.1. Treynor, Sharpe, Jensen's Performance Measure.</p> <p>6.1.2. <math>M^2</math> and the Information Ratio Performance Measure.</p> <p>6.2. Application of Portfolio Performance Measures.</p>
<ul style="list-style-type: none"> <li>• Name two approaches to the valuation of common stocks used in fundamental security analysis.</li> <li>• Use the dividend discount model to estimate stock prices.</li> <li>• Explain the P/E ratio approach.</li> <li>• Understand the approaches of security analysis</li> <li>• Differentiate between technical and fundamental analysis.</li> </ul>	<p><b>UNIT VII: ANALYSIS OF COMMON STOCK LH -----5</b></p> <p>7.1. Equity Valuation Models:</p> <p>7.1.1. Balance Sheet Valuation Model</p> <p>7.1.2. Dividend Discounted Model</p> <p>7.1.3. Valuation Based on Finite Holding Period</p> <p>7.1.4. Models Based on Prices-Earnings Ratios</p> <p>7.1.5. Present value of Growth Opportunity</p> <p>7.2. Financial Analysis of Common Stock:</p> <p>7.2.1. Reasons for Financial Analysis</p> <p>7.2.2. Fundamental Analysis</p> <p>7.2.3. Technical Analysis</p> <p>7.2.4. Technical vs. Fundamental Analysis.</p>

<ul style="list-style-type: none"> <li>• Calculate the price of a bond.</li> <li>• Calculate major bond yield measures, including yield to maturity, yield to call, and horizon return.</li> <li>• Account for changes in bond prices</li> <li>• Explain and apply the concept of duration.</li> <li>• Discuss major considerations in managing a bond portfolio.</li> <li>• Differentiate between passive and active strategies for managing a bond portfolio.</li> <li>• Explain the performance evaluation of mutual fund.</li> </ul>	<p><b>UNIT- VIII: ANALYSIS OF FIXED INCOME SECURITIES----- LH 5</b></p> <p>8.1. Bond Price and Yields</p> <p>8.2. Interest Rate Risk</p> <p>8.3. Interest Rate and Bond Price Relationship</p> <p>8.4. Macaulay’s Duration; Modified Duration</p> <p>8.5. Duration versus Maturity Period</p> <p>8.6. Immunizing Interest Rate Risk</p> <p>8.7. Bond Portfolio Management Strategies:</p> <p>8.7.1. Passive Portfolio Strategies and Active Portfolio Strategies;</p> <p>8.8. Portfolio Performance Evaluation</p>
<ul style="list-style-type: none"> <li>• Distinguish between direct and indirect investing.</li> <li>• Understand the functions of investment companies</li> <li>• Compute the NAV of fund.</li> <li>• Define open-end and closed-end investment funds.</li> <li>• State the major types of mutual funds and give their features.</li> <li>• Identify the cost of investing in mutual funds.</li> <li>• Compute the rate of returns of mutual fund.</li> <li>• Describe the present status of mutual fund in Nepal.</li> </ul>	<p><b>UNIT- IX: INVESTMENT COMPANIES--- LH 4</b></p> <p>9.1. Defining investment Companies</p> <p>9.2. Benefits of Investment Companies</p> <p>9.3. Types of Investment Companies</p> <p>9.4. Mutual Funds and Their Investment Policies</p> <p>9.5. Cost of investing in Mutual Funds</p> <p>9.7. Mutual Fund Returns</p> <p>9.8. Taxation of Mutual Fund Income.</p> <p>9.9. Closed-end fund premiums and Discounts</p> <p>9.10. Mutual Funds in Nepal</p>

Books:

1. Bodie, Zvi, Alex Kane, and Alan J. Markus, Investments, McGraw Hill, 2005 (Sixth Edition) - short: BKM
2. Rielly, F. K., and Brown, K. C. *Analysis of Investments & Management of Portfolio*. 10<sup>th</sup> eds. Delhi: Cengage Learning India Pvt. Ltd.
3. Sharpe, William F., Gordon J. Alexander, and Jeffery V. Bailey, *Investments*, New Delhi: Prentice Hall Ltd.
4. Elton, Edwin J., Martin J. Gruber, Stephen J. Brown, and William N. Goetzmann, *Modern Portfolio Theory and Investment Analysis*, John Wiley, 2007 (Seventh Edition) - short: EG
5. Bhalla V. K: *Investment Management, Portfolio Analysis*- S Chand, New Delhi.
6. Barua, Raghunathan and Verma : *Portfolio Management* , Tata McGraw Hill, Delhi.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Sales Management**

Total Marks: 100

Course Code: **MKT 382**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Eighth

Total periods: 45

Level: BBA

Credit hours: 3

**1. Course Introduction**

This course is designed for students interested in a career in professional sales management. The course is concerned with how to manage a sales force with the objective of maximizing overall sales performance. The course presents techniques for identifying, recruiting and training salespeople, controlling sales efforts; budgeting, and forecasting sales performance. This course aims to acquaint the student with the concepts which are helpful in developing a sound sales and policy and in organizing and managing sales force.

**2. Course objective:**

The main objective of this course is to familiarize students with the understanding of the tools and techniques necessary to effectively manage the sales function, the sales organization and the sales individual. The specific objectives are as follows:

- Acquaint the students with the concepts and practices of sales management
- Understand the basic functions of sales force management as well as theories and concepts managing the sales function.
- Enable them to develop capabilities to design and implement sales programmes.
- Estimate market and sales potential
- Set up a sales organization and lead sales personnel in implementing selling plans

**3. Contents in detail**

Learning Objectives	Units and contents
<ul style="list-style-type: none"> <li>• Acquaint students with the concept and objectives of sales and sales management.</li> <li>• Understand personal selling its objectives and theories.</li> <li>• Understand methods of forecasting sales.</li> </ul>	<p><b>Unit-I: Introduction: Sales management and Personal Selling:.....LH 10</b></p> <p>1.1. Meaning, concept and principles of Sales</p> <p>1.2. Distinction between marketing and selling</p> <p>1.3. Meaning and scope of sales management</p> <p>1.4. Objective of sales management,</p> <p>1.5. Functions of sales management.</p> <p>1.5. Personal Selling:</p> <p>1.5.1. Personnel Selling &amp; salesmanship</p> <p>1.5.2. Buyer-Seller dyads</p> <p>1.5.3. Diversity impersonal selling,</p> <p>1.5.4. Theories of selling,</p> <p>1.6. Types of Personal Selling objectives</p>

	1.6.1. Market Potential 1.6.2. Sales potential 1.6.3. Sales Forecast 1.6.4. Analyzing Market Potential 1.6.5. Market Indexes 1.6.6. Sales Forecasting Methods
<ul style="list-style-type: none"> <li>• Determine the best organizational structure for its sales force.</li> <li>• Understand the functions and qualities of an effective sales executive.</li> <li>• Understand the relationship of sales executives with other managers.</li> </ul>	<b>Unit-II: Sales Organization Structures: LH 8</b> 2.1. Meaning and importance of sales organization 2.2. Types of sales organization structure, 2.3. Basic types of Sales Organizational Structures 2.4. Relationship of sales department with other departments, 2.5. Basic issues in developing sales organization. 2.6. Functions of the Sales Executive 2.7. Qualities of Effective Sales Executives 2.8. Relations of Sales Executives with top Management and Managers of Other Activities
<ul style="list-style-type: none"> <li>• Understand a system to recruit, select, hire, and assimilate effective salespeople.</li> <li>• Design a system to train effective salespeople.</li> <li>• Acquaint students to design a plan to motivate, monitor, and control the sales force.</li> <li>• Design a compensation plan for the firm's sales force</li> </ul>	<b>Unit-III: Sales force management: .....LH 12</b> 3.1. Selection and training 3.1.1. Sales job analysis and Sales job description 3.1.2. Recruiting and selection of Sales person: Screening; interviewing/testing; induction and placement. 3.1.3. Designing sales training programmes 3.1.4. Deciding training content 3.1.5. Selection of training methods 3.1.6. Execution and evaluation of training programmes. 3.2. Compensating and Motivating sales personnel: 3.2.1. Requirements of sound compensating plan 3.2.2. Reimbursement of sales expenses 3.2.3. Methods of controlling and reimburse sales expenses. 3.3. Sales incentives: 3.3.1. Meaning of sales incentives 3.3.2. Types of incentives, 3.4. Sales meetings and Sales Contests: 3.4.1.Sales meeting and conventions, 3.4.2. Types of meeting and conventions. 3.4.4. Sales contest.
<ul style="list-style-type: none"> <li>• Acquaint student to understand and prepare sales budget.</li> <li>• Understand sales quota and sales territories.</li> <li>• Estimate the market potential for each product; determine sales territories,</li> </ul>	<b>Unit-IV: Controlling the Sales Effort: .....LH 15</b> 4.1.Sales Budget: 4.1.1.Nature of sales budget 4.1.2.Scope of sales budget, 4.1.3. Types of sales of sales budget, 4.1.4. Sales budgeting process,

<p>quotas and forecast sales performance.</p> <ul style="list-style-type: none"> <li>• Acquaint student to understand the sales control and cost analysis.</li> <li>• Enable to adopt an appropriate analysis and control procedure.</li> </ul>	<p>4.2. Sales Quotes:</p> <p>4.2.1. Meaning of quotes</p> <p>4.2.2. Objectives of sales quotes</p> <p>4.2.3. Relationship among sales quotas, the sales forecast and sales budget,</p> <p>4.2.4. Various types of sales quotas as used by Nepali sales managers,</p> <p>4.2.5. Administering the quota system.</p> <p>4.3. Sales Territories:</p> <p>4.3.1. Nature of sales territory</p> <p>4.3.2. Reasons to establishing and revising territories,</p> <p>4.3.3. Reasons for revising sales territories,</p> <p>4.3.4. Basis for sales territories,</p> <p>4.3.5. Procedures for setting up territories,</p> <p>4.3.6. Assignment of sales personnel to territories,</p> <p>4.3.7. Routing and scheduling sales personnel.</p> <p>(8 hrs)</p> <p>4.4. Sales control and cost analysis</p> <p>4.4.1. Objectives of sales control.</p> <p>4.4.2. Cost analysis</p> <p>4.4.3. Sales audit and its procedure</p> <p>4.4.4. Nature and purposes of cost analysis,</p> <p>4.4.5. Classification of cost and cost analysis procedure.</p>
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#### Books

1. Richard R. Still Edward, Candiff Norma, A.P. Govani : Sales Management: Decision strategies and cases by Richard R. Still Edward, Candiff Norma, A.P. Govani(Pearson New Delhi)
2. Spiro, Rosann L, Stanton, William J and Rich, Gregory A: Management of Sales Force, Tata McGraw Hill, New Delhi 2005.
3. Sahu P. K. and Raut K. C., "Salesmanship and Sales Management", Vikas Publishers, Delhi
4. Anderson, R: Professional Sales Management, Prentice Hall of Inc., New Jersey 1992.
5. Dalrymple, D.J.: Sales Management: Concepts and Cases, John Wiley, New York 1989.

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

Course Title: **Social Marketing**  
Course Code: **MKT 381**  
Nature of course: Theory  
Semester: Eighth  
Level: BBA

Total Marks: 100  
Pass Marks: 45  
Time per period: 1 hr.  
Total periods: 45  
Credit hours: 3

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**1. Course description**

The course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good. The course will also examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices. This course is designed to provide basic framework to the students for understanding social marketing concept and utility of social marketing in resolving social issues. This course is designed for students who have some basic knowledge of marketing.

**2. Learning objectives**

General objectives of the course are as follows:

- To familiarize students with the concept and utility of social marketing in resolving social issues.
- To discuss the use of social marketing to make community interventions culturally sensitive.
- To apply a social marketing mind set to develop, implement/manage, and evaluate social marketing programs.
- To develop price, promotion and place strategies for a chosen social marketing issue.
- To identify appropriate methods for use in conducting social marketing research.

**3. Specific objectives and contents**

<b>Specific objectives</b>	<b>contents</b>
<ul style="list-style-type: none"><li>• Explain the meaning of marketing and Social marketing.</li><li>• Understand the need and importance of Social marketing</li></ul>	<p><b>Unit I: Introduction            12Hrs</b></p> <p>1-Social marketing: Definition, Nature and scope</p> <p>2- Evolution of Social marketing</p> <p>3-Need and importance for Social marketing</p>

<ul style="list-style-type: none"> <li>• Explain the factors influencing the social marketing.</li> <li>• Explain the social change tools to change the behavior of target group.</li> <li>• Understanding the Challenges and opportunities.</li> <li>• Identify the stages of a successful Social marketing effort</li> <li>• Understand the meaning and importance of Social Media marketing.</li> <li>• Understand the different types of Social Media Tools(Social network sites and blogging) and their role in social marketing.</li> <li>• Understand the challenges of E mail marketing.</li> <li>• Explain the ethical and political issues in social marketing</li> <li>• Explain the critics of social marketing.</li> </ul>	<p>4- Difference between commercial marketing and commercial marketing</p> <p>5- social change tools –</p> <p>6-Factors influencing Social marketing</p> <p>7-Challenges and opportunities.</p> <p>8- Stages of a successful Social marketing effort</p> <p>9-Social Media marketing</p> <p>10-Social Media Tools</p> <p>11-Ethical and political issues in social marketing</p> <p>12-Critics of social marketing</p>
<ol style="list-style-type: none"> <li>1. Understand the concept and elements of marketing mix.</li> <li>2. Explain the Policy, people and partnership as a elements of social marketing.</li> <li>3. Understanding to develop social marketing strategies to bring behavioral change.</li> <li>4. Identify the proper Media Channels for promoting social marketing programmes.</li> <li>5. Explain the concept of social advertising.</li> </ol>	<p><b>Unit-II: Social Marketing Mix 6LH</b></p> <p>1-Meaning and elements of marketing mix</p> <p>2-4ps in the context of social marketing</p> <p>3-4Cs – cause, cost, channel, communication</p> <p>4-Marketing mix applied to social marketing issues and problems.</p> <p>5- social marketing mix strategies and application</p> <p>6-Selecting Media Channels for promoting social marketing programmes</p> <p>7-Social Advertising: Concept and Importance</p>

<ol style="list-style-type: none"> <li>1. Understand social marketing environment</li> <li>2-Understand the internal and external social marketing environment in the context of Nepal.</li> <li>3-Explain the Processes of social Marketing: Segmentation, Target audience and Positioning.</li> <li>4-Explain the variables and stages of segmentation.</li> <li>5-. Understanding the concept of target market, selection of target audiences</li> <li>6-Explain the Role of branding in social marketing programs.</li> <li>7- Understand the concept of brand, brand equity brand efficacy</li> <li>8- Understand the concept and strategies of brand positioning.</li> </ol>	<p><b>Unit-III: Segmentation, Targeting and positioning 10LH</b></p> <p>social marketing environment</p> <p>Analyzing the internal and external environments</p> <p>Processes of Marketing: Segmentation, Target audience and Positioning.</p> <p>Social Markets Segmentation</p> <p>Stage to segmentation</p> <p>Selecting target audiences</p> <p>Branding and positioning</p> <p>Efficacy of brands in social marketing programs.</p> <p>Role of branding in social marketing programs.</p> <p>Elements of a positioning strategy.</p>
<ol style="list-style-type: none"> <li>1- Understand the role of public policy (anti-smoking/ drugs/ minority marriage) in social marketing.</li> <li>2- Understand the meaning and concept of corporate agencies and their influence in social marketing.</li> <li>3- Understand the role played by international donor agencies, non-governmental organizations (NGO/INGOs).</li> </ol>	<p><b>Unit-IV: Agencies of Social Marketing: 6LH</b></p> <p>State</p> <p>corporate agencies</p> <p>international donor agencies</p> <p>Branding</p>
<ol style="list-style-type: none"> <li>1. Understand the Meaning and importance social marketing campaign.</li> <li>2. Identify the time for running social marketing campaign</li> <li>3. Understand the managing social marketing campaign.</li> <li>4. Understand the Implementing and evaluation social marketing campaign</li> </ol>	<p><b>Unit-V : social marketing campaign 5LH</b></p> <p>Meaning and importance</p> <p>Selection of time for running social marketing campaign</p> <p>Managing social marketing campaign</p> <p>Implementing and evaluation social marketing campaign</p>

<ol style="list-style-type: none"> <li>1. Understand the meaning, characteristics and types of research.</li> <li>2. Learn the skills for understanding and conducting quantitative and qualitative research methods in the field of social marketing.</li> <li>3-Understand the ethical issues involved in social market research.</li> </ol>	<p><b>Unit-VI: Social marketing research 6LH</b></p> <p>Introduction</p> <p>Characteristics of research</p> <p>Quantitative Vs qualitative research</p> <p>Integrating Quantitative &amp; Qualitative Methods in Social Marketing Research</p> <p>Ethics in marketing research</p>
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**Basic books:**

S. M. Jha, "Social Marketing", Himalaya Publishing House, Delhi, 2004.

Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing – Influencing Behaviors for Good. (3rd ed.).

**Reference books:**

Social marketing in the 21st Century- Alan R. Andreasen- sage Publication, 2012.

Hastings, G. Social Marketing: Why should the Devil Have All the Best Tunes? Oxford 2007

# FAR WESTERN UNIVERSITY

## Faculty of Management

Course Title: **Advanced Cost Accounting**

Course Code: **ACC 381**

Nature of course: Theory

Semester: Eighth

Level: BBA

Total Marks: 100

Pass Marks: 45

Time per period: 1 hr.

Total periods: 45

Credit hours: 3

### 1. Course Objectives

The objectives of the course are to be providing the students with the knowledge required to know advanced level of cost accounting for taking decisions including analysis activity based costing, service costing, contract costing, process costing, and standard costing. The course further attempts to provide sound knowledge required for higher studies in cost analysis and some new issues concerns with cost accounting as well as combinations of business.

<b>Specific objectives</b>	<b>Contents</b>	<b>LH</b>
<ul style="list-style-type: none"><li>• To introduce the cost in advanced level</li><li>• To clear the concept of cost and costing systems</li><li>• To provide the knowledge of cost classification for decision making</li></ul>	<b>Unit I: Cost Analysis and Decision Making</b> 1.1. Introduction 1.2. Concept of cost 1.3. Cost object, cost unit, & cost center 1.4. Cost Accumulation, Allocation, Apportionment & Absorption 1.5. Costing Methods 1.6. Costing Systems 1.7. Classification of Cost 1.8. Cost Control, Cost Reduction & Cost Management	<b>3</b>
<ul style="list-style-type: none"><li>• To introduce the Activity Based Costing as the apportionment of overhead</li><li>• To compare the Conventional and Activity Based Costing</li><li>• To indicate pro and cons of Activity Based Costing</li><li>• To find out the limitations of Activity Based Costing</li><li>• To computation the</li></ul>	<b>Unit II: Volume &amp; Activity Based Costing</b> 2.1. Traditional Volume Based Costing 2.1.1. Concept 2.1.2. Ascertainment of total cost & Profit Under Traditional Volume Based Costing 2.1.3 Limitations of Traditional Costing 2.2. Activity Based Costing 2.2.1. Concept of Activity Based Costing 2.2.2. Significant Terms in Activity based Costing 2.2.3. Absorption of overhead cost under Activity Based Costing 2.2.4. Comparison between Traditional Costing & Activity Based Costing	<b>6</b>

overhead & total cost through Activity Based Costing	2.2.5. Advantages of Activity Based Costing 2.2.6. limitations of Activity Based Costing	
<ul style="list-style-type: none"> <li>• To introduce the service sector and costing for service sector</li> <li>• To calculate operating costing for Transportation, Hotel, Canteen, Hospital &amp; Power House</li> </ul>	<b>Unit III : Service Costing</b> 3.1. Concept of Service Costing 3.2. Scope of Service Costing 3.2.1. Cost Unit in Public Sector 3.3. Limitations of Service Costing 3.4. Transportation Costing 3.5. Hotel Costing/Restaurant Costing 3.6. Canteen Costing 3.7. Hospital Costing 3.8. Power House Costing	<b>6</b>
<ul style="list-style-type: none"> <li>• To introduce contract costing</li> <li>• To identify several terms related to contract business</li> <li>• To compute contract costing including notional profit</li> <li>• To prepare the contractee's, work-in-progress account and balance sheet</li> </ul>	<b>Unit IV: Contract Costing</b> 4.1. Concept of Contract Costing 4.2. Features of Contract Costing 4.3. Retention Money, Payment Procedure, Defective Work, Extra Work, Contract Price 4.4. Computation of Profit on Incomplete Contracts 4.5. Certified & Uncertified Work-in-Progress Value 4.6. Accounting Procedure of Contract Costing 4.7. Types of Accounts to be maintained by Contractor 4.7.1. Contract Account 4.7.2. Contractee's Account 4.7.3. Work-in-Progress Account 4.7.4. Balance Sheet	<b>6</b>
<ul style="list-style-type: none"> <li>• To introduce the process accounting as several process of production</li> <li>• To clear the features of process account and elements of production cost</li> <li>• To clear the normal loss, abnormal loss and abnormal gain</li> <li>• To prepare the inter process profit for Process account</li> </ul>	<b>Unit V: Process Costing</b> 5.1. Concept of Process Costing 5.2. Features of Process Costing 5.3. Advantage & disadvantage of process costing 5.4. Elements of Production Cost 5.5. Preparation of Process Accounts 5.6. Accounting for Normal Loss 5.7. Accounting for Abnormal Loss 5.8. Accounting for Abnormal Gain 5.9. Inter Process Profit 5.10. Preparation of Process Account under Inter Process Profit	<b>12</b>

<ul style="list-style-type: none"> <li>• To introduce the standard cost and standard costing</li> <li>• To differentiate the standard costing and budgetary control</li> <li>• To clear the advantages and disadvantages of standard costing</li> <li>• To mention Material Variance including MCV, MPV, MUV, MMV &amp; MYV</li> <li>• To mention Labour Variance including LCV, LRV, LEV, LITV, LMV &amp; LMV</li> <li>• To introduce Overhead Variance</li> <li>• To analyze the three Overhead Variance</li> <li>• To calculate Three Overhead Variance</li> </ul>	<p><b>Unit VI : Standard Costing</b></p> <p>6.1. Concept of Standard Costing</p> <p>6.1.1. Meaning of Standard Cost</p> <p>6.1.2. Meaning of Standard Costing</p> <p>6.1.3. Standard Costing &amp; Budgetary Control</p> <p>6.1.4. Difference between Standard Costing &amp; Budgetary Control</p> <p>6.1.5. Advantages &amp; Disadvantages of Standard Costing &amp; Budgetary Control</p> <p>6.2. Analysis of Variance</p> <p>6.3. Material Variance</p> <p>6.3.1. Material Cost Variance</p> <p>6.3.2. Material Price Variance</p> <p>6.3.3. Material Usage/Quantity Variance</p> <p>6.3.4. Material Mix Variance</p> <p>6.3.5. Material Yield Variance</p> <p>6.4. Labour Variance</p> <p>6.4.1. Labour Cost Variance</p> <p>6.4.1. Labour Rate Variance</p> <p>6.4.1. Labour Efficiency Variance</p> <p>6.4.1. Labour Idle Time Variance</p> <p>6.4.1. Labour Mix Variance</p> <p>6.4.1. Labour Yield Variance</p> <p>6.5. Overhead Variance</p> <p>6.5.1. Concept of Overhead Variance</p> <p>6.5.2. Analysis of Three Overhead Variance</p> <p>6.5.3. Calculation of Overhead variances</p>	<p><b>12</b></p>
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**Text books:**

1. Lal Jawahar, *Cost Accounting*, Tata McGraw Hill Co., New Delhi
2. Dangol R.M., and et .al, *Cost and Management Accounting*, Taleju Publishing House, Kathmandu
3. Sahaf M.A., *Management Accounting*, Vikash Publishing House Pvt. Ltd., New Delhi