

Tribhuvan University  
**Faculty of Management**  
**Office of the Dean**



Course detail and pedagogy of  
**BBM (Bachelor of Business Management) 6<sup>th</sup> Semester**

**2015**

# MGT 315: Business Environment in Nepal

*Credits: 3*  
*Lecture Hours: 48*

## Course Objective

This course examines the economic, social, political, and legal interfaces between the business institution (especially the corporation) and the environment. The course intends to provide students with an overview of the environmental forces within which business must operate, and an understanding of some of the analytical tools that managers use to solve business and economic problems. The focus is to enable students to identify, understand and evaluate the environmental forces causing change in business performance and future strategic options.

## Course Description

The topics include socio-economic, political-legal, technological, and global business environment, business-government relations, performance of industry and agricultural sectors, and financial sector policy reforms.

## Course Details

### Unit 1: Introduction

LH 5

Business and its environment, types of business environment, environmental analysis – process and techniques, scanning methods, use of environmental analysis in strategic management.

### Unit 2: Macroeconomic Environment

LH 15

Dimensions of the economy, major problems and challenges facing Nepalese economy, employment trends and labour market issues, migration and foreign employment, economic development plans, industry and agricultural sectors – performance and emerging challenges, economic policies and reforms - industrial policy, privatization policy, trade policy, tourism policy, and monetary policy; liberalization of the Nepalese economy and capital market reforms, factors contributing to competitive business environment in Nepal.

### Unit 3: Political-Legal Environment

LH 9

Political structure in Nepal, political parties, Nepalese Constitution, Government and its branches, business-government relations, risks involved with Nepalese political environment and the emerging issues, an overview of business legislation in Nepal, legislations relating to labour, finance, investment, intellectual property, e-business, and consumer protection.

### Unit 4: Socio-cultural Environment

LH 5

Components of socio-cultural environment, family structure and social organizations, class structure and classification, socio-cultural changes and their effects on business.

### Unit 5: Technology and Energy Management

LH 6

Business and technology, current status of technology, technology transfer issues, IT Policy of Nepal, natural environmental issues, energy situation in Nepal, environment and energy management issues in Nepal.

### Unit 6: Global Business Environment

LH 9

Concept of globalization – trends and issues, regional grouping of nations, regional trade agreements in South Asia – SAARC, SAPTA, SAFTA and BIMSTEC, foreign direct investment in Nepal, WTO and Nepal.

## Basic Books

Pant, Prem R. *Fundamentals of Business Environment in Nepal*, Buddha Academic Enterprises.  
Agrawal, Govind. *Dynamics of Nepalese Business Environment*. M. K. Publishers.  
Business Legislations and related publications of the Government of Nepal.

# MGT 316: Introduction to International Business

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objectives**

This course provides an overview of the importance of international business and trade in the global economy, explores the factors and environment that influence success in international markets, and familiarizes students with the basic terminologies, key concepts and issues unique to the subject. Students will learn about the techniques and strategies associated with different dimensions of marketing, financial management, and human resource management which arise in an international business context.

## **Course Description**

This is a broad – based introductory course organized around three main modules: 1) the external environment of international business, 2) international business strategy, and 3) international business operations. This course provides students the opportunity to explore the international business environment and understand internationalization strategies, modes of entry and the operational decisions facing managers of companies that operate beyond their domestic market.

## **Course Details**

### **Unit 1: Globalization and International Business**

**LH 6**

Concepts of globalization and international business; Factors affecting globalization; Reasons for international business expansion; Drivers of market globalization; Domestic vs international business.

### **Unit 2: Theories of International Trade and Investment**

**LH 8**

Theory of Mercantilism, Theory of Absolute Advantage, Theory of Comparative Advantage, Factor Endowment Theory, Product Life-Cycle Theory, Theory of Competitive Advantage; Foreign direct investment based theories ; Implications of international trade and investment theories; Contemporary issues of international trade.

### **Unit 3: Global Business Environment**

**LH 12**

Political and legal systems; Actors in political and legal systems; Political risks; e-commerce and intellectual property rights; Government interventions and investment barriers; Cultural environment – concept, why culture matters in international business?; Regional economic integration – types, leading economic blocs; Emerging foreign markets; The changing demographics of the global economy; International monetary and financial environment – currencies and exchange rate systems; The floating exchange rate system.; Modes of payment in international trade; Global financial system; International economic institutions; WTO and free trade policies.

### **Unit 4: International Strategic Management**

**LH 10**

Strategy and opportunity assessment; Role of strategy in international business; Estimating market potential; Choosing a strategy; Entering and operating in international markets – exporting and importing, collaborative ventures and strategic alliances, licensing, franchising; Global outsourcing; MNCs and Foreign Direct Investment (FDI) in the world economy – concept, types and trends.

## **Unit 5: Functional Areas of International Business**

**LH 12**

Global production, outsourcing and logistics – managing global supply chain; Global marketing strategy – global branding, product development, pricing, communications, and distribution strategies; Global e-marketing strategy; Financial management – sources of funds for international operations: Investment decisions; Tax practices; Currency risk management; International human resource management – staffing policy, diversity management, labour relations, preparing employees for repatriation.

### **Basic Books**

Charles W L Hill and Arun K. Jain. *International Business: Competing in the Global Marketplace*. Tata McGraw Hill, New Delhi.

Johan S. Hill. *International Business: Managing Globalization*. Sage Publications. New Delhi.

### **References**

Alan Sitkin and Nick Brown. *International Business: Challenges and Choice*. Oxford University Press. New Delhi.

Oded Shenkar and Y. Luo. *Internatinal Business*. Wiley Publications. New Delhi.

Rakesh Mohan Joshi. *International Business*. Oxford University Press. New Delhi.

# COM 312: Database Management

*Credits: 3*  
*Lecture Hours: 48*

## Course Objectives

The main objective of this module is to provide strong theoretical and practical knowledge of the database management system.

## Course Description

Database system, Data Abstraction, Data Models, Database users, Entity-Relation Model, Constraints, E-R Diagrams, Design of E-R Database Schema, Relational Data Model, Structure of Relational Database, Relational Algebra, Fundamental Operations, Additional Operations, Modifying the database, Structured Query Language Data Definition Language, Data manipulation Language, Transaction Control Language, Join operations, Integrity Constraints, Assertion, Triggers, Relational database design issues, Normalization, Database Governance, Database Management, Transaction Management.

## Course Details

### Unit 1: Introduction

**LH 6**

Database Management Systems

Purpose of Database Systems

Data Abstraction

Data Models

- The E-R Model
- The Object-Oriented Model
- The Relational Model
- The Network Model
- The Hierarchical Model
- Physical Data Models

Instances and Schemes

Data Independence

Database Administrator

Database Users

Application Architecture (One tier, two tier and n-tire)

Overall Database System Structure and Components

## **Unit 2: Entity-Relationship Model**

**LH 6**

- 2.1 Entities and Entity Sets
- 2.2 Relationships and Relationship Sets
- 2.3 Attributes
- 2.4 Mapping Constraints
- 2.5 Keys (Super key, Candidate key and Primary key)
  - 2.5.1 Primary Keys for Entity Sets and Relationship Sets
- 2.6 The Entity Relationship Diagram
- 2.7 Reducing E-R Diagrams to Tables
  - 2.7.1 Representation of Strong Entity Sets
  - 2.7.2 Representation of Weak Entity Sets
  - 2.7.3 Representation of Relationship Sets
- 2.8 Generalization and Specialization
- 2.9 Aggregation
- 2.10 Mapping Cardinalities
  - 2.10.1 Representation of Mapping Cardinalities in E-R Diagram
- 2.11 Use of Entity or Relationship Sets
- 2.12 Use of Extended E-R Features
- 2.13 Design of an E-R Database Scheme ( Case study)

## **Unit 3: Relational Model**

**LH 7**

- 3.1 Structure of Relational Database
- 3.2 Basic Structure
- 3.3 Database Scheme
- 3.4 Keys
- 3.5 Query Languages
- 3.6 The Relational Algebra
  - 3.6.1 Fundamental Operations
  - 3.6.2 Formal Definition of Relational Algebra
  - 3.6.3 Additional Operations
- 3.7 Modifying the Database
  - 3.7.1 Deletion
  - 3.7.2 Insertions
  - 3.7.3 Updating
- 3.8 Views and View Definition in Relational Algebra

## **Unit 4: Structured Query Language (SQL)**

**LH 6**

- 4.1 Background

## 4.2 Data Definition Language

### 4.2.1 Domain Types in SQL

### 4.2.2 Schema Definition in SQL

- 4.3 Data Manipulation Language
  - 4.3.1 The select Clause
  - 4.3.2 The where Clause
  - 4.3.3 The from Clause
  - 4.3.4 The Rename Operation
  - 4.3.5 Tuple Variables
  - 4.3.6 String Operations
  - 4.3.7 Ordering the Display of Tuples
  - 4.3.8 Duplicate Tuples
- 4.4 Set Operations
- 4.5 Aggregate Functions
- 4.6 Null Values
- 4.7 Nested Subqueries
  - 4.7.1 Set Membership
  - 4.7.2 Set Comparison
  - 4.7.3 Test for Empty Relations
  - 4.7.4 Test for the Absence of Duplicate Tuples
- 4.8 Derived Relations
  - 4.8.1 Views
- 4.9 Modification of the Database
  - 4.9.1 Deletion
  - 4.9.2 Insertion
  - 4.9.3 Updates
  - 4.9.4 Updates
  - 4.9.5 Update of a View
- 4.10 Joined Relations
  - 4.10.1 Join types and Conditions
- 4.11 Embedded SQL
- 4.12 Dynamic SQL
- 4.13 Transaction Control Language (Commit, Rollback)

## **Unit 5: Integrity Constraints**

**LH 3**

- 5.1 Domain Constraints
- 5.2 Referential Integrity
  - 5.2.1 Basic Concepts
  - 5.2.2 Referential Integrity in the E-R Model
  - 5.2.3 Database Modification
  - 5.2.4 Referential Integrity in SQL

- 5.3 Assertions
- 5.4 Triggers

**Unit 6: Relational Database Design** **LH 5**

- 6.1 Pitfalls in Relational DB Design
  - 6.1.1 Representation of Information
  - 6.1.2 Anomalies
- 6.2 Functional Dependencies
  - 6.2.1 Basic Concepts
  - 6.2.2 Closure of a Set of Functional Dependencies
  - 6.2.3 Closure of Attribute Sets
- 6.3 Decomposition
  - 6.3.1 Lossless-Join Decomposition
  - 6.3.2 Dependency Preservation
- 6.4 Normalization
  - 6.4.1 First Normal Form
  - 6.4.2 Second Normal Form
  - 6.4.3 Third Normal Form
  - 6.4.4 Boyce-Codd Normal Form
  - 6.4.5 Comparison of BCNF and 3NF

**Unit 7: Data Governance** **LH 4**

- 7.1 Introduction
- 7.2 Data governance drivers
- 7.3 Data governance initiatives

**Unit 8: Database Management** **LH 6**

- 8.1 Data maintenance
- 8.2 Data quality Management: Data cleansing, data integrity, Data enrichment, Data quality
- 8.3 Data Security Management: Data access, Data erasure, Data Privacy, Data Security

**Unit 9: Transaction Management** **LH 5**

- 9.1 ACID Properties
- 9.2. Transaction States
  - 9.2.1 Implementation of Atomicity and Durability
  - 9.2.1 Serializability
  - 9.2.3 Basic Concept of Concurrency Control and Recovery
  - 9.2.4 Locking Protocols

**Note:**

- The students are required to undertake a project work. The project work can be done individually or in group (at most 4 - 5 students). The format of the project report is as follows:
  - Project Description
  - Description of entities or object considered in the project
  - Algorithm or Diagram showing description of project
  - Conclusion of the project

The project report should be original, and the reproduction of others' work is strictly prohibited. Number of pages of the report should be at least 4.

**References**

Abraham Silberchatz, Henry F. Korth, S.Sudarshan; *Database System Concepts*. McGraw Hill, 4<sup>th</sup> ed

Date, C.J.; *An Introduction to Database System*. Addison Wesley, 8<sup>th</sup> ed

RAMEZ ELMASRI , B. NAVATHE, *Fundamentals of Database System*, Pearson Education Asia, Fifth Edition

# **BNK 214: Commercial Banking Operations**

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objectives**

This course provides an overview of the operating function and overall banking activities of bank and financial institutions. It helps to understand different risk associated in banking business.

## **Course Description**

This course contains an introduction to business of banking, risk in banking business, deposit mobilization, granting credit, cash operation, agency services, trade finance, foreign exchange service, treasury function and electronic banking services.

## **Course Details**

### **Unit 1: An Introduction to the Business of Banking**

**LH 4**

Meaning, Origin and necessity of bank and financial institutions, an overview of Nepalese financial system, Distinguish between banking and other business.

### **Unit 2: Risk in Banking Business**

**LH 5**

Meaning and nature of financial risk, Types of major risk in banking business, Credit risk, Operational risk, Market risk, Liquidity risk, For-ex risk, Country risk, Risk identification, Risk measurement and Risk mitigation.

### **Unit 3: Deposit Mobilization**

**LH 7**

Meaning and nature of bank's deposit, Types of deposit: Current, saving, Fixed call, Demand/notice Deposit product, Procedure of account opening, eligibility, Type and structure of charge, Know Your Customer, Client account maintenance, account closing, Card services: debit card, credit card, prepaid card, Deposit marketing and customer care services.

### **Unit 4: Granting Credit**

**LH 8**

Concept and nature of bank credit, Types of credit: Term loan, Revolving loan, Corporate loan, Consumer loan, Credit process, Credit appraisal, Approval, Documentation, Disbursement, Credit monitoring and supervision, Credit recovery, Credit marketing, Credit administration, Security, Valuation, Loan classification and provisioning, Non- performing loan and performing loan, Credit risk and its management.

### **Unit 5: Cash Operation**

**LH 4**

Cash management, Security of vault, Cash insurance, Cash counter, Roles and responsibilities of cashier, Clearing system, Electronic clearing, Internal and external fund transfer.

### **Unit 6: Agency Services**

**LH 3**

Fund transfer, Remittance services, Utility payment services, Advisory services, Standing order from customer.

**Unit 7: Trade Finance****LH 4**

Funded/non funded, letter of credit/ guarantee, advance payment types of L/C, major parties, roles and responsibilities of different parties, essential documents, risk associates.

**Unit 8: Foreign Exchange Service.****LH 5**

Meaning and concept, convertible and non-convertible currency, exchange rate determination, FEDAN, composition, function and responsibilities, meaning of Nastro and Vostro accounts.

**Unit9: Treasury Function****LH 4**

Introduction, scope of treasury, Back office, Font office back office, Asset liability management, Roles and responsibilities of (ALCO).

**Unit 10: Electronic Banking Services****LH 4**

Meaning and concept of e-banking, Internet banking, Brach less banking, Tele/mobile banking, ABBS, ATM. Challenges from innovation.

**Reference Books**

Peter. S. Rose (1999), *Commercial Bank management*, McGraw-Hill.

Thapa R.B and Rawal D. (2010), *Principles and practices of Nepalese Banking*, Buddha Academic Enterprises, Kathmandu, Nepal

*Commercial Bank Management*, A Harper International Student. London.

Padmalatha Suresh, Prof Justin Paul (2010), *Management of Banking and Financial Services*, Dorling Kindersley, India.

Poudel N. P (2010), *Financial System and Investment Environment*, Ratna Pustak Bhandar, Kathmandu.

Pradhan, R.S. (2010), *Financial Management*, Buddha Academic Enterprises, Kathmandu, Nepal

# **EED 212: Principles of Small Business Management**

(Entrepreneurship and Enterprise Development-focus area II)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims at familiarizing students with the economic significance of the small business sector, concept of small business management, and the basic principles of different aspects of small business management.

## **Course Description**

This course contains introduction, options for going into business, business plan, legal issues, financing new and growing business, marketing, operations management, human resource issues.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Economic significance of the small business sector; Concept of small business – generic definitions and national definition; Differences between small business and large business; advantages and disadvantages of operating a small business; Factors leading to success and failure of small business; Entrepreneur vs. business owner-manager; Small business vs. entrepreneurship.

### **Unit 2: Options for Going into Business**

**LH 3**

Issues to consider before going into business – personal goals and abilities; Starting a new business – advantages of starting a business; Purchasing an existing business; Entering a franchise system – advantages and disadvantages; Comparison of options; Procedural steps when starting a business venture .

### **Unit 4: Business Plan**

**LH 4**

Concept of business plan – advantages and disadvantages of planning; Elements of a business plan; Different types of plans – specificity, length and audience; The business planning process – setting preliminary goals, conducting initial research, confirming goals, conducting subsequent detailed research, writing business plan, critically assessing proposed plan, implementing and evaluating the plan.

### **Unit 5: Legal Issues**

**LH 6**

Legal structures – sole proprietorship, partnership, company, cooperative and trust; Comparing legal structures; Business registration, PAN and VAT registration; obtaining intellectual property rights – procedures for obtaining such rights, contract law, income tax and property tax laws, labor laws and environmental laws.

**Unit 6: Financing New and Growing Business****LH 4**

Need for financial planning; Types of financing – debt and equity; Debt finance – bank overdraft, trade credit, Term loan and leasing; Equity finance – owner’s equity, family and friends, business angels, venture capital and publicly raised equity; Alternative sources of finance – debt factoring and discounting.

**Unit 7: Marketing****LH 5**

Concept of marketing; Role of market research; Conducting market research; Marketing process – goal setting and understanding the market; Marketing mix – product or service, promotion, price, placement, people, process and physical evidence; evaluation of marketing.

**Unit 8: Operations Management****LH 6**

Operations as a management process; Physical site factors – premises, location and internal layout; Production process and work flow; Service blue printing – inventory and supply management, and operating equipment; Evaluating, improving and securing operational activities; Procedural systems and quality assurance; Risk management.

**Unit 9: Human Resource Issues****LH 5**

Concept and functions of HRM; HRM as a business strategy; Acquisition of staff – employ or not employ, organization structure, job analysis, setting selection criteria, remuneration and rewards and recruitment sources; Employment contract; Maintenance - orientation and induction, and motivation mechanisms; Performance appraisal; Termination; Regulatory requirements.

**Basic Readings**

1. Schaper, M., Vallery, T. Weber, P. and Lewis, K. *Entrepreneurship and Small Business*. New Delhi: Wiley-India

**Reference Readings**

1. Hatten, S. T. *Small Business Management: Entrepreneurship and Beyond*. Ohio: South-Western Cengage Learning
2. Zimmerer, T. W., Scarborough, N.M. and Wilson, D. *Essentials of Entrepreneurship and Small Business Management*. New Delhi: Pearson Education

# INS 213: Commercial Property Risk Management

(Insurance and Risk Management- focus area II)

*Credits: 3*

*Lecture Hours: 48*

## Course Objective

**The main objective of this course is to** acquaint students with concepts and practices of commercial property risk management.

## Course Description

This course contains introduction to commercial property, commercial property risk, commercial property insurance, commercial property insurance policy wording, commercial property underwriting, and insurance market of commercial property.

### **Unit 1: Introduction to Commercial Property** **LH 8**

Meaning of Commercial Property, Laws related to Commercial Property, Scope of Commercial Property

### **Unit 2: Commercial Property Risk** **LH 8**

Commercial Property Risk, Commercial risk in Perspective of Insured and Insurer

### **Unit 3: Commercial Property Insurance** **LH 8**

Proposal Form, ISO Commercial Property Program, Building and Personal Property Coverage Form, Causes of Loss Forms, Business Income Insurance, Other Commercial Property Coverage, Transportation Insurance

### **Unit 4: Commercial Property Insurance Policy Wording** **LH 8**

Major Coverage, Condition, Exclusion, Endorsements, Schedule, Bill, Deductibles and Self Insured Retentions

### **Unit 5: Commercial Property Underwriting** **LH 8**

Underwriting of Commercial Property, Ratemaking of Commercial Property Policy

### **Unit 6: Insurance Market of Commercial Property** **LH 8**

Buyer of CPI Policy, Underwriter of CPI Policy, Premium, Reinsurance, Claim Status of CPI of the Industry

## Reference Books:

Rejda, George E., (2011), *Principles of Risk Management and Insurance*;

10<sup>th</sup> Edition, Pearson Education Dorling Kindersley, (India) Pvt. Ltd., New Delhi

Harrington, Scot E. & Niehaus, Georgy R. (2004), *Risk Management and Insurance*, 2<sup>nd</sup> Edition, Tata McGraw Hill Education Private Ltd. , New Delhi

Mishra, M.N. & Mishra, S.B., (2011), *Insurance Principles and Practice*, 18<sup>th</sup> Edition, S. Chand and Company Ltd., New Delhi

(Beema Samiti), [www.bsib.org.np](http://www.bsib.org.np)

Chaul, A.S. and Murali, C.B., (2011), *Risk Management*, Revised Edition, Insurance Institute of India, Mumbai

# **MKT 212: Advertising and Public Relations**

(Focus area II: sales and Marketing)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

The major objective of this course is to develop students' understanding and skill in development of communication strategy of a firm, particularly with advertising and public relations.

## **Course Description**

Developing effective communication has become the focal activity in a marketing firm. Marketers need to develop powerful messages about the products and services, and select appropriate appeals and execution framework to reach the target audience in order to establish their brands in consumers mind set. In this course students are expected to learn the nature of marketing communication and communication process; marketing communication strategy; nature and role of advertising; creative issues in advertising; the structure of the advertising business; and public relations strategy.

## **Course Details**

### **Unit 1: Introduction to Marketing**

**LH 7**

Meaning, elements, structure, and role of marketing communication. Theories of marketing communication: hierarchy of effects of communication, information processing theories, communication and attitude formation and change. Key communication terminologies. Miscommunication issues.

### **Unit 2: Marketing Communication Strategy**

**LH 6**

Marketing communication mix. Integrated marketing communication. Formulation of marketing communication strategy. Marketing communication barriers. Communication budgeting issues and methods. Promotion campaign planning and management.

### **Unit 3: Advertising**

**LH 6**

Meaning, elements, objectives and role of advertising. Evolution of advertising. Types of advertising. Social, ethical and legal issues of advertising. Theories of advertising: how advertising influences consumer behavior, advertising and information processing, and advertising objectives and effectiveness theory.

### **Unit 4: Advertisement Development**

**LH 7**

Creative process and methods. Visualization process and visualizer qualities. Message design: message theme, models, considerations. Message strategies: cognitive, affective, conative, and brand strategies. Advertising appeals: rational, emotional, sex and other ad appeals. Essentials of a good appeal. Execution frameworks. Use of color in advertising.

### **Unit 5: Print Advertisement**

**LH 6**

Print advertising media: types of media and media choice. Copywriting for print media: types of ad copies. Ad copy objectives and requisites of a good copy. Print copy development process. Print copy elements: choice of headline, sub-heads, body copy, slogan and signature. Layout: functions, qualities of a good layout, layout principles.

### **Unit 6: Active Media Advertisement**

**LH 7**

Television advertising: nature, pros and cons. TVC development: script writing, story board, air-time buying and other considerations. Radio advertising: nature, pros and cons. Producing radio advertisements. Emerging advertisements: internet advertising and ambient advertising. Product placement strategies.

## **Unit 7: Public Relations Management**

**LH 9**

PR concept and dynamism. PR objectives. Traditional and modern PR methods. PR Strategy and tactics. Organization needs hierarchy and PR. Internal and external PR. International PR. Word of mouth PR. Corporate identity, corporate image, corporate advertising and PR. Corporate sponsorship and cause-related marketing.

### **Text and References**

1. William Wells, John Burnet, and Sandra Moriarty, *Adverting Principles and Practice* (8<sup>th</sup> ed.), Prentice Hall of India.
2. Jaishri Jethwaney and Shruti Jain, Advertising *Management*, Oxford University Press.
3. K.D.Koirala, *Marketing Communications*, Buddha Publications.