
Far Western University
Faculty of Management
Master of Business Administration (MBA) Program

MBA Course Structure (2021)
And
Detailed Course of First Semester



Office of the Dean
Faculty of Management
Mahendranagar, Kanchanpur
Website: www.facultymanagement.fwu.edu.np
Email: dean.management@fwu.edu.np

Course Structure

The foundation and core course that promote a general-management perspective and that provide a framework for the more function-specific courses of MBA Program are as follows:

Foundations and Core Courses

STT 512	Statistics for Management	3
ECO 522	Managerial Economics	2
MGT 501	Managerial Communication	3
MIS 554	Management Information System	3
MGT 502	Emerging Concepts in Management	2
ACC 511	Managerial Accounting and Control	3
ACC 512	Financial Reporting and Analysis	3
MGT 532	Organizational Behaviour	2
RES 601	Business Research Methodology	2
MGT 535	Business, Society and Ethics	2
FIN 541	Financial Management	3
MKT 551	Marketing Management	2
MGT 533	Human Resource Management	2
MGT 536	Operations and Supply Chain Management	2
MIS 555	E-Business	2
MGT 534	International Business	2
ENT 661	Entrepreneurship	2
MGT 621	Business Environment and Strategic Management	3
ENT 632	Business Plan for Law New Venture Development - Seminar	1
ACC 513	Taxation and Tax Planning in Nepal - Workshop	1

Internship and Thesis

INT 671	Internship	3
RES 672	Thesis	3

Concentration Courses

Banking and Finance

FIN 641	Valuation and Investment Analysis	3
FIN 642	International Financial Management	3
FIN 643	Financial Institutions and Markets	3
FIN 644	Commercial Bank Management	3
FIN 645	Strategic Finance	3
FIN 646	Marketing of Financial Services	3
FIN 647	Seminar in Banking and Finance	3

Marketing

MKT 651	Consumer Behavior	3
MKT 652	Advertising and Sales Promotion	3
MKT 653	Service Marketing	3
MKT 654	Retail Management	3
MKT 655	Digital and Social Media Marketing	3
MKT 656	E-marketing	3
MKT 657	Strategic Brand Management	3

MKT 658	Seminar in Marketing	3
<i>Small Business and Entrepreneurship</i>		
ENT 662	Small Business Management	3
ENT 663	Small Business Finance and Microcredit	3
ENT 664	Rural Marketing	3
ENT 665	Retail Management	3
ENT 666	Social Entrepreneurship	3
ENT 667	Seminar in Small Business and Entrepreneurship	3
<i>Human Resource Management</i>		
MGT 631	Labour Relations	3
MGT 632	Employee Compensation and Benefits	3
MGT 633	Human Resource Development	3
MGT 634	Performance Management	3
MGT 635	Conflict Management and Negotiation	3
MGT 636	Seminar in Human Resource Management	3
<i>Service Sector Management</i>		
MGT 637	Agri-business Management	3
MGT 638	Travel and Tourism Management	3
ENT 667	Micro-finance and Rural Entrepreneurship	3
MGT 639	Management of Sustainable Rural Development	3
MKT 659	Foreign Trade Management and Practices	3
FIN 649	Management of Cooperatives	3
MGT 640	Seminar in Service Sector Management	3

Semester-wise Course Cycle

Semester 1

Statistics for Management	3
Managerial Economics	2
Managerial Communication	3
Emerging Concepts in Management	2
Organizational Behaviour	2
Marketing Management	2
Business, Society and Ethics	2

Semester 2

Managerial Accounting and Control	3
Management Information System	3
Financial Management	3
International Business	2
Human Resource Management	2
Financial Reporting and Analysis	3

Semester 3

Research Methods for Business	2
Operations and Supply Chain Management	2
E-Business	2
Concentration I	3
Entrepreneurship	2
Internship	3

Semester 4

Business Environment and Strategic Management	3
Concentration II	3
Concentration III	3
Business Plan for New Venture Development - Seminar	1
Taxation and Tax Planning - Workshop	1
Thesis	3

STT 512: Statistics for Management

Course Title: Statistics for Management

Course Code: STT 512

Credit Hours: 3

Semester: First

Lecturer Hour: 45

Course Objectives

The objective of this course is to impart in students basic concepts and skills of using statistical tools in solving management problems. This course will help students understand the process of defining, collecting, organising, visualizing and analyzing data by applying appropriate statistical tools designed for business decision making. In addition, this course will provide knowledge of proper use of inferential statistics in making rational decision based upon sample data.

Course Description:

This course deals with the statistical methods and tools required for decision making in contemporary business environment. Topics include descriptive statistics and numerical measures, statistical inferences, hypothesis tests and nonparametric methods, analysis of variance, correlation analysis, regression models and forecasting techniques.

Learning Outcomes

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

- discuss and explain what statistics is and how it is used in the field of management,
- explore the numerical data by using SPSS software,
- use the concept of probability in the business decision,
- use the concept of sampling, estimation and hypothesis testing in various functional areas of an organization,
- analyze the relationship among variables and classify them as per the domain and
- use forecasting technique in the business and economy.

Course Contents

The course deals with the following topics:

Unit 1: Introduction to Statistics

LH 8

Descriptive vs. inferential statistics; statistics in management and other areas of study; variable and its type; data and types of data; data measurement scale, data collection; Organizing and visualizing variables: visualizing numerical variables, visualizing categorical variables; numerical descriptive measures: central tendency, variation and shape; exploring numerical data.

Unit 2: Probability and Sampling

LH 8

Concept of probability; conditional probability; Bayes' theorem; discrete probability distribution: Binomial and Poisson distribution with their measure characteristics and applications; continuous probability distribution: normal distribution and their

applications; sampling techniques and sampling distribution of mean and proportion; central limit theorem; estimation of sample size.

Unit 3: Inferential Statistics

LH 14

Theory of estimation; point estimation and interval estimation and their interpretations; hypothesis testing: fundamentals of hypothesis testing, algorithm for testing of hypothesis, traditional and p-value approaches of hypothesis test for decision making; parametric test statistic: Z-statistic for mean and proportion test, one sample t-test, independent t-test, paired t-test and their assumptions; F-statistic: variance-ratio test, one-way Analysis of Variance (ANOVA), concept of two-way ANOVA, assumptions of F-test; non-parametric test statistic: chi-square test statistic for goodness of fit and independence of attribute, Wilcoxon sign ranked test, Mann Whitney U test and Kruskal Wallis test.

Unit 4: Relationship among Variables and Classification Technique

LH 10

Introduction; correlation analysis; estimation using regression line; limitations and errors; finding multiple regression equation (with 2 independent variables); coefficient of multiple determination; standard error of estimate; multiple regression with dummy variable; diagnostics of regression analysis; stepwise regression; factor analysis; autocorrelation.

Unit 5: Forecasting

LH 5

Introduction; types of forecasting methods; measurements of errors in forecasting; components of time series; smoothing techniques; exponential smoothing method.

Note: In each unit of the course students will be guided manually along with SPSS software.

Required Textbook and Materials:

Prescribed text book:

David M. Levine, Kathryn A. Szabat & David F. Stephan. (2013). *Business Statistics: A First Course*. 7th edition, Pearson Education.

Suggested references:

Douglas A. Lind, William G. Marchal & Samuel A. Wathen, (2008). *Statistical techniques in Business and Economics*. 13th edition, Tata McGraw hill, India.

Gupta, S.C. (2007). *Fundamentals of Statistics*. 6th Edition, Sultan Chand & Sons, New Delhi.

Groebner, D. F., Patrick W. Shannon, Phillip C. Fry & Kent D. Smith. (2008). *Business Statistics: A Decision-Making Approach*. 7th Edition, Pearson, Singapore.



ECO 522: Managerial Economics

Course Title: Managerial Economics

Course Code: ECO 522

Credit Hours: 2

Semester: First

Lecturer Hour: 30

Course Objectives

The purpose of this course is to provide students with a basic foundation of economic concepts and tools that have direct managerial applications. The course will sharpen analytical skills of students through integrating knowledge of economic theory with decision making techniques. The course will help students become more adept at designing and developing business strategy at firm level. Students should gain a rigorous understanding of competitive markets as well alternative market structures.

Course Description

This course is concerned with the application of ideas of economics to under various problems faced by entrepreneurs while making decisions. It mainly involves the study of basic concepts to microeconomics with application to managerial decision making. This course is to enable students to understand the behavior of firms in relation to solve operational and environmental issues.

Learning Outcomes

After completing this course, students should be able to:

- explain the concept of managerial economics, objective of a firm and role of managerial economics in entrepreneurship development
- analyze and forecast demand by applying non-statistical and statistical methods;
- apply the concept of one variable input, two variable inputs and economies of scale for optimal production;
- set optimal prices and price discriminate;
- develop long-run strategies to increase value of firm;
- make decisions under different environments and regulatory frameworks.

Course Contents

The following issues or topics have been selected for the course. Each issue or topic will be explored in relation to existing literature, its relevance and practices.

Unit 1: Introduction and Objectives of Firm

LH 6

Meaning and scope of managerial economics, role of managerial economics in business decisions, organizational objectives: profit maximization, sales maximization and value maximization, Simon's theory of satisfaction behavior and Williamson's model of managerial discretion.

Note: Numerical cases will be applied wherever needed.

Unit 2: Demand Analysis and Forecasting

LH 6

Concept and uses of price elasticity of demand in business decision making; demand forecasting: techniques of demand forecasting, non-statistical method (survey method),

statistical methods (time series analysis and regression analysis), input output model.

Note: Numerical cases will be applied wherever needed.

Unit 3: Theories of Production and Cost **LH 6**

Production function; cobb-Douglas production function and its features, optimal use of one variable input, optimal employment of two variable inputs, economies of scale, economies of scope and learning curve.

Note: Numerical cases will be applied wherever needed.

Unit 4: Pricing Theory and Techniques **LH 7**

Pricing under oligopoly; cartel arrangement; price leadership and kinked demand curve model; game theory: concept, payoff matrix, dominant strategy, Nash equilibrium, Prisoner's dilemma; pricing practices: cost-plus-pricing, incremental cost pricing, multiproduct pricing, price discrimination, peak-load pricing, two- part tariff.

Note: Numerical cases will be applied wherever needed.

Unit 5: Role of Government in Market **LH 7**

Concept and sources of market failure, government response to market failure, national monopoly regulation, antitrust policy, patent system, operating control, subsidy and tax policy regulation, regulation of environmental pollution.

Note: Numerical cases will be applied wherever needed.

Required Textbook and Materials:

Prescribed text books:

Dwivedi, D. N. (2008). *Managerial Economics*, 7th Edition, Vikash Publishing House Pvt. Ltd. LTD.

Mankiw, N. G. (2011). *Principles of Microeconomics*. 6th Edition, USA: South Western College publication.

Pappas, J.L., Mark Hershey. (1989). *Fundamentals of Managerial Economics*. New York: The Dryden Press.

Salvatore, Dominick. (2015). *Managerial Economics in a Global Economy*, 8th edition, Oxford University Press.

Suggested references:

Koutsoyiannis, A. (1985). *Modern Micro Economics*, the Macmillan Press Ltd.

Petersen, Craig H., Lewis, W Cris, Jain, Sudhir K. (2009). *Managerial Economics*, 4th Edition, Indian Institute of Technology, Delhi.

Ahuja, HL. (2014). *Managerial Economics*. New Delhi: S. Chandan Company Pvt. Ltd.



MGT 501: Managerial Communication

Course Title: *Managerial Communication*

Course Code: *MGT 501*

Credit Hours: *3*

Semester: *First*

Lecturer Hour: *45*

Course Description

This course, while familiarizing students of advanced Business Studies with the foundational theory of managerial communication, offers an intensive practice of effective managerial communication—written, oral, verbal, and non-verbal—so that Business graduates can apply the skills learned in their career and beyond. Besides orienting students to basic theories of effective communication, the course also includes collaborative projects, writing assignments, and presentation to allow students to develop hands-on knowledge and practical skills of communication. The course follows the seminar model of classroom teaching, in which students participate in in-class discussions and presentations.

Course Objectives

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

- understand the value of effective communication in managing and leading an organization,
- use communication skills strategically to achieve specific professional and organizational goals,
- communicate effectively and flexibly within and outside the organization, using various forms of communication—oral, written, nonverbal, and visual
- prepare professional business documents, including emails, memo, reports, and proposals, and
- lead and manage teams and negotiate and resolve conflicts through effective communication.

Course Contents

The following topics have been selected for the course.

Unit 1: Introduction to Managerial Communication

LH 9

1.1 Communication in Contemporary Organizations

- History of Managerial Communication
- Factors Affecting Communication Contingencies

1.2 The Managerial Communication Process

- Levels of Managerial Communication
- A Strategic Approach to Communication
- Critical Errors in Communication

1.3 Communicating with Technology

- Framework of Technologically-Mediated Communication
- Matching Technology and the Message
- Challenges and Future of Technologically-mediated Communication

1.4 Focused Reading, Discussion, and Presentation

- Perlow and Williams, “Is Silence Killing Your Company?” from *Harvard Business Review*
- Hamm, “The Five Messages Leaders Must Manage,” from *Harvard Business Review*

Unit 2: Group Communication

LH 8

2.1 Managing Meetings and Teams

- Advantages and Disadvantages of Working in Teams
- Strategies for Meetings
- Strategies for Face-to-face Meetings
- Strategies for Virtual Meetings
- Group Decision-Making Format

2.2 Speeches and Presentations

- Planning Presentations
- Organizing Presentations
- Preparing Visuals
- Delivering Presentations
- Media Presentations
- Team Presentations
- Impromptu Speaking

2.3 Focused Reading, Discussion, and Presentation

- Weeks, “Taking Stress out of Stressful Conversation,” from *Harvard Business Review*
- Tannen, “The Power of Talk,” from *Harvard Business Review*

Unit 3: Managerial Writing

LH 12

3.1 Contemporary Managerial Writing

- Collaborative Writing
- Role of Managerial Writing
- Planning
- Composing
- Revising

3.2 Writing Routine Messages

- Audience Adaptation
- Strategies for Writing
- Direct Messages
- Indirect Messages
- Letter Formats
- Internal Correspondence

3.3 Writing Reports and Proposals

- The Report Writing Process
- Strategies
- Memo and Letter Reports
- Elements of Formal Reports
- Visual Aids

3.4 Focused Reading, Discussion, and Presentation

- Conger, “The Necessary Art of Persuasion,” from *Harvard Business Review*
- Williams and Miller, “Change the Way you Persuade,” from *Harvard Business Review*

Unit 4: Understanding Messages

LH 8

4.1 Managerial Listening

- Benefits of and Barriers to Listening
- Techniques for Listening
- Techniques of Active Listening
- Techniques for Interactive Listening
- Developing a Listening Climate

4.2 Nonverbal Communication

- Importance of Nonverbal Communication
- Functions of Nonverbal Cues
- Applications of Nonverbal Communication
- Nonverbal Signs and Deception

4.3 Intercultural Communication

- Definitions and Myths
- Cultural Differences
- Nonverbal Sensitivity
- Developing Intercultural Sensitivity

4.4 Focused Reading, Discussion, and Presentation

- Morgan, “How to Become an Authentic Speaker?” from *Harvard Business Review*
- Denning, “Telling Tales,” From *Harvard Business Review*

Unit 5: Interpersonal Communication

LH 8

5.1 Conflict Management

- Benefits of Conflict Situations
- Communication and Conflict Resolution
- Strategies of Conflict Resolution
- Problem-Solving Strategies to Resolve Conflict

5.2 Managerial Negotiation

- Negotiation and Networking
- Negotiation and Conflict
- Model for Negotiation
- Core Strategies for Negotiation

5.3 Conducting Interviews

- Barriers to Effective Interviews
- Questions for Effective Interviews
- Employment Interviews
- Performance Review Interviews
- Networking

5.4 Focused Reading, Discussion, and Presentation

- Cialdini, “Harnessing the Science of Persuasion,” from *Harvard Business Review*
- Elsbach, “How to Pitch a Brilliant Idea?” from *Harvard Business Review*

Required Textbook and Materials:

Prescribed text books:

Geraldine E. Hynes, *Managerial Communication: Strategies and Application*, 6th edition, New Delhi: Sage Publication, 2015.

Harvard Business Review's 10 Must Reads on Communication, Harvard UP, 2013.

Suggested references:

Reginald L. Bell and Jeanette S. Martin, *Managerial Communication for Professional Development*, New York: Business Expert Press, 2019.

Walter E. Oliu, Charles T. Brusaw, and Gerard J. Alred, *Writing That Works: Communicating Effectively on the Job*, 11th ed., New York: Bedford/ St. Martin, 2013.

Arthur H. Bell and Dayle M. Smith, *Management Communication*, 3rd ed., New York: John Wiley and Sons, 2010.



MGT 502: Emerging Concepts in Management

Course Title: Emerging Concepts in Management

Course Code: MGT 502

Credit Hours: 2

Semester: First

Lecturer Hour: 30

Course Objectives

The aim of the course is to undertake a critical study of selected concepts, trends and recent developments in management concepts, research and practice. It will thus give the opportunity to examine a number of contemporary and emerging management issues. The course will enable students to consider the complexity of these issues, explore the available literature and apply concepts to real business scenarios.

Course Description

This course is designed to discuss emerging management concepts and issues in the context of complex, dynamic, and changing business world. This will equip students with a framework for understanding and analyzing the nature of managerial works and the determining factors of managerial success. Major topics will include the paradigm shifts in management concepts and practices like changing role of managers, quality and innovation management, diversity, structure and benchmarking issues, organizational change, TQM, sustainable management, knowledge management, and organizational learning.

Learning Outcomes

Students who successfully complete this paper will be able to:

- describe how the field of management and structure of business are changing including the roles of managers in business and industry.
- explain the latest developments and contributions of management theory, research and practice.
- demonstrate the value of emerging management concepts and their implications for contemporary business practice.
- assess the way knowledge is developed and shared within organizations.
- apply knowledge of management ideas to contemporary organizational issues.

Course Contents

In line with the contemporary focus of the course, the following issues and topics have been selected which will be explored in relation to exist literature, its relevance in the Nepalese context and the likely impact on current business practices in Nepal:

Unit 1: New Perspectives in Management Concepts and Theories

LH 8

An overview of management concepts, approaches and theories; The changing role of managers and challenges; Emerging concepts and issues in management thinking and practices; micro and macro management, green management, sustainability management, time management, stress management, talent management, social entrepreneurship,

corporate spirituality, appreciative enquiry, emotional intelligence and artificial intelligence; management of innovation.

Unit 2: Quality Management **LH 6**

Concept of quality; Goals and principles of quality management; Techniques of managing and improving quality; Value creation for customers; Quality planning; Quality management tools; Six Sigma – principles and methodology; TQM in organizations; Benchmarking, outsourcing and business process reengineering

Unit 3: Organizational Knowledge and Learning **LH 6**

Fundamental concepts of organizational knowledge and organizational learning; Role of knowledge, learning and innovation in organizations; Functions of KM and OL systems; Obstacles to implement KM and OL systems; Current practices in knowledge management and organizational learning.

Unit 4: Diversity Management **LH 5**

Concept of diversity management; Success and failure factors of diversity management; regulatory factors required to establish an appropriate environment for managing diversity; discrimination issues; gender imbalance; work-life balance; value diversity and inclusive organizational culture; techniques for dealing with inappropriate behavior; organizational strategy for diversity management.

Unit 5: Self-Management and Empowerment **LH 5**

Concept of self-management; self-management skills: leadership, team work, problem-solving, relationship management, and conflict management; concept of impression management; employee empowerment; issues in employee empowerment; empowerment, innovation and organizational change.

Required Textbook and Materials:

Prescribed text books:

Drucker, Peter F. (1999). *Management challenges for the 21st century*. Harper Collins.

Gareth Jones and Jennifer George (2017). *Essentials of contemporary management*. Tata McGraw Hill.

Suggested references:

R. Srinivasan (2011). *Business process reengineering*. Tata McGraw Hill Education Private Limited, New Delhi.

Stephen P. Robbins & Vohar (2013). *Organization behavior*. Pearson Education, 15th Edition,



MGT 532: Organization Behavior

Course Title: Organization Behavior

Course Code: MGT 532

Credit Hours: 2

Semester: First

Lecturer Hour: 30

Course Objectives

The objective of this course is to introduce the study of human behavior in organizations, considering both the individual and contextual determinants of that behavior. The impact of three determinants of organizational behavior: individuals, groups and structures will be dealt with; with the ultimate purpose of applying this knowledge toward improving the students' own understanding and effectiveness.

Course Description

This is an advanced survey course in organizational behavior designed to expose you to essential theories and concepts for analyzing, understanding, and managing human behavior in organizations. It deals with a wide breadth of theories and applications dealing with such topics as individual differences, perception, motivation, organizational design, power and influence, team dynamics, communication, conflict management, leadership, organizational culture and diversity organizational, change and development. Class sessions and assignments are intended to help students acquire skills and analytic concepts to improve organizational relationship and effectiveness.

Learning Outcome

At the completion of the course requirements, the students will be able to:

- explain various theories and techniques as tools for understanding basic human processes and behavior.
- explain the nature and complexities of individuals in organization.
- comprehend and apply the principles of the communication process, both as a sender and receiver of messages.
- apply various theories and techniques as tools for motivating employees.
- utilize various techniques to facilitate effective group interactions.
- understand style and strategies for effective leadership.
- assess the organizational processes, work environment, culture, organizational change and development.

Course Contents

Keeping in mind the course objectives, course contents are detailed here.

Unit 1: Introduction

LH 5

Concept of organizational behavior; contributing disciplines to organizational behavior; basic organizational development model; challenges and opportunities of organizational behavior; diversity and diversity management strategies.

Unit 2: The individual

LH 9

Job attitude: concept and types; job satisfaction: concept, causes and outcomes; emotions and mood: concept and sources, emotional intelligence components; personality: concept, determinants, Myers-Briggs type indicator (MBTI) and Big-Five model; value: concept of values, Hofstede's cultural values; perception: concept and determinants, attribution theory; motivation: concept and theories (Maslow's, two-factor theory, reinforcement theory, equity theory, expectancy theory).

Unit 3: The group

LH 8

Groups and teams: concept, types and creating effective teams; role and norms; communication: process, types, barriers to effective communication; leadership: concept, types and traits; power: concept and sources; organizational politics; impression management; conflict: concept, types and negotiation process.

Unit 4: The organization system

LH 8

Organizational culture: concept and role; creating and sustaining effective organizational culture; organizational change: concept, types and approaches to managing organizational change; organizational stress: concept, sources and managing stress.

Required Textbook and Materials:

Prescribed text book:

Robins Stephen P., Judge Timothy (2017). *Organizational behavior*, (2017), 17th Edition. England: Pearson Education Limited.

Suggested reference:

McShane, Steven L. & Glinow Mary Ann Von. (2018). *Organizational behavior*. Eighth edition. New York: McGraw-Hill Education



MKT 551: Marketing Management

Course Title: Marketing Management

Course Code: MKT 551

Credit Hours: 2

Semester: First

Lecturer Hour: 30

Course Objectives

The course aims at equipping students with the in-depth knowledge and skills in marketing management. It inculcates abilities in the students to apply the acquired knowledge in the areas of defining marketing strategies, marketing approaches and apply marketing tools, techniques and strategies to gain competitive advantage, improved market share and position to gain appropriate image and position.

Course Description

The course includes in line with the requirement of modern marketing systems including for services understanding and analyzing markets; developing marketing mix strategies and approach including product, price, place and promotion; create market positions and niche; develop brand image and equity; allocate budget; and control and manage overall markets and marketing activities.

Learning Outcomes

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

- explain the concepts and emerging trends in marketing
- understand and analyse markets including segments, domestic and international and for product and service
- develop, design and implement marketing mix strategies
- develop positioning and niche strategies
- managing brand and brand equity
- control, expedite and monitor marketing activities.

Course Contents

Keeping in mind the course objectives, followings are the course details.

Unit 1: Introduction

LH 6

Company orientation towards market place; marketing management; value creation; strategic planning at corporate, divisional and marketing level; marketing information system and marketing research; marketing plan and growth strategies; global marketing and global entry strategies.

Unit 2: Marketing environment and customer-driven marketing strategies

LH 4

Marketing environment: immediate and macro; competitor analysis; segmentation process; market targeting and positioning strategies.

Unit 3: Consumer behavior **LH 4**

Consumer buying decision process; determinants of consumer buying decision; organizational buying process and determinants.

Unit 4: Product strategies **LH 4**

Concept and types of product; product line and mix strategies; brand equity and branding strategies; brand positioning; packaging and product labeling; product life cycle marketing strategies; new product development; service products.

Unit 5: Pricing strategies **LH 4**

Concept of pricing; pricing objectives; pricing strategies and methods.

Unit 6: Distribution strategies **LH 4**

Concept of supply chain management, designing marketing channels, channel dynamics and channel conflict.

Unit 7: Communication strategies **LH 4**

Integrated marketing communication; advertising; personal selling; publicity and sales promotion; relationship marketing.

Required Textbook and Materials:

Prescribed text book:

Kotler, Philip and Keller, Kevin Lane. (2016). *Marketing management*. 15th edition. England: Person Education Limited.

Suggested references:

Grewal, Dhruv and Levy, Michael. (2014). *Marketing*. 4th edition. New York: McGraw-Hill Irvin.



MGT 535: Business, Society and Ethics

Course Title: Business, Society and Ethics

Course Code: MGT 535

Credit Hours: 2

Semester: First

Lecturer Hour: 30

Course Objectives

The main purpose of this course is to provide students with a broad context for doing business in Nepal and elsewhere through appropriate relationships with different stakeholders, including government and civil society. The relationship between business firms and their stakeholders is becoming more complex, especially as society has become increasingly concerned with issues, such as corporate ethics, product safety, stakeholder rights, societal environmental concerns, equal opportunity, and human rights. The intent of the course is therefore to help students gain a better understanding of the interplay among business, governments, and society with particular attention to how firms manage those relationships.

Course Description

The course begins with investigations of corporate social responsibility and the ethical dimensions of management actions and decision-making processes. Attention is given to perspectives on the roles of the firm that lead to governance mechanisms and operating policies that encourage ethical conduct, serve stakeholders, and support long-term corporate sustainability.

Learning Outcomes

On completion of the course, students should be able to:

- explain the key issues in business and society relationships;
- evaluate the concept of corporate social responsibility (CSR) and identify the components relevant to the social responsibility of business;
- identify the roles of the government and other stakeholders in promoting CSR;
- evaluate the various ethical issues in business and make appropriate decisions for ensuring the smooth functioning of business and gaining stakeholders' support.
- adopt the appropriate mechanism for effective corporate governance.
- analyse CSR, business ethics, and corporate governance practices in Nepal and provide suggestions for improving the existing state of affairs.

Course Contents

Unit 1: The Business and Society Relationship

LH 6

Concept and characteristics of business; concept and characteristics of society; factors in social environment, business criticism, and corporate response; relationship between business and society: a systems perspective; changing role of business in society: Corporate Social Responsibility (CSR) before 1950, CSR from the 1950s to 1990s, CSR in the present era.

Unit 2: Corporate Social Responsibility **LH 6**

Concept and basic elements of corporate social responsibility (CSR); CSR vs. window dressing; major theoretical perspectives on CSR: Friedman's shareholder theory, Freeman's stakeholder theory, Carroll's CSR pyramid, and Porter and Kramer's creating shared value (CSV); benefits of CSR to business and society; implementing stakeholder perspective in CSR; role of the government in promoting CSR: regulating, facilitating, collaborating, and endorsing; role of other stakeholders in promoting CSR.

Unit 3: Business Ethics and Ethical Decision-Making **LH 6**

Concept of business ethics; ethical issues in business: abusive or intimidating behavior, misuse of company time and resources, conflict of interest, bribery, discrimination, sexual harassment, fraud, and privacy issues; understanding the ethical decision-making process: Factor influencing the ethical decision-making process; developing an ethical culture; Whistle blowing: concept, types, and consequences; impact of ethics on business and society.

Unit 4: Corporate Governance **LH 6**

Corporate governance: concept, scope, and significance; theories governing corporate governance: agency theory, transaction cost economics, stewardship theory, and stakeholder theory; issues in corporate governance systems: board of directors, shareholder activism, investor confidence, internal control and risk management, and executive compensation; corporate governance around the world; impact of governance on business, society, and the economy.

Unit 5: CRS, Business Ethics and Corporate Governance in Nepal **LH 6**

Status of Corporate Social Responsibility (CSR) practices in Nepal; Legal provisions governing CSR in Nepal; Business code of conducts in Nepal: FNCCI's business code of conduct, 2061, NBI's business code of conduct concepts, 2070; Business ethics issues in Nepal; Corporate governance systems in Nepalese business organizations; Way forward for improving CSR, ethical business practices and corporate governance in Nepal.

Required Textbook and Materials:

Prescribed text books:

Carroll, A. B., Brown, J. A., & Buchholz, A. K. (2018). *Business & society: Ethics, sustainability, and stakeholder management* (10th Ed.). Boston, USA: Cengage Learning.
Chapagain, B. R. (2018). *Business and society*. Kathmandu, Nepal: Ashmita Books Publishers & Distributors.

Suggested references:

Ferrell, O. C., Thorne, D., & Ferrell, L. (2018). *Business & society: A strategic approach to social responsibility and ethics* (6th Ed.). Chicago, USA: Chicago Business Press.

