Course Details: BBA Program, Semester I

SN	Course Code	Course Title	Credits Hours
1.	ENG 110	English	3
2.	MTH 110	Basic Mathematics	3
3.	ICT 110	IT for Business	3
4.	BHS 110	Behavioral Science	3
5.	MGT 111	Principles of Management	3
6.	PRC 110	Software Skills Practicum	1
		TOTAL CREDITS	**16**

English

Pokhara University
Faculty of Management Studies

Course code: ENG 110
Course title: **English**
Nature of the course: Theory & Practice
Year 1, Semester I
Level: Bachelor
Program: BBA/BBA (Finance)/BBA (TT)

Full marks: 100
Pass marks: 45
Credit hours: 3.0
Total hours: 48

1. Course Description

This course provides interdisciplinary insights to students covering wide range of disciplines and field of experiences including ancient tales, education and intelligence, cross-cultural bridging, cultural anthropology, natural science, critical and creative thinking, media and technology, humor and satire, love, life and death and more. The selected reading materials aim at enhancing the language skills, inculcate a crave for active reading, sharpen the critical and creative thinking skills of the students, interact across diverse cultures, environments and realm around them and finally cultivate a broader worldview as well as an understanding of human condition, love, compassion, life and death.

2. General Objectives

The general objectives of this course are:

- To enable students develop pragmatic approach of dealing with texts applying the four levels.
- To improve their basics of language skills.
- To equip students with series of readings and comprehension exercises to foster a love of extensive reading.
- To make students aware of interdisciplinary approach and worldview to understand and deal with the realms round students of management.

3. Contents in Details

Specific Objectives	Contents
• Define and explain the concept of critically interpret the literary texts	**Unit I: Introduction (1 Hour)** 1.1 Four levels of interacting with texts
• Critically assess some important philosophical, theological insights about religions focusing on righteousness • Practice language focusing on writing response/reflection paragraphs	**Unit II: Ancient Tales (3 Hours)** 2.1 Yudhishthira's Wisdom (from Mahabharata) 2.2 The Brave Little Parrot (from Buddhism) 2.3 If Not Higher (from Judaism)
• Critically assess the values regarding education and self-actualization	**Unit III: Education (3 Hours)** 3.1 Why Go to University (Nissani)

• Practice language focusing on writing response/reflection paragraphs	3.2 The Library Card (Wright) 3.3 A 1996 Commencement Speech (Rushdie)
• Examine and reflect on human actions and its repercussion upon environment and life • Practice language focusing on writing response/reflection paragraphs	**Unit IV: Actions and Consequences, Environment and Human condition (5 Hours)** 4.1 The Parrot in the Cage (Paudyal) 4.2 No Smoke from the Chimney (Shreshtha) 4.3 How Sane Are We (Chaudhary) 4.4 Don't Cut Down the Tree… (Sama) 4.5 A Sound of Thunder (Bradbury)
• Discuss/debate/write on the impacts of television, media, show business, cyber culture (specially the use of smartphones and AI) upon current life patterns	**Unit V: Television, Media/Mass Communication, Cyber Culture (3 Hours)** 5.1 The Wretched Stone (Allburg) 5.2 TV can be a good parent (Gore)
• Revisit cultural values and ethos from cross cultural, multi-cultural and indigenous perspectives • Practice language focusing on writing response/reflection paragraphs	**Unit VI: Cross Cultural Bridges & Cultural Anthropology (4 Hours)** 6.1 Marriage is a Private Affair (Achebe) 6.2 Then and Now: Finding My Voice (Kim) 6.3 Arranging a Marriage in India (Nanda) 6.4 Life is Sweet at Kumansenu (Nicol)
• Exemplify some discrepancies, hypocrisies, and problems in existing education, social and political systems • Practice language focusing on writing response/reflection paragraphs	**Unit VII: Humor Satire (4 Hours)** 7.1 King John and The Abbot….(Anonymous) 7.2 Third Thoughts (Lucas) 7.3 Who Was to Blame (Chekhov) 7.4 The Clock Tower (Sherchan)
• Critically assess some prevailing views on intelligence • Practice language focusing on writing response/reflection paragraphs	**Unit VIII: Critical and Creative Thinking (4 Hours)** 8.1 The Stub Book (de Alarcon) 8.2 Mr Know All (Maugham) 8.3 Keeping Errors at Bay (Russell) 8.4 What is Intelligence Anyway? (Asimov)
• Develop a deeper philosophical humanitarian perspectives (focusing on emotional intelligence) on love life and death • Try with creative/ subjective writings on the mentioned themes	**Unit IX: Love, Life and Death (11 Hours)** 9.1 The Telegram on the Table (Pradhan) 9.2 Piano (Lawrence) 9.3 A Painful Case (Joyce) 9.4 The Great Answer (Oursler) 9.5 Stopping by Woods…(Frost) 9.6 A Tale (Koirala) 9.7 Ethics (Pastan) 9.8 New Year (Parijat)
• Enhance comprehensive writing skills with critical analysis	**Unit X: Writing Workshop/Editing Sessions (10 Hours)**

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instruction

The principal methods of instruction for this course will be lectures, presentations, classroom discussions, group works, extended writing workshops, quizzes etc. The class instructor is free to customize the methods as per the classroom requirements, contexts and objectives of the concerned units. The instructor is expected to use the mentioned topics as prompts to invite broad discussion of extra reading materials. For instance, the discussion on television culture (Unit 4) could go upto media, IT, smart gadgets and AI.

5. Evaluation System and Students' Responsibilities

5.1 Evaluation System

The performance of a student in a course is evaluated on the basis of internal evaluation and semester-end examination. Fifty percent weight is given to the internal evaluation and fifty percent weight to the Semester-end examination conducted by the Office of the Controller of Examinations, Pokhara University.

5.1.1 Internal Evaluation

The internal evaluation is based on continuous evaluation process. The internal evaluation components and their respective weights may vary according to the nature and objectives of the course. An evaluation plan should be prepared by the faculty and should share with the students in the beginning of the course.

The internal evaluation components may consist of any combination of written test, quizzes and oral test, workshop, assignments, term paper, project work, case study analysis and discussion, open book test, class participation and any other test deemed to be suitable by the faculty.

5.1.2 Semester End Examinations

There will be semester end examination at the end of the semester conducted by the Office of the Controller of Examinations, Pokhara University. It carries 50 percent weight of total evaluation.

5.2 Students' Responsibilities

Each student must secure at least 45 percent marks in the internal evaluation with 80 percent attendance in the class to appear in the Semester End Examination. Failing to obtain such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the Semester End Examination. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. and there is not any provision for a re-exam.

6. Prescribed Books and References

Text Book

Nisani, M., and Lohani S. .*Flax Golden Tales.* (Shorter Edition) Kathmandu: Ekta 2013/latest edition.

References

Nisani, M., and S. Lohani. *Adventures in English Vol I*. Third Edition. Kathmandu: Ekta (including Sounds of English and Stories and Poems cassettes)

----------*Adventures in English Vol II*. Third Edition. Kathmandu: Ekta 2013. (Including Sounds of English and Stories and Poems cassettes)

(Note: The reference books cover the missing reading texts in the prescribed textbooks.)

Basic Mathematics

Pokhara University
Faculty of Management Studies

Course code.: MTH 110
Course title: **Basic Mathematics**
Nature of the course: Theory & Practice
Year 1, Semester I/I/II
Level: Bachelor
Program: BBA / BBA (Finance) / BBA (TT)

Full marks: 100
Pass marks: 45
Credit hours: 3.0
Total Hours: 48

1. Course Description

This course provides an introduction to basic mathematical concepts and techniques that are essential for understanding and solving problems in business and economics. The course covers the topics including sets, equations, functions, matrices, and financial mathematics, emphasizing their applications in business contexts.

2. General Objectives

The course is designed with the following general objectives:

- To acquaint the students with the basic mathematical principles.
- To enable the students for applying mathematical techniques to solve business-related problems.
- To enhance analytical and critical thinking skills of the students through mathematical reasoning.

3. Contents in Detail

Specific Objectives	Contents
• Solve related problems	**Unit I: Fundamentals of Arithmetic's and Algebra (10 Hours)** 1.1 Basic Arithmetic Operations 1.2 Fractions, Decimals, Ratio, Proportion, and Percentages 1.3 Integral Exponents, Radicals and Rational Exponents 1.4 Operations with Algebraic Expressions 1.5 Factoring 1.6 Algebraic Fractions 1.7 Permutation and combination 1.8 Sets 1.9 Real Numbers
• Solve linear equations and inequalities in one variable • State the domains and ranges of functions • Use a graphing utility to	**Unit II: Linear Equations and Functions (8 Hours)** 2.1 Solutions of Linear Equations and Inequalities in One Variable 2.2 Functions 2.3 Graphs and Graphing Utilities

graph equations • Solve linear equations with a graphing utility • Find break-even points and market equilibrium	2.4 Linear Functions 2.5 Solutions of Systems of Linear Equations (up to Three Equations in Three Variables) 2.6 Applications of Functions in Business and Economics (Total Cost, Total Revenue, and Profit; Break-Even Analysis; Supply, Demand, and Market Equilibrium)
• Solve quadratic equations and inequalities • Determine whether a vertex of a quadratic function is a maximum point or a minimum point • Graph and apply related functions • Use a graphing utility to create an equation that models the data	**Unit III: Quadratic and Other Special Functions (8 Hours)** 3.1 Quadratic Equations (Factoring Methods, the Quadratic Formula) 3.2 Quadratic Inequalities 3.3 Quadratic Functions: Parabolas 3.4 Business Applications of Quadratic Functions (Supply, Demand, and Market Equilibrium; Break-Even Points and Maximization) 3.5 Special Functions and Their Graphs: Polynomial and Rational Functions, Piecewise Defined Functions 3.6 Modeling; Fitting Curves to Data with Graphing Utilities
• Model with exponential functions • Use logarithmic to solve exponential equations • Solve problems involving Gompertz curves and logistic functions	**Unit IV: Exponential and Logarithmic Functions (8 Hours)** 4.1 Exponential Functions 4.2 Modeling with Exponential Functions 4.3 Logarithmic Functions and Their Properties (Logarithmic Functions and Graphs, Properties of Logarithms, Change of Base) 4.4 Modeling with Logarithmic Functions 4.5 Solution of Exponential Equations 4.6 Applications of Exponential and Logarithmic Functions (Growth and Decay, Economic and Management Applications, Gompertz Curves and Logistic Functions).
• Organize and interpret data stored in matrices • Apply matrix operations • Use matrices and determinants to solve systems of linear equations • Use Leontief models to solve input-output problems	**Unit V: Matrices and Determinants (7 Hours)** 5.1 Matrix operations 5.2 Matrix equations 5.3 Determinants 5.4 Inverse of a Matrix 5.5 Cramer's Rule 5.6 Leontief Input-Output Models
• Differentiate between sequence and series • Check the convergence of the sequence • Solve the problem related to sequence and series • Derive various formulas	**Unit VI: Sequence and Series (7 Hours)** 6.1 Concept of Sequence and Series 6.2 Limit of a Sequence, Convergent and Divergent Sequence 6.3 Arithmetic Sequence and Series 6.4 Geometric Sequence and Series 6.5 Harmonic Sequence and Series 6.6 Application of Sequence and Series in Business (Simple and Compound interests, Annuities, etc.)

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instruction

The course will be taught by lecture method, group discussion, class work, assignments, project work, case studies. Students will require to utilize computer for computational works.

5. Evaluation System and Students' Responsibilities

5.1 Evaluation System

The performance of a student in a course is evaluated on the basis of internal evaluation and semester-end examination. 50% weight is given to the internal evaluation and 50% weight to the Semester-end examination conducted by the Office of the Controller of Examinations, Pokhara University.

5.1.1 Internal Evaluation

The internal evaluation is based on continuous evaluation process. The internal evaluation components and their respective weights may vary according to the nature and objectives of the course. An evaluation plan should be prepared by the faculty and should share with the students in the beginning of the course.

The internal evaluation components may consist of any combination of written test, quizzes and oral test, workshop, assignments, term paper, project work, case study analysis and discussion, open book test, class participation and any other test deemed to be suitable by the faculty.

5.1.2 Semester End Examination

There will be semester end examination at the end of the semester conducted by the Office of the Controller of Examinations, Pokhara University. It carries 50 % weight of total evaluation.

5.2 Students' Responsibilities

Each student must secure at least 45% marks in the internal evaluation with 80% attendance in the class to appear in the Semester End Examination. Failing to obtain such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the Semester End Examination. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. and there is not any provision for a re-exam.

6. Prescribed Books and References

Text Books

Harshbarger, R. J., & Reynolds, J. J. *Mathematical Applications for the Management, Life, and Social Sciences.* USA: Brooks Cole.

Budnick, F. S. *Applied Mathematics for Business, Economics and the Social Sciences*. New Delhi: Tata McGraw-Hill.

References

Haeussler, E. F., Paul, R. S., & Wood, R. J. *Introductory Mathematical Analysis for Business, Economics and the life and Social Sciences.* New Delhi: Prentice Hall.

IT for Business

Pokhara University
Faculty of Management Studies

Course code: ICT 110
Course title: **IT for Business**
Nature of the course: Theory & Practice
Year 1, Semester I
Level: Bachelor
Program: BBA/BBA (Finance)/BBA (TT)

Full marks: 100
Pass marks: 45
Credit hours: 3.0
Total hours: 48

1. Course Description

IT for Business is a basic course for bachelor level students who intend to develop their conceptual knowledge in IT use for business and management with its application in real life practice. This course creates the conceptual knowledge of computers used in business in the day-to-day operations of any type of work in the office and personal life as well. This course has five units. The first unit explains the concept of computers and their organization. The second unit provides knowledge about computer number systems. The third unit describes the various accessories used in the computer system, mainly input output devices. The fourth unit provides various outlines about data communication and computer network. The fifth unit explains about operating systems, email and internet and security system.

2. General Objectives

The general course objectives are to enhance the ability of students with the conceptual of fundamental knowledge about the computer system, IT and business application and hardware components of computer as well. After completing this course, the students will be able:

- To understand basic computer concepts, functions, and components.
- To explore number systems, conversions, and computer codes.
- To identify various computer accessories and their uses.
- To learn about data communication, computer networks, and their topologies.
- To understand computer software, operating systems, internet protocols, and security measures.

3. Contents in Details

Specific Objectives	Contents
• Make aware of computer system and definition and scope IT • Understand the use of IT in Business • Know the Digital Transformation and Its Impact on Business	**Unit I: Introduction to Information Technology in Business (6 Hours)** 1.1 Overview of computer system 1.2 Definition and Scope of Information Technology (IT) 1.3 Role and Importance of IT in Modern Businesses 1.4 Key IT Trends Transforming Businesses 1.5 Overview of IT Applications in Various Business Functions (Finance, Marketing, HR, Operations)

	1.6 Digital Transformation and Its Impact on Business 1.7 The Future of IT in Business
• Understand the basic components of computer • Enable to know different hardware components and their working procedures • Learn about voice-controlled devices and movement-controlled devices • Generate the idea on brain computer interface, wearables and haptic feedback gloves • Develop general idea on biosensors, data scanning devices, digitizers, microphones and other electronic devices • Gather the knowledge of output devices of computers.	**Unit II: Computer Hardware (10 Hours)** 2.1 Basic Components: Input, Output, Processing, Storage 2.2 Types of Computers (Desktops, Laptops, Servers, Mobile Devices) 2.3 Hardware Components 2.4 Central Processing Unit (CPU) 2.5 Memory (RAM, ROM) 2.6 Storage Devices (Hard Drives, SSDs, External Storage) 2.7 Input and Output Devices (Working principle, application) 2.7.1 Keystroke Devices 2.7.2 Touch Devices 2.7.3 Voice-Controlled Devices 2.7.4 Movement-Controlled Devices • Game Controllers (joysticks, gamepads, and VR controllers.), • Gesture-Control Devices, Leap Motion for touchless interaction. 2.7.5 Brain-Computer Interface (BCI): 2.8.6 Wearables: • Smart glasses, AR/VR headsets (e.g., Oculus, HoloLens). 2.7.7 Haptic Feedback Gloves: • Used in VR and advanced interaction systems. 2.7.8 Biosensors: • Devices that track physiological data (e.g., heart rate monitors). 2.7.9 Data Scanning Devices • Barcodes, QR code scanners. • RFID: Radio Frequency Identification scanners for contactless identification. • Biometric Scanners: Fingerprint, iris scanners. 2.7.10 Digitizers: • Graphics tablets, touch-sensitive stylus input. 2.7.11 Microphones: • Analog, digital, condenser microphones for voice input. 2.7.12 Electronic Cards Based Devices • Smart cards, debit/credit cards with NFC/RFID technology. 2.7.13 Speech Recognition Devices 2.7.14 Vision-Based Devices

	• Cameras, LiDAR, infrared sensors, facial recognition systems. 2.8 Output Devices (Working principle, application) • Monitors: CRT, LED, OLED screens. • Printers: Inkjet, laser, 3D printers. • Projectors: DLP, LCD. • Audio Output: Speakers, headphones, and surround sound systems. • Tactile Output: Braille readers, haptic feedback systems.
• Familiarize with computer software, operating systems and their applications • Understand the web based software and mobile applications • Choosing right and licensed software	**Unit III: Computer Software (8 Hours)** 3.1 Software and its characteristics 3.2 System Software (Operating Systems and Utility software) 3.3 Application Software (Word Processors, Spreadsheets, Business Applications) 3.4 Application of Software Across Industries 3.5 Enterprise Software: • ERP systems (Application of SAP, Oracle). • CRM software (Salesforce). • Supply Chain Management software. 3.6 Web Based Software Applications: • E-commerce platforms • Social media platforms. 3.7 Mobile Applications: • Android, iOS, Mobile app and their use 3.8 Custom vs. Off-the-Shelf Software: 3.9 Off-the-shelf solutions for general use (e.g., Microsoft Office, Open Office). 3.10 Choosing the Right Software for Business 3.11 Software license types and legal use of software
• Familiarize with communication system, data transmission modes and data transmission media • Know the types of computer networks, network topologies • Introduction of IP address and their types • Securing IP networks, firewalls and others.	**Unit IV: Computer Networks (8 Hours)** 4.1. Introduction 4.2. Basic Elements of a communication system 4.3. Data Transmission Modes (Simplex, Half Duplex, Full Duplex) 4.4. Data Transmission Media (Twisted-pair wire, coaxial cable, Optical fibers, Microwave system Communication satellite) 4.5. Types of Computer Network (PAN, LAN, CAN, MAN and WAN), Differences, advantages disadvantages 4.6. Network Topologies, advantages, disadvantages 4.7. Introduction to IP Addressing (IPv4, IPv6) 4.8. Role of IP in security networks 4.9. Static and Dynamic IP Addressing

	4.10. Securing IP Networks, Firewalls, IPSec and VPNs
• Make aware of data management system • Understand the importance of data in business decision making, types of data • Introduction of SQL, Data Storage and Retrieval • Understand Big Data and Its Business Applications as well as Data Security and Ethical Considerations.	**Unit V: Database Management System (8 Hours)** 5.1. Introduction to Databases 5.2. Importance of Data in Business Decision Making 5.3. Types of Data: Structured vs. Unstructured 5.4. Database Management Systems (DBMS) 5.5. Relational Databases (Tables, Queries, Reports) 5.6. Introduction to SQL (Structured Query Language) 5.7. Basics of Data Storage and Retrieval 5.8. Introduction to Big Data and Its Business Applications 5.9. Data Security and Ethical Considerations
• Make aware of Basics of Data Analysis, Data Visualization and Collaboration Tools • Use of Computer Tools for Business Scenarios.	**Unit VI: Computer Tools in Data Processing and Application (8 Hours)** 6.1. Basics of Data Analysis (Spreadsheets, Power BI) 6.2. Data Visualization (Charts, Graphs, Scatter Plots) 6.3. Collaboration Tools (Google Workspace, Microsoft Teams) 6.4. Using Computer Tools for Business Scenarios (Report writing, data extraction and presentation) • Tools for creating business reports and summaries • Tools for financial data analysis and business analytic • Tools for Market Trends analysis and visualization • Tools for scheduling and monitoring

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instruction

Class Room based Lecture, Discussion-based lecture, Problem-based Learning (PBL), Flipped Classroom-based, Active Learning, Socratic Method, Cooperative Learning, Experimental Learning, Gamification, Inquiry-based Learning, Constructivist Approach, Collaborative Learning, Direct Instruction, Differentiated Instruction, Montessori Method, Reggio Emilia Approach, Waldorf Education, Peer Teaching etc.

5. Evaluation System and Students' Responsibilities

5.1 Evaluation System

The performance of a student in a course is evaluated on the basis of internal evaluation and semester-end examination. Fifty percent weight is given to the internal evaluation and fifty percent weight to the Semester-end examination conducted by the Office of the Controller of Examinations, Pokhara University.

5.1.1 Internal Evaluation

The internal evaluation is based on continuous evaluation process. The internal evaluation components and their respective weights may vary according to the nature and objectives of the course. An evaluation plan should be prepared by the faculty and should share with the students in the beginning of the course.

The internal evaluation components may consist of any combination of written test, quizzes and oral test, workshop, assignments, term paper, project work, case study analysis and discussion, open book test, class participation and any other test deemed to be suitable by the faculty.

5.1.2 Semester End Examinations

There will be semester end examination at the end of the semester conducted by the Office of the Controller of Examinations, Pokhara University. It carries 50 percent weight of total evaluation.

5.2 Students' Responsibilities

Each student must secure at least 45 percent marks in the internal evaluation with 80 percent attendance in the class to appear in the Semester End Examination. Failing to obtain such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the Semester End Examination. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. and there is not any provision for a re-exam.

6. Prescribed Books and References

Text Books

Turban, E., Pollard, C., & Wood, G. *Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance*. Wiley.

Faithe, W. *Computing Fundamentals: Introduction to Computers*, Sybex, ISBN: 9781119039716

Henderson, H. (2009). *Encyclopedia of Computer Science and Technology* (Rev. ed.). Facts on File, Inc.https://ebooks.allfree-stuff.com/eBookShow/1902/72/Computer-Fundamentals/Encyclopedia-of-Computer-science-and-technology-Revised-Edition-harry-henderson/

References

Sinha, P.K. & Sinha, P. *Foundations of Computing*. BPB Publications (Third Edition).

Balagurusamy, E. *Fundamental of Computers*. New Delhi: Tata McGraw Hill.

Behavioral Science

Pokhara University
Faculty of Management Studies

Course code: BHS 110
Course title: **Behavioral Science**
Nature of the course: Theory & Practice
Year 1, Semester I
Level: Bachelor
Program: BBA/BBA (Finance)/BBA (TT)

Full marks: 100
Pass marks: 45
Credit hours: 3
Total hours: 48

1. Course Description

This undergraduate course in Behavioral Science has been designed to provide students with an important insight into understanding human behavior in the social environment from an interdisciplinary perspective. Basically, the course is divided into 6 different units that covers varied topics from concepts of Behavioral science, to understanding self, interpersonal behavior, social influence, managing diversity as well as behaviors. The course provides both theoretical principles as well as practical applications of Behavioral science in the context of organizations. Apart from using lectures and readings, other methods like experiential exercises, case studies and class simulations will be used to provide skills for the students' enduring careers.

2. General Objectives

The general objectives of this course are:

- To acquaint students with a broad understanding of the fundamental principles of Behavioral Science and its relations with Psychology, Sociology and Anthropology
- To make students knowledgeable about the importance of behavior in the workplace
- To develop students skills on analyzing behaviors at individual and group and structural levels in and outside the workplace
- To enable students to critically understand oneself in relation to others
- To equip students with competencies of being able to work independently as well as in collaboration with others
- To expose the students to cross-cultural diversity & enhance their respect for diversity.
- To make students aware of changes in behaviors with technology.

3. Contents in Detail

Specific Objectives	Contents
• Define and explain the concept of Behavioral Science • Describe the importance and goals of Behavioral Science • Recognize Behavioral Science as a multi-disciplinary science. • Recognize the importance of	**Unit I: Introduction to Behavioral Science (8 Hours)** 1.1 Meaning and definition of Behavioral Science 1.1.1 Differences between Behavioral Science and Social Science. 1.1.2 Disciplines comprising Behavioral Science (Psychology, Sociology, Anthropology) 1.1.3 Importance of Behavioral Science

Behavioral Science in the workplace	1.1.4 Goals of Behavioral Science 1.2 The Behavioral Business 1.2.1 Importance of Behavioral Science for Business 1.2.2 Behavioral Science in the workplace
• Identify the essence of individual differences and the importance of self-concept • Compare the concept of self-concept and social identity as bases for behavior • Identify how stereotype affects behavior • Apply social-awareness tools to understand self • Explain how we attribute others' behaviors through certain factors • Use self-fulfilling prophecy set people's individual behaviors	**Unit II: Understanding Individual Behavior (8 Hours)** 2.1 Understanding self-concept: The 'I' in organization 2.1.1 Self-concept: The 3 Cs and 4 selves. 2.1.2 The Social-self 2.1.3 Social identity and stereotyping 2.2. Individual Behavior: Why individual differences are important, ASA Model 2.2.1 MARS model of individual behavior and performance 2.2.2 Techniques of self-awareness (Johari's window) 2.2.3 Attribution Theory to understand behavior 2.2.4 Self-fulfilling prophecy
• Identify the inter-personal nature of organizations. • Outline the key strategies of transactional analysis for improving one's interpersonal relationships • Relate the impression management tactics used by employees • Describe the psychological contract and the trust required in work relationships. • Identify the OCBs that go above and beyond formal job requirement. • Identify ways in which cooperation can be promoted and workplace deviance can be reduced.	**Unit III: Understanding Interpersonal Relationships (8 Hours)** 3.1 Improving interpersonal relationships through Transactional Analysis 3.1.1 Ego-states 3.1.2 Interpersonal transactions 3.2 Impression management and interpersonal process: Model of Impression management 3.3 Psychological contract: types, effects 3.4 Trust in working relationships: Types 3.5 Organizational citizenship behavior (OCB): forms of OCB 3.6 Cooperation: Cooperation between individuals, cooperation between organizations, social dilemmas 3.7 Deviant workplace behavior: Constructive and destructive workplace behavior (whistle-blowing, cyber-loafing, workplace aggression & violence, abusive supervision)
• Explain the different types of social influence • Distinguish between prejudice and discrimination • Explain how people are prejudiced and how can prejudices be stopped.	**Unit IV: Social Psychology (8 Hours)** 4.1 Social Influence 4.1.1 Conformity: Meaning, Asch's Classic study on conformity, groupthink 4.1.2 Compliance: Meaning, 4 common ways to gain the compliance to another (Foot-in-the door technique, Door-in-the face technique, Lowball technique, That's-not-all technique) 4.1.3 Obedience: Meaning, Milgram's shocking research

	4.1.4 Social facilitation and social loafing 4.2 Prejudice and Discrimination: Meaning 4.2.1 Types of prejudice and discrimination 4.2.2 How people learn prejudice? Social identity theory, stereotype vulnerability 4.2.3 Overcoming prejudice: Equal status contact, The 'Jigsaw classroom'
• Explain how emotions and moods influence behavior in organizations • Discuss the importance of emotional intelligence in today's organizations • Identify various causes and ways to reduce stress in the workplace	**Unit V: Coping with Organizational Life (8 Hours)** 5.1 Understanding Emotions and moods: meaning, properties of emotions 5.1.1 Role of emotions/moods in organizations 5.1.2 Affective events theory 5.1.3 Managing emotions in organizations (emotional labor, emotional dissonance) 5.1.4 Emotional Intelligence 5.2 Stress: Meaning and nature 5.2.1 Stressors in organizations 5.2.2 The cognitive appraisal process 5.2.3 Major causes of stress in workplace 5.2.4 Adverse effects of organizational stress 5.2.5 Reducing stress
• Explain the meaning, contributions and theories of organizational culture • Compare and contrast the strategies for merging organizational culture • Recognize the importance of incorporating diversity in business • Apply and promote ethical behavior in the workplace	**Unit VI: Organizational Culture, Diversity and Ethics in Organizations (8 Hours)** 6.1 Meaning of organizational culture, contribution of social sciences (Sociology, Social Psychology and Economics) 6.1.1 Theories of organizational culture: The Ouchi framework, The Peters and Waterman approach 6.1.2 Merging culture: bicultural audit, strategies for merging culture 6.2 Diversity 6.2.1 Cross cultural differences & similarities; managing across cultures 6.2.2 Diversity and business (dimensions of diversity; the value of diversity) 6.3 Ethical behavior in organizations: Meaning of ethics 6.3.1 Individual differences in cognitive moral development (Kohlberg's theory of cognitive moral development) 6.3.2 Situational determinants of unethical behavior 6.3.3 Promoting ethical behavior

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instruction

Lectures, readings, classroom discussions, experiential exercises, case analysis, simulations, group research and presentations.

5. Evaluation System and Students' Responsibilities

5.1 Evaluation System

The performance of a student in a course is evaluated on the basis of internal evaluation and semester-end examination. Fifty percent weight is given to the internal evaluation and fifty percent weight to the Semester-end examination conducted by the Office of the Controller of Examinations, Pokhara University.

5.1.1 Internal Evaluation

The internal evaluation is based on continuous evaluation process. The internal evaluation components and their respective weights may vary according to the nature and objectives of the course. An evaluation plan should be prepared by the faculty and should share with the students in the beginning of the course.

The internal evaluation components may consist of any combination of written test, quizzes and oral test, workshop, assignments, term paper, project work, case study analysis and discussion, open book test, class participation and any other test deemed to be suitable by the faculty.

5.1.2 Semester End Examinations

There will be semester end examination at the end of the semester conducted by the Office of the Controller of Examinations, Pokhara University. It carries 50 percent weight of total evaluation.

5.1 Students' Responsibilities

Each student must secure at least 45 percent marks in the internal evaluation with 80 percent attendance in the class to appear in the Semester End Examination. Failing to obtain such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the Semester End Examination. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. and there is not any provision for a re-exam.

6 Prescribed Books and References

Text Books

Chataway, R. *The Behavior Business How to apply behavioral science for business success.* Harriman House Limited.

Ciccarelli, S. K., & Meyer, G. E. *Psychology*. Pearson.

McShane, S. L., Glinow, M. A. V., & Sharma, R. R. *Organizational Behavior*. McGraw Hill.

References

Greenberg, J. Behavior in Organizations. Pearson.

Griffin, R. W. & Moorhead, G. *Organizational Behavior Managing People and Organizations.* Cengage Learning.

Khan, Z., & Newman, L. *Building Behavioral Science in Organization.* Action Design Network.

Konopaske, R., Ivancevich, J. M., & Matteson, M. T. *Organizational Behavior and Management.* McGraw Hill.

Luharia, A., Kadam. S., Tilwani, M., & Vyas, P. *Behavioural Sciences in Organizations.* Innovative Publication.

Principles of Management

Pokhara University
Faculty of Management Studies

Course code: MGT 111
Course title: **Principles of Management**
Nature of the course: Theory & Practice
Year 1, Semester I
Level: BBA/BBA (Finance)/BBA (TT)

Full marks: 100
Pass marks: 45
Credit hours: 3.0
Total hours: 48

1. Course Description

This course offers a comprehensive introduction to the principles and practices of management, equipping students with the foundational knowledge and skills necessary for effective leadership in the diverse industries and sectors. Through an exploration of key management concepts, theories, and techniques, students will delve into the evolution of management thought and the core functions that drive organizational success. This course is designed to be dynamic and forward-looking, incorporating competitive management concepts that address the rapidly evolving demands of modern business environment. By the end of the course, students will be prepared to navigate the complexities of contemporary management, with a strong understanding of management principles and emerging trends.

2. General Objectives

The general objectives of this course are:

- To provide an overview of the fundamental principles, roles, and methods involved in management.
- To outline the evolution and development of management theories over time.
- To assess and utilize various management theories to inform decision-making and address challenges within organizations.
- To recognize and understand modern perspectives, issues, and challenges in the management to meet the evolving demands of contemporary businesses and organizations.

3. Contents in Detail

Specific Objectives	Contents
• Explain the key aspects and characteristics of management. • Describe the basic management functions and discuss the managerial roles. • Review contemporary challenges for managers. • Discuss the basic concept of business environment. • Review emerging issues of business environment in Nepal	**Unit I: Introduction to Management (12 Hours)** 1.1 Concept of management 1.2 Basic management functions 1.3 Managerial roles and skills 1.4 The historical context of management 1.5 Contemporary managerial challenges and their way outs. 1.6 Business environment**:** concept, types and components 1.7 Emerging issues of business environment in

• Introduce the historical context of management.	Nepalese context
• Discuss the concept of goal setting • Define planning and get insights into its importance, types and process • Discuss the tools and techniques of planning • Discuss the contemporary issues in planning. • Explain the decision-making process. • Discuss the various approaches in decision making. • Discuss the approaches for improving decision making.	**Unit II: Planning and Decision Making (10 Hours)** 2.1 Concept and process of goal setting 2.2 Planning: Concept, importance, process and types 2.3 Tools and techniques of planning 2.4 Contemporary issues in planning 2.5 Decision Making: Concept, types and process 2.6 Approaches in decision making 2.7 Strategies for improving decision making
• Define organizing and identify the basic approaches of the organizing. • Describe the concept of authority, power and responsibility • Discuss delegation and decentralization of authority. • Discuss the approaches of organizing in twenty-first century. • Get the concept of HRM • Discuss the ways to manage human resources in contemporary world.	**Unit III: Organization Structure and Managing Human Resources (10 Hours)** 3.1 Organizing: Concept, Process and approaches 3.2 Concept of authority, power and responsibility 3.3 Delegation and decentralization of authority 3.4 Organizing in the twenty-first century 3.5 Human Resources Management: Concept, objective and importance 3.6 Managing human resources in contemporary world
• Describe the meaning of leadership and differentiate between management and leadership. • Discuss the contemporary views of leadership. • Describe the concept, components, and importance of emotional intelligence in leadership. • Define motivation. • Explain the theories of motivation. • Discuss the current issues in motivation.	**Unit IV: Leadership and Motivation (10 Hours)** 4.1 Leadership: Concept, Importance and types 4.2 Management versus leadership 4.3 Emotional intelligence in leadership: Concept, importance and components 4.4 Motivation: Concept, types and techniques 4.5 Theories of motivation: Maslow's need hierarchy theory, McGregor's theory X and theory Y, Herzberg's two-factor theory 4.6 Current issues in motivation
• Explain the concept and basic element of control. • Explain the purpose of control, types of control, and the steps in the control process. • Identify ways of effective control • Discuss contemporary issues in control. • Explain concept of information management and its tools. • Discuss emerging trends in information management	**Unit V: Controlling and Managing Information (6 Hours)** 5.1 Concept and basic elements of control 5.2 The nature of control: Purpose, types, and steps 5.3 Managing control in organizations 5.4 Contemporary issues in controlling 5.5 Concept of information management 5.6 Information overload and filtering, information sharing, tools for information management 5.7 Emerging trends in information management

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instructions

Lectures, readings, classroom discussions, experiential exercises, quiz, article review, case analysis, simulations, group project and presentations.

5. Evaluation System and Students' Responsibilities

5.1. Evaluation System

The performance of a student in a course is evaluated on the basis of internal evaluation and semester end examination. Fifty percent weight is given to the internal evaluation and fifty percent weight to the semester-end examination conducted by the Office of the Controller of Examinations, Pokhara University.

5.1.1 Internal Evaluation

The internal evaluation is based on continuous evaluation process. The internal evaluation components and their respective weights may vary according to the nature and objectives of the course. An evaluation plan should be prepared by the faculty and should share with the students in the beginning of the course.

The internal evaluation components may consist of any combination of written test, quizzes and oral test, workshop, assignments, term paper, project work, case study analysis and discussion, open book test, class participation and any other test deemed to be suitable by the faculty.

5.1.2 Semester End Examinations

There will be semester end examination at the end of the semester conducted by the Office of the Controller of Examinations, Pokhara University. It carries 50 percent weight of total evaluation.

5.2 Students' Responsibilities

Each student must secure at least 45 percent marks in the internal evaluation with 80 percent attendance in the class to appear in the Semester End Examination. Failing to obtain such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear in the Semester End Examination. Students are advised to attend all the classes and complete all the assignments within the specified time period. If a student does not attend the class(es), it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc., there is not any provision for a re-exam.

6. Prescribed Books and References

Textbooks

Griffin, R. W. *Fundamentals of Management*. Cengage Learning.

Robbins, S. P., & Coulter, M. *Management*. Pearson.

Williams, C., Champion, T., & Hall, I. *MGMT: Principles of Management*. Nelson Education Ltd.

References

Jones, G. R., & George, J. M. *Contemporary Management*. McGraw Hill.

Singh, C., & Khatri, A. *Principles and Practices of Management and Organizational Behavior*. Routledge.

Software Skills Practicum

Pokhara University
Faculty of Management Studies

Course code: PRC 110
Course title: **Software Skills Practicum**
Nature of the course: Practical
Year, Semester: 1st Year, 1st Semester
Level: Bachelor
Program: BBA/BBA-Finance

Full marks: 100
Pass marks: 45
Credit hour: .1.0
Total periods: 16

1. Course Description

This introductory course is intended for students interested in learning to use the computer as a productivity tool. Course content includes the fundamentals of basic software like Operating System, MS Word, MS Power Point and MS Excel.

2. General Objectives

The general objectives of this course are:

- To familiarize the students with fundamental computing software and their basic functions
- To equip the students with practical knowledge of MS Windows, MS Word, MS Excel and MS Power Point

3. Contents in Detail

Faculty members are empowered to adapt and modify course content to align with market needs and contextual demands, provided that the core objectives and practical aspects of the course remain intact and relevant. The suggested course contents are as follows:

Specific Objectives	Contents
• Enable in understanding and recognizing various types of software in a computer. • Develop skills in installing an Operating System and other software in a Computer.	**Unit I: Installing Software in a Computer (2 Hours)** 1.1 Introduction to Software and types 1.2 Installing of Software (SPSS, MS Office etc.) 1.3 Network Setup (IP Address, Firewall, Antivirus, Internet and Email)
• Make competent in using MS word application	**Unit II: MS Word (4 Hours)** 2.1 Font and paragraph formatting 2.2 Inserting charts, hyperlink, headers, footer, page number, text box, equations, symbols 2.3 Page Margins, orientation, size, indent, spacing, page break ,section break 2.4 Automated table of contents, footnotes, citations and automated

	bibliography, table of figures 2.5 Mail merge (letters and emails) 2.6 Proofing and comments, track changes
• Make competent in using MS excel application	**Unit III: ME Excel (6 Hours)** 3.1 Sort, Filter, Conditional formatting, Text –to –column, data validation, Print titles, freeze panes 3.2 Pivot table/charts 3.3 Cell referencing and types 3.4 Familiarization with Logical functions, Look up and reference functions, Statistical functions, Math and trigonometric functions, Financial functions, Date and Time functions etc. 3.5 Linking work books and worksheets
• Make competent in using MS Power Point application	**Unit IV: MS Power Point (4 Hours)** 4.1 Guidelines in preparing Power Point slides 4.2 Slide layout, Font and Paragraph formatting 4.3 Inserting table, charts, hyperlinks, slide number, footer, date and time etc. 4.4 Page set up, designs, themes, animations, transitions, set up slide show, record narration, rehearse timings, Master slide

Note: The figures in the parentheses indicate the approximate teaching hours for the respective units.

4. Methods of Instruction

Interactive sessions, discussion, group work, role plays, feedback and coaching.

5. Evaluation System and Students' Responsibilities

5.1 Evaluation System

Both internal and external evaluations will be based on attendance, assignment, class participation, self-reflection, project work, and presentation of the project report learning and practicals. The faculty will provide final grades of the students. Thus, there will be no semester end examination and all evaluations will be conducted continuously throughout the semester.

5.2 Students' Responsibilities:

Students are advised to attend all the classes/sessions and complete all the assignments within the specified time period. If a student does not attend the sessions, it is his/her sole responsibility to cover the topic(s) taught during the period. If a student fails to attend a formal exam, quiz, test, etc. and there is not any provision for a re-exam.

6. Suggested Books and References

The following materials are suggested as reference:

Tillery, N.(2023). *Excel 2023 Essentials: A Step-by-Step Guide,* Smashwords

Lambert, J. and Frye, C. (2022). *Microsoft Office Step by Step Office 2021 and Microsoft 365,* Microsoft Press

Habraken, J. (2021) *Microsoft Office Inside Out (Office 2021 and Microsoft 365),* Microsoft Press.