

## **MIS 201 Introduction to Management Information System**

### **BBA BI, 5<sup>th</sup> Semester**

#### **Course Objectives**

The course will introduce students to comprehensive knowledge and understanding on information systems and its importance in business and management. It evaluates the role of the major types of information systems in a business environment and their relationship to each other, and assess the impact of the Internet and Internet technology on business electronic commerce and electronic business.

#### **Course Description**

This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems, the role of information systems in enhancing business processes and management decision making across the enterprise, and the process of building and managing systems in organizations. The course will focus on topics such as Internet and Internet technology, the Electronic Business and Electronic Commerce, the Information Technology (IT) Infrastructure, the Enterprise Applications. The course will provide students with information systems knowledge that is essential for creating successful and competitive firms.

#### **Course Outcomes**

Upon completion of this course, students will be able to:

- understand the basic concepts and technologies used in the field of management information systems;
- have the knowledge of the different types of management information systems;
- understand the processes of developing and implementing information systems;
- understand the role of information systems in organizations, the strategic management processes, and the implications for the management;
- develop an understanding of how various information systems work together to accomplish the information objectives of an organization; and
- learn about the importance of managing organizational change associated with information systems implementation.

#### **Course Contents**

**Unit I: Computer System** **6 hours**  
Introduction to computer technology, Types of Computer Systems, Computer System Concepts, Memory (Primary Storage, Secondary Storage, Cache), CPU- Central Processing Unit, Hardware (Input Devices, Output Devices), Software and its Classification

**Unit II: Foundation of Information System** **11 hours**  
Data, Data processing, Information, Information System: concept, characteristics and need; Fundamental Resources of Information System, Potential Risks of Information System, Types of Information System (TPS, MIS, DSS, ESS); MIS: Objectives, characteristics, applications, benefits and limitations; Approaches, development, and implementations of MIS, Systems Development Life Cycle (SDLC) and its Stages, Success and Failure of MIS.

**Unit III: Telecommunication and Network** **5 hours**  
Networking the Enterprise, The Concept of a Network, The Business Value of Telecommunications Networks, Types of Telecommunications Networks, Telecommunications Media, Network Topologies, Trends in Telecommunications.

**Unit IV: Data Resource Management and DSS** **12 hours**  
Fundamental Data Concepts, Database structures, Database Development, Types of Databases, Technical Foundation of Database Management, Data warehouses and Data Mining, Decision Support in Business, Decision Structures, Decision Support Trends, Decision Support Systems, Online Analytical Processing, Using Decision Support Systems.  
*Practical:* Microsoft Access, Database Design, Creating New Database, Setting up Tables, Form and Report Design.

**Unit V: Business Applications** **8 hours**  
E-business systems, Customer Relationship Management (CRM), Three Phases of CRM, Benefits and Challenges of CRM, Trends in CRM, Enterprise Resource Planning (ERP): concept, benefits and challenges, Trends in ERP, Supply Chain Management (SCM): concept, roles, benefits, challenges, and trends, E-commerce Systems, E-Commerce and its scope, Essential e-Commerce Processes, Electronic Payment Processes

**Unit VI: Functional Applications of Information System** **6 hours**  
Introduction to Information System, Characteristics of Information System, Computer Reservation System (CRS), Global Distribution System (GDS), Property Management Systems (PMS), Point of Sales Systems (POS)

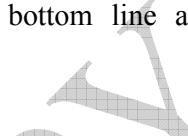
## References

1. O'Brien, J. A, & Marakas, G. M. *Management Information Systems* New Work: McGraw Hill.
2. Kenneth, C. L., & Jane, P. L. *Management Information Systems*. New Jersey: Pearson Education.
3. Tesone, D. F. *Hospitality Information System & E-commerce*. New Jersey: John Wiley & Sons.

**MGT 314 Management of Human Resources**  
**BBA BI, 5<sup>th</sup> Semester**

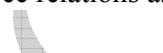
### **Course Objectives**

This course serves as an introduction to Human Resources Management (HRM) and its contributions to the workplace. Today's organization faces a variety of complex issues, such as globalization, demands for increased productivity, strategic planning and compliance with government legislation. In today's world, "people" provide the competitive advantage, and HR policies and practices have a significant impact on the bottom line and overall performance of an organization.



### **Course Description**

The course will examine the evolution of HR from a primarily administrative function to a strategic partner and decision maker in the organization. Among other things, the course will look at the effective management of human capital, the importance of attracting and retaining employees, managing a diverse workforce, recognizing employee rights, and legislative requirements. The course specifically deals with the concepts and issues relating to recruitment, selection, and retention practices, evaluating performance, employee development, compensation regulations, employee relations as well as related areas.



### **Course Outcomes**

On successful completion of this course, students will be able to:

- Discuss the relationship between human resource management, the organization and its internal and external environment;
- Explain the concepts and principles of HR planning, job analysis and job design and define the related terms like job description and job specification;
- Explain the recruitment and selection processes and methods;
- Explain the concept, purpose and techniques of employee training, training needs identification, management development, and career development;
- Demonstrate understanding of the performance appraisal concept and examine the techniques of measuring individual performance;
- Discuss the conceptual framework of job evaluation, compensation and rewards management and their application in organizational context;
- Explain the nature of occupational disease, health and safety programs, and responses that ensure legal compliance;
- Explain the concept of labour relations system, collective bargaining, grievance handling, disciplinary actions and industrial actions.

### **Course Contents**

**Unit I: Human Resources Management: Concept and Context** **5 hours**  
The concept of HRM; Functions of HRM; Changing dimensions of HRM; Changing role and challenges of HRM managers; Essential skills for HR managers; Purpose and structure of HR department; HRM as a shared function; External and internal context of HRM; HRM in the Nepalese context.

**Unit II: Human Resources Planning and Recruitment** **10 hours**  
Job requirements - the role and importance of jobs; Relationship of job requirements to HRM functions; Job analysis and Job design – concepts, methods and outcomes; Human resources planning – importance, purpose and major elements of HR planning; HR inventory; Replacement and succession planning; Recruiting from within and outside the organization; Recruitment of protected classes; Electronic recruitment; Selection process; Matching people and jobs; Sources of information about job candidates; Employment interview; Employment tests; Reaching a selection decision; Issues of gender in recruitment and selection; Induction and placement.

**Unit III: Training and Career Development** **8 hours**  
Training as a system; Training as a tool for developing work culture; Designing training programs; Training needs assessment – concept and methods; Training non-managerial employees; Training managers and supervisors; Training methods; Psychological principles of learning; Evaluation of training programs; Career development - phases and objectives of career development; Management development techniques; Emerging concepts of HRD – leadership development, talent management, empowerment, mentoring; HRD practices in Nepalese organizations - career management and employee retention issues.

**Unit IV: Performance Appraisal** **4 hours**  
Concept, process and benefits of performance appraisal; Performance appraisal methods; Appraisal interviews; Factors affecting performance appraisal; PA practices in Nepalese organizations; Improving employee performance; Counseling employees with problems.

**Unit V: Compensation Management** **7 hours**  
Concept, process, methods of employee compensation; Job evaluation systems – concept and methods; Compensation structure and components; Employee benefits – incentive system, gain sharing, employee benefits and services, types of employee benefit; Incentives for management employees; Governmental regulations of compensation in Nepal – minimum wages, welfare and incentive provisions, retirement benefits; Issues in compensation management in Nepal.

**Unit VI: Safety and Health at Work** **4 hours**  
Legal requirements for safety and health; Accidents; Occupational diseases and other health issues; Sexual harassment at work; Drug and alcohol related problems; Creating a safe and healthy work environment; Emerging concepts and issues in OHS.

**Unit VII: Industrial Relations and Disciplinary System** **10 hours**  
Disciplinary policies and procedures; Types of disciplinary actions; Grievance handling methods and mechanisms; Methods of reducing complaints; Industrial relations system – concept, process and issues; Trade unions - structures, functions, and leadership; Trade union issues in Nepal; Industrial disputes – nature and types; Government regulations of labor relations; Collective bargaining process and contract administration; Trends and issues in collective bargaining in Nepal.

#### **Basic Texts**

1. DeCenzo, D. A., & Robbins, S. P. *Fundamentals of Human Resources Management*. New Delhi: Wiley India.

2. Dessler, G., & Verkkey, B. *Human Resource Management*. New Delhi: Prentice Hall of India.

## References

1. Gilmore, S., & Williams, S. *Human Resource Management*. New Delhi: Oxford University Press.
2. Halder, U. K., & Sarkar, J. *Human Resource Management*. New Delhi: Oxford University Press.
3. Ivancevich, J. M. *Human Resource Management*. New Delhi: Tata McGraw Hill.
4. Adhikari, D. R. *Human Resource Management*. Kathmandu: Buddha Publications.
5. Acharya, B. S. *Introduction to Human Resource Management: Text, Cases and Applications*. Kathmandu: Asmita Books.
6. Agrawal, G. R. *Human Resource Management*. Kathmandu: K. K. Publications.
7. Jyothi, P., & Venkatesh, D. N. *Human Resource Management*. New Delhi: Oxford University Press.

**FIN 437 Financial Institutions and Markets**  
**BBA BI, 5<sup>th</sup> Semester**

### **Course Objectives**

The objective of this course is to provide students with the conceptual framework and theoretical foundation necessary to understand the organization, structure, regulations and functioning of the various financial institutions and markets operating in an economy.

### **Course Description**

This course provides broad overview of the structure, function and the role of financial institutions and markets in the economy. Students will have an opportunity to study important financial institutions such as central bank, commercial banks, investment banks, insurance companies, pension funds and investment companies. They will also study the organization, instruments and participants of money, bond and stock markets. Finally, they will also study the level, term-structure and the theories related to the interest rates.

### **Course Outcomes**

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

- understand fundamental concepts of financial institutions and markets including the role of financial system in the economy;
- describe the function of the central bank including the tools it uses to affect the economy;
- explain theories that describe the level and term structure of interest rates;
- identify money markets securities, compute yields and analyze the risk on money market securities;
- explain the features of long-term debt securities, their ratings, indexes and markets;
- understand how the stock market operates and how the stock indexes are constructed and interpreted;
- analyze size, structure and composition of commercial banking industry;
- identify the sources and uses of funds of commercial banks;
- analyze various types of risks in commercial banking industry;
- explain the regulation of deposits, operations and the capital of commercial banks; and
- explain functions performed by other types of financial institutions – insurance companies, mutual funds, pension funds, securities firms and other lending and saving institutions.

### **Course Contents**

**Unit I: The Role of Financial Institutions and Markets** **4 hours**  
Meaning of financial markets and institutions; functions of the financial markets; classification and diversity of financial markets; types of financial institutions and their functions; classification of financial institutions in Nepal.

**Unit II: Central Banking** **4 hours**  
Meaning and functions of central bank; monetary policy tools of the central bank; effects of monetary tools on various economic variables; Nepal Rastra Bank and monetary policy tools in Nepal.

**Unit III: Determination and Structure of Interest Rates** **5 hours**  
Determination of interest rates: loanable fund theory; economic forces affecting interest rates; forecasting interest rates. Structure of interest rates: characteristics of debt securities and yield variation; explaining actual yield differentials; theories of term structure of interest rates; uses of the term structure.

**Unit IV: The Money Market** **5 hours**  
Introduction of money market; yields on money market securities; money market securities; money market participants; international money market; risk of money market securities.

**Unit V: The Bond and Stock Market** **10 hours**  
Bond markets: bond market securities – Treasury notes and bonds, strips; municipal bonds – types and trading process; corporate bonds – bond characteristics, bond ratings, bond market index, comparison of bond market securities; international bond market securities – euro bonds, foreign bonds, Brady bonds and sovereign bonds. Stock market: stock market securities – common stock and preferred stocks; primary and secondary stock markets; stock market indexes; regulations of stock market and the role of Nepal Securities Board; international stock market.

**Unit VI: Commercial Banks** **10 hours**  
Services provided by commercial banks; size, structure, and composition of the industry; technology in commercial banking; sources and uses of funds of commercial banks; off-balance sheet activities; regulatory structure of banks; regulation of bank deposit, operation and capital; risk in commercial banks – credit risk, liquidity risk, interest rate risk, market risk, off-balance sheet risk, foreign exchange risk, country risk, technology and operational risk, insolvency risk.

**Unit VII: Other Financial Institutions** **10 hours**  
Insurance companies: life insurance companies – size, structure and composition of the industry; property-casualty insurance companies – size, structure and composition of the industry; regulation of insurance companies. Mutual fund: size, structure and composition of the industry; different types of mutual fund; mutual fund prospectus and objectives; net assets value; mutual fund costs. Pension fund: insured versus noninsured funds, defined benefit versus defined contribution pension funds, private pension funds versus public pension funds. Security firms and investment banks: services offered by securities firms versus investment banks. Other lending and saving institutions: meaning and functions of saving associations, saving banks, credit unions, finance companies.

#### **Basic Texts**

1. Saunders, A. & Cornett, M. M. *Financial markets and institutions*. New Delhi: Tata McGraw-Hill Education.
2. Madura J. *Financial markets and institutions*. Singapore: Cengage Learning.

#### **References**

1. Meir K. *Financial institutions and markets*. New Delhi: Oxford University Press.
2. Fabozzi, F. J., Modigliani, F., Jones, F. J., & Ferri, M. *Foundations of financial markets and institutions*. Delhi: Dorling Kindersley.
3. Bhandari, D. B. *Financial institutions and markets*. Asmita Books Publishers & Distributors.

4. Bhole, L. M., & Mahakud, J. *Financial institutions and markets*. New Delhi: Tata McGraw Hill Education.

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## **MKT 241 Principles of Marketing BBA BI, 5<sup>th</sup> Semester**

## Course Objectives

This is the foundation course on marketing. It aims to build students' understanding of the marketing process and principles. Through this course, students also acquire skills to design marketing strategies of SMEs.

## Course Description

This course focuses on operation of the marketing function in a dynamic and competitive environment. It deals comprehensively on issues of emerging marketing practices and challenges, the dynamics of the marketplace, and designing of marketing mix. The course includes topics that help students to understand marketing process and environment, information systems and buyer behavior, segmentation, targeting, and positioning strategies, and strategies related to marketing mix variables.

## Course Outcomes

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

- describe the tasks of marketing management in the modern organizations;
- understand the development of the marketing philosophies and their relevance in the contemporary business world;
- identify the challenges faced by marketers in the 21<sup>st</sup> century;
- identify the micro and macro environmental forces that determine the success of marketing efforts;
- examine the role of marketing information system in designing marketing strategies;
- understand the buying process and influencing factors related to individual consumer and organizations;
- design basic strategies related to market segmentation, targeting, and product positioning;
- analyze the strategies related to marketing mix variables.

## Course Contents

## Unit I: Marketing and Marketing Environment

12 hours

**Introduction to Marketing and Marketing Management:** Meaning of marketing; Evolution of the Marketing philosophies (marketing concepts); Basic principles of the marketing concept and holistic marketing concept. Meaning and tasks of marketing management.

**Marketing in the Contemporary World:** Marketing challenges of the 21<sup>st</sup> century and firms' responses to the challenges; Concept, relevance and practices of relationship marketing, green marketing, e-marketing, pyramid (C2C) marketing and rural marketing.

**Marketing Mix:** Components of the marketing mix for products and services.

**Marketing Environment:** Meaning and scope of marketing environment; Micro environment variables, and Macro environment variables; Reactive and proactive marketing. Marketing environment in Nepal.

**Unit II: Marketing Information System and Buyer Behavior** **10 hours**  
**Marketing Information System:** Concept and relevance; Components of the marketing information system; Marketing research areas and process.

**Buyer Behavior:** Organizational buyer behavior – Buying process and influencing factors. Consumer behavior – buying process and influencing factors. Consumer movement and consumer protection.

**Unit III: Segmentation, Targeting and Positioning Strategies** **4 hours**  
**Segmentation:** Concept, process and requirements; levels of segmentation; bases for segmenting consumer and organizational markets.

**Targeting:** Segment evaluation, analysis and selection.

**Positioning:** Concept and types of positioning; product positioning process.

**Unit IV: Product, Pricing, Distribution and Promotion Strategies** **22 hours**  
**Product:** Concept and levels of the product; product classifications; Product life cycle stages and strategies; New product development process; Branding strategies – branding objectives, types of brand, and concept of brand equity; Packaging: functions and levels of packaging; essentials of a good package; Product line and mix strategies; Service product strategies: service marketing concept, characteristics of services and marketing strategies; management of people, physical evidences, and process.

**Pricing:** Concept of price and pricing; Importance of pricing; Internal and external price factors; Pricing approaches – cost-based, demand-based, value-based and competition-based approaches; New product pricing; price lining, price adjustments, initiating and responding to price changes.

**Distribution:** Concept and objectives; Channel functions; Channel designs for consumer and industrial products; Channel selection factors; Channel conflicts and their resolution. Marketing logistics: Concept, nature and objectives; major logistics functions – transportation, warehousing, inventory management, order processing, and customer services decisions.

**Promotion:** Concept; Marketing communication process and systems; promotion mix components; promotion mix determination factors. Advertising: Nature and objectives; Advertising budgeting approaches; Advertising message design factors; Advertising media selection factors. Personal Selling: Nature and relevance of personal selling; Types of personal selling. Sales Promotions: Nature and objectives; Sales promotion tools and techniques. Public Relations: Nature and objectives; tools of public relations. Direct marketing: Concept and relevance; Methods of direct marketing.

**Basic Texts**

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri, & Ehsan ul Haque. *Principles of Marketing: South Asian Perspective*. New Delhi: Prentice Hall of India.
2. Baines, Paul, Chris Fill, & Kelly Page. *Essentials of Marketing*. New Delhi: Oxford University Press.

## References

1. Koirala, K.D. *Principles of Marketing*: Kathmandu: Buddha Academic Publications.
2. Kamarulzaman, Yusniza, & Nor Khalidah Abu. *Principles of Marketing*: New Delhi: Oxford University Press.

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**FIN 232 Commercial Bank Management**  
**BBA BI, 5<sup>th</sup> Semester**

### **Course Objectives**

The course aims to equip students with knowledge and skills necessary to understand the fundamentals of commercial bank management and acquaint them with tools and methods available to manage commercial banks. Specifically, this course covers the key areas of the commercial bank management process: establishment of a bank, raising funds to run it and evaluate the performance of the bank.

### **Course Description**

This course provides an understanding of the nature of commercial banks and its regulatory environment. Then it describes how a bank and its branches are established. The course offers an opportunity to study bank's state of financial affairs as represented in balance sheet and income statement, and evaluates bank's performance using appropriate tools of analysis. Finally, it also discusses how a bank manages capital and raises deposits as sources of funds for its operation.

### **Learning Outcomes**

On successfully completing this course, students will be able to:

- understand the nature of commercial bank and its regulatory environment;
- identify various structures of commercial banking industry;
- complete formalities for establishing banks and bank branches;
- interpret key items that appear in balance sheet and income statement of banks;
- apply appropriate ratios to evaluate bank performance;
- understand the role of bank capital from the view point of shareholders as well as regulators;
- identify deposit and non-deposit sources of funds; and
- demonstrate adequate knowledge and skills required for managing commercial bank.

### **Course Contents**

**Unit I: Introduction** **5 hours**

Meaning and types of banks; services provided by banks; bank and its competitors in the financial system; and key trends affecting banks.

**Unit II: The Bank Regulatory Environment** **5 hours**

The need for regulation, banking regulations – commercial banking act (Banks and Financial Institutions Act), directives of Nepal Rastra Bank to commercial banks; and the role of Nepal Rastra Bank in the regulation of commercial banks.

**Unit III: Organization and Structure of Commercial Banking Industry** **5 hours**

The organization and structure of the commercial banking industry; internal organization of banking firm; types of banking organizations: unit banking organizations, branch banking organizations, bank holding company organizations; and financial holding companies and bank subsidiaries.

**Unit IV: Establishing Banks and Bank Branches** **5 hours**  
Establishing a new bank; factors affecting the decision to establish a new bank; bank chartering process in Nepal; opening a new branch; branch regulation, changing role of bank branches; establishing automated limited-service facilities; point-of-sale terminals; automated teller machines; home and office banking; telephone banking and call centers; internet banking; and NRB policy on establishing banks and bank branches.

**Unit V: The Financial Statements of Banks** **6 hours**  
An overview of bank balance sheet and income statement; the balance sheet: the assets of a bank, liabilities of a bank; off-balance sheet items; income statement and its components; auditing; and NRB guidelines on bank's financial statements.

**Unit VI: Evaluating Bank Performance** **10 hours**  
A framework for evaluating bank performance; internal performance: bank planning, technology, personnel development; external performance: market share, regulatory compliance, public confidence; analyzing bank performance with financial ratios: profit ratios – return on equity, return on assets, net interest margin; risk ratios – capitalization, asset quality, operating efficiency, liquidity; and other financial ratios – taxes, interest sensitivity.

**Unit VII: Bank Capital Management** **6 hours**  
Bank capital; equity, long-term debt, reserve; role of bank capital; capital adequacy: regulator's viewpoint, capital standards, uniform capital requirements, risk-adjusted capital requirements; shareholder's viewpoint; trends in bank's capital; bank regulatory capital and Basel rules; and NRB directives on capital requirements.

**Unit VIII: Liabilities Management** **6 hours**  
Structure of bank liabilities: deposit and non deposit sources of funds; deposit products and schemes, balance sheet structure of bank liabilities; and managing bank liabilities.

#### **Basic Texts**

1. Rose, P. S. & Hudgins, S. C. (2010). *Bank management and financial services*. New Delhi: Tata McGraw-Hill Education.
2. Gup, B. E. & Kolari, J. W. (2005). *Commercial banking*. New Delhi: Willey India.

#### **References**

1. McDonald, S. S. & Koch, T. W. *Management of banking*. The Dryden Press, Harcourt College Publishers.
2. Gestel, T. V. & Baesens, B. *Credit risk management*. New York: Oxford University Press.
3. Chatterjee, A. *Credit management: A practical approach*. New Delhi: Skylark Publications.
4. Koirala, P. *Essentials of commercial bank management*. Kathmandu: Ekta Books.
5. Nepal Rastra Bank. *Unified directives latest version*. Kathmandu: Nepal Rastra Bank

## **PRJ 492 Project Work**

### **BBA BI, 5<sup>th</sup> Semester**

Students are required to do an independent capstone project that involves fieldwork and its empirical analysis. At the end, students are required to prepare a report of their project work in the prescribed format and submit to the authorized person/body. The objective of this project work is to develop students' skills in research, particularly in areas of data collection, processing, analysis, and report writing. These reports will be evaluated by the concerned authority.

This assignment specifically aims to develop knowledge, skills and attitudes necessary for conduct of individual research at a level which will make a distinct contribution to knowledge. Students are expected to demonstrate the use of appropriate research, methodology, and written skills through the preparation and presentation of their investigation.

Through this PW, students gain a new perspective into the real world. It is also an excellent networking platform for students to get acquainted with people from different organizations, business backgrounds, skills, expertise, etc. This will improve the student's networking skills and also expand their networking group. Specifically, the objectives of the PW include:

- To provide an opportunity for the student to integrate classroom knowledge and practice.
- To enable graduate students to do an independent study to reflect a creative endeavour that can make some contribution to knowledge in a given field.
- To develop students' ability to read professional literature, reports, and other works critically in their design, treatment of data, and conclusions.
- To strengthen the ability of students in presenting their research work in a clear, concise, and logical manner and enable other readers to use the results of their investigations.

Students must complete an **Expression of Interest (FORM)** and submit it to the PW Committee of their respective school/college. The PWC of the school/college will make its decision on student applications. Once the PW proposal submitted by the student is approved, the student is required to work under the guidance of the supervisor as assigned to him/her by the PWC.