

Course Details: BBA Program, Semester IV

SN	Course Code	Course Title	Credit Hours
1.	STT 111	Data Analysis and Modeling	3
2.	MGT 113	Business and Society	3
3.	RCH 110	Business Research Methods	3
4.	MGT 114	Human Resource Management	3
5.	FIN 111	Introduction to Financial Management	3
6.	PRC 114	Academic Writing	1
		TOTAL CREDITS	16



Data Analysis and Modeling

Pokhara University Faculty of Management Studies

Course code: STT 111

Course title: **Data Analysis and Modeling**

Nature of the course: Theory & Practice

Year 2, Semester IV

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 consists of topics like Correlation, Regression, Time Series Analysis and Forecasting, Linear programming and Network Analysis. After studying these topics, students will be able to understand and analyze relationships between business-related variables and forecast trends in the business world. Linear Programming and Network Analysis will help them to choose the best alternative in order to maximize total profit and minimize total cost in different business situations.

2. General Objectives

The general objectives of this course are:

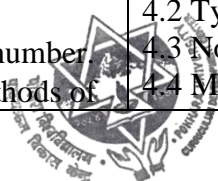
- To enable the students in calculating and interpretation of the relationship between and among variables using simple correlation and regression analysis.
- To disseminate students with models for time series and forecasting.
- To provide students with a sound understanding of index numbers.
- To equip the students in generating and interpreting statistical finding using the statistical software, such as excel
- To introduce and formulate linear programming.
- To acquaint the students with the concepts of transportation and assignment problems.
- To familiarize the students with network models.

3. Contents in Detail

Specific Objectives	Contents
<ul style="list-style-type: none"> • Describe the meaning of correlation and regression. • Use regression analysis to predict the value of a dependent variable based on an independent variable. • Interpret the meaning of regression coefficients. • Evaluate the assumptions of regression analysis and know 	<p>Unit 1: Simple Correlation and Regression Analysis (9 Hours)</p> <p>1.1 Correlation: Introduction</p> <p>1.2 Types of correlation: Scatter plot and Karlpearsons' correlation coefficient.</p> <p>1.3 Significance test of correlation coefficient.</p> <p>1.4. Types of regression models</p> <p>1.5.Determining the simple linear regression equation</p> <p>1.5.1 The least square method</p> <p>1.5.2 Visual exploration: exploring simple linear regression</p>



<p>what to do if assumptions are violated.</p> <ul style="list-style-type: none"> • Make inferences about the slope and correlation coefficient. • Generate excel output. • Use excel output for solving problems. 	<p>coefficients</p> <p>1.5.3 Predictions in regression analysis: interpolation versus extrapolation</p> <p>1.5.4 Computing the regression coefficients</p> <p>1.6 Measures of variations</p> <p>1.6.1 Computing the sum of squares</p> <p>1.6.2 The coefficient of determination</p> <p>1.6.3 Standard error of the estimate</p> <p>1.7 Assumptions</p> <p>1.8 Residual analysis: Evaluating the assumptions</p> <p>1.9 Inferences about the slope and correlation coefficient</p> <p>1.9.1 t-test for the slope and correlation coefficient</p> <p>1.9.2 Confidence interval estimate of the slope</p>
<ul style="list-style-type: none"> • Analyze the relationship between one dependent variable and two or more independent variables and estimate the value of the dependent variable based on the values of the independent variables. • Generate the excel output and interpret them 	<p>Unit 2: Multiple Regression (9 Hours)</p> <p>2.1 Definition and Reasons for using multiple regression equation, Estimating multiple regression equation (2 independent variables)</p> <p>2.2 Confidence Interval and Prediction Interval of estimating equation and regression coefficient, regression equation with dummy independent variable Residual Analysis and Autocorrelation, Durbin Watson Statistic, Dummy variable, Multicollinearity, and Step wise regression</p>
<ul style="list-style-type: none"> • Describe the various components of time Series. • Describe the trend, cyclical, seasonal and irregular components of the time series model. • Fit a linear trend equation to a time series. • Smooth a time series with the moving average and exponential smoothing techniques. • Forecast the data by various techniques. • Calculate and interpret measures of forecast accuracy • Use excel for solving problems. 	<p>Unit 3: Time Series Analysis and Forecasting (9 Hours)</p> <p>1.9 Introduction of time series data, Components of time series analysis (Trend, Cyclical, Seasonal, Irregular)</p> <p>1.10 Trend analysis: Least square method, Second degree equation</p> <p>1.11 Forecasting Models: Naive, Moving average, Simple exponential smoothing model, linear model.</p> <p>1.12 Methods of measuring forecasting accuracy: MAD, MAPE, MSE, Cyclical Variation, Business cycle, Percent of trend, Relative cyclical residual, Seasonal Variation, Calculation of seasonal indices (Ratio to moving average), Deseasonalization.</p>
<ul style="list-style-type: none"> • Explain the types of index number. • Describe notion and terminology of index number • Introduce with the methods of 	<p>Unit 4: Index Number (4 hours)</p> <p>4.1 Definition and uses of Index Number</p> <p>4.2 Types of Index Number</p> <p>4.3 Notation and Terminology</p> <p>4.4 Method of constructing Index Number</p>



<p>constructing index number.</p> <ul style="list-style-type: none"> • Explain un-weighted and weighted method of index number. • Test of consistency of index number. 	<p>4.5 Un-weighted method</p> <p>4.5.1 Simple aggregative method</p> <p>4.5.2 Simple average of price relative</p> <p>4.6 Weighted Method</p> <p>4.6.1 Laspeyre's index number</p> <p>4.6.2 Paasche's index number</p> <p>4.6.3 Fisher's index number</p> <p>4.7 Cost of living index number</p> <p>4.8 Method of constructing cost of living Index numbers</p> <p>4.8.1 Aggregative expenditure method</p> <p>4.8.2 Family budget method</p>
<ul style="list-style-type: none"> • Introduce linear programming (LPP). • Explain the system of linear inequalities. • Formulate LPP Model of the given theoretical problem. • Identify the graphical solution of the LP Model. • Familiar with the special cases in LP model. 	<p>Unit 5: Linear Programming Problem (6 Hours)</p> <p>5.1 Introduction, Decision variable, objective function, constraints, slack and surplus variable.</p> <p>5.2 Model formulation for Linear Programming active constraints, inactive constraints, Alternative optimum solution for Linear Programming Problem, Sensitivity Analysis, Primal, Dual Problems.</p>
<ul style="list-style-type: none"> • Formulate transportation table of the given theoretical problem. • Identify the initial basic feasible solution of the transportation problem. • Identify the optimum solution of transportation problem. 	<p>Unit 6: Transportation Model (4 Hours)</p> <p>6.1 Introduction</p> <p>6.2 Mathematical Formulation of Transportation model</p> <p>6.3 Types of transportation problem</p> <p>6.3.1 Balanced transportation problem</p> <p>6.3.2 Un-balanced transportation problem</p> <p>6.4 Determination of initial solution by Vogel's Approximation Method (VAM)</p> <p>6.5 Degeneracy in the Transportation Problem</p> <p>6.6 Optimal Solution of Transportation Problem by Modified distribution method</p> <p>6.7 Maximization of Transportation Problems</p>
<ul style="list-style-type: none"> • Match the appropriate person with appropriate job. • Minimize the total cost/time/effort. • Maximize the total profit/output/efficiency. 	<p>Unit 7: Assignment Model (3 Hours)</p> <p>7.1 Introduction</p> <p>7.2 Mathematical formulation of assignment model</p> <p>7.3 Types of assignment problem</p> <p>7.3.1 Balanced assignment problem</p> <p>7.3.2 Un-balanced assignment problem</p> <p>7.4 Hungarian method of assignment problem</p> <p>7.5 Maximization of assignment problem</p>
<ul style="list-style-type: none"> • Plot the network diagram of the given project. • Identify critical path, critical and non-critical activities. 	<p>Unit 8: Network Model (4 Hours)</p> <p>8.1 Introduction, Activities, Events</p> <p>8.2 Basic terminologies under project network</p>



<ul style="list-style-type: none"> Identify slack for non-critical activities. Calculate the associated probability. Plot time chart and identify scheduling flexibility. 	8.3 Network Construction (PERT/CPM) 8.4 Network Diagram 8.5 Probability in PERT Analysis
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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

Levine, D. M., Krehbiel, T. C., Berenson, M. L., & Viswanathan, P. K. *Business Statistics: A First Course*. New Delhi: Pearson Education.

Eppen, G. D., Gould, F. J., Schmidt, C. P., Schmidt, C., & Schwartz, R. *Introductory Management Science*. New Jersey: Prentice Hall.

References

Levin, R. I. and Rubin, D. S., *Statistics for Management*. New Delhi: Prentice Hall

Siegel, A. F. *Practical Business Statistics*. New York: Andrew F, Irwin.

Anderson, D. R., Sweeney, D.J. and Williams, T. A. *Statistics for Business and Economics*. New Delhi: Thomson.

Taha, H. M. *Operations Research*. Collier Macmillan.

Vohra, N. D. *Quantitative Techniques in Management*. New Delhi: Tata McGraw Hill Education

Levin, R. I., Rubin, D.S. & Stinson, J. P. *Quantitative Approaches to Management*. New Delhi : McGraw-Hill.



Business and Society

Pokhara University Faculty of Management Studies

Course code: MGT 113

Course title: **Business and Society**

Nature of the course: Theory & Practice

Year 2, Semester IV

Level: Bachelor

Program: BBA

Full marks: 100

Pass marks: 45

Credit hours: 3.0

Total hours: 48

1. Course Description

This course is designed to develop knowledge and skills to carry out business activities in an ethical manner. It prioritizes the application of ethical dimensions in various aspects of business for the organizational development and managerial practice. It covers issues of corporate social responsibility and governance that help to develop business, society, and nation. It deals with the role of stakeholders in an organization's sustainability and success. It enables learners to understand the interrelationship among business, society, and stakeholders by conducting CSR programs, observation, field visits, and panel discussion.

2. General Objectives

The general objective of this course are:

- To familiarize students with the fundamental concepts and importance of relationships among business, society, and stakeholders.
- To enable students to understand business ethics, corporate social responsibility, moral principles, and corporate governance to develop socially responsible business leaders, who can contribute to both business and society.
- To aware students about international standard that business must comply.
- To equip students with the necessary skills, knowledge, and competencies to conduct organizational activities ethically.

3. Contents in Detail

Specific Objectives	Contents
<ul style="list-style-type: none"> • Understanding the relationship between business and society as a part of an interactive system. • Knowing about stakeholders and how they are likely to affect business. • Conducting a stakeholder analysis and understanding the basis of stakeholder interests and 	<p>Unit I: Business and Stakeholders Relationship (12 Hours)</p> <p>1.1 Concept of business and society</p> <p>1.1.1 A system perspective</p> <p>1.1.2 Forces shaping business and society</p> <p>1.1.3 Interrelation between business and society</p> <p>1.2 Organization and stakeholders</p> <p>1.2.1 Concept of stakeholder</p> <p>1.2.2 Types of stakeholder</p> <p>1.2.3 Stakeholders' interest</p>



<p>power.</p> <ul style="list-style-type: none"> Understanding the reasons behind the interest of stakeholder coalition and activism. Analyzing the forces of change that continually reshape the business and society relationship. 	<p>1.2.4 Stakeholders' power</p> <p>1.2.5 Stakeholder analysis</p> <p>1.3 Stakeholder coalition</p> <p>1.4 Stakeholder activism</p> <p>1.5 Stages in the business-stakeholder relationship</p> <p>1.6 Managing key stakeholders issue</p> <p>1.7 Changing business and society relationship in Nepal</p>
<ul style="list-style-type: none"> Knowing when the idea of corporate social responsibility originated and the phases through which it has developed. Understanding the theories governing corporate social responsibility. Defining social entrepreneurship and understanding its role in solving social problems to enhance social performance. Identifying the essence of corporate citizenship. 	<p>Unit II: Corporate Social Responsibility (10 Hours)</p> <p>2.1 Basic of corporation's social responsibility</p> <p>2.1.1 Historical evolution of corporate social responsibility</p> <p>2.1.2 Drivers of CSR</p> <p>2.1.3 Social responsibility pyramid</p> <p>2.2 Theories of CSR</p> <p>2.2.1 Shareholder value theory</p> <p>2.2.2 Stakeholders theory</p> <p>2.3 Social entrepreneurship</p> <p>2.4 Corporate social performance</p> <p>2.5 Corporate citizenship</p> <p>2.6 CSR practices in Nepali organization</p>
<ul style="list-style-type: none"> Defining ethics and business ethics. Evaluating why businesses should be ethical. Knowing why ethical problems occur in business. Analyzing ethical problems using generally accepted ethical principles. Understanding the idea of whistle-blowing. 	<p>Unit III: Business Ethics (12 Hours)</p> <p>3.1 Definition of ethics</p> <p>3.1.1 Core elements of ethical character</p> <p>3.1.2 Principles of ethics</p> <p>3.1.3 Codes of ethics</p> <p>3.2 Concept of business ethics</p> <p>3.2.1 Causes and consequences of ethical problem</p> <p>3.2.2 Analyzing ethical problems in business</p> <p>3.2.3 Benefits of conducting business ethically</p> <p>3.2.4 Consequences of unethical business practices</p> <p>3.2.5 Techniques to encourage ethics in business</p> <p>3.3 Principle-based international standard</p> <p>3.3.1 UN global compact</p> <p>3.3.2 Caux round table</p> <p>3.4 Business code of conduct of FNCCI</p> <p>3.5 Whistle-Blowing</p>



<ul style="list-style-type: none"> Knowing how corporations are governed and issues of governance in business. Describing the role of the board of directors in protecting the interests of owners. Explaining theories governing corporations. Understanding the interrelationship among business, accountability, and sustainability. 	Unit IV: Corporate Governance (8 Hours) <ul style="list-style-type: none"> 4.1 Concept of corporate governance <ul style="list-style-type: none"> 4.1.1 Principles of corporate governance 4.1.2 Scope and challenges of corporate governance 4.1.3 Benefits of corporate governance 4.1.4 Role of BOD in corporate governance 4.2 Corporate governance theories <ul style="list-style-type: none"> 4.2.1 Agency theory 4.2.2 Stewardship theory 4.2.3 Transaction cost theory 4.3 Governance and sustainability 4.4 Interplay between governance and accountability 4.5 Impact of governance on business, society, and economy
<ul style="list-style-type: none"> Identifying the present scenario of CSR, challenges, and role of government to promote business ethics in the Nepali context. Evaluating the status and essentiality of corporate governance in the Nepali context. 	Unit V: CSR, Business Ethics, and Corporate Governance Issues in Nepal (6 Hours) <ul style="list-style-type: none"> 5.1 Current status of CSR in Nepal <ul style="list-style-type: none"> 5.1.1 Challenges/Issues of CSR in Nepal 5.1.2 Role of government to promote CSR 5.1.3 Suggestions to improve ethical practices in Nepali business 5.1.4 Legal provision governing CSR 5.2 Present scenario of corporate governance practices in Nepali organization 5.3 Importance of corporate governance 5.4 Suggestions to promote corporate governance in Nepal

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, case analysis, simulations, group project and presentations.

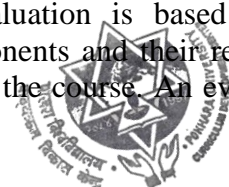
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5.1.2 Semester End Examinations

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5.2 Students' Responsibilities

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6. Prescribed Books and References

Text Books

Lawrence, A. T., & Weber, J. *Business and Society: Stakeholders, Ethics, Public Policy*. McGraw-Hill Irwin, New York.

Tricker, R. I. *Corporate Governance: Principles, Policies and Practices*. Oxford University Press.

References

Carroll, A. B., & Buchholtz, A. K. *Business & Society: Ethics and Stakeholder Management*. Cengage Learning, New Delhi.

Hamington, M., & Sander-Staudt, M. *Applying Care Ethics to Business*. Springer Science & Business Media.

Mallin, C. A. *Corporate Governance*. Oxford University Press.

Solomon, J. *Corporate Governance and Accountability*. John Wiley & Sons.

Steiner, J. F., & Steiner, G. A. *Business, Government, and Society: A Managerial Perspective: Text and Cases*. McGraw-Hill Irwin, New York.

Swami, A.C.B. *Bhagavad Gita*. Bhaktivedanta Book Trust, Mumbai.



Business Research Methods

Pokhara University Faculty of Management Studies

Course code: RCH 110

Course title: **Business Research Methods**

Nature of the course: Theory & Practice

Year 2, Semester IV

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 introduces students to a number of research methods useful for academic and professional investigations of information practices, texts and technologies. By examining the applications, strengths and major criticisms of methodologies drawn from both the qualitative and quantitative traditions, this course permits an understanding of the various decisions and steps involved in conducting research, as well as a critically informed assessment of published research. The emphasis of the course is therefore on problem definition, hypothesis formulation, research design, measurement, sampling, secondary data gathering, observation and interviews, and data analysis. Emphasis will also be placed on conducting and using research in an ethical manner.

2. General Objectives

The general objective of this course are:

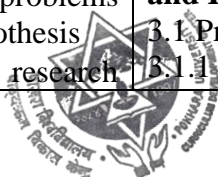
- To provide students with the opportunity to learn the process of collecting, analyzing, and interpreting quantitative and qualitative data to aid managerial decision making.
- To familiarize the students with business research concept and emerging paradigms of research, including ontology, epistemology, axiology, and methodology.
- To expose the students to understand its importance in solving organizational problems and making informed decisions.
- To develop a skill of comprehensive understanding of the literature review process and the various types of literature reviews.
- To enable the students to identify the research problems and generate relevant research questions based on identified problems.
- To enhance the knowledge to differentiate between types of measurement scales (nominal, ordinal, interval, ratio) and understand their features and applications.
- To make the students able to construct effective questionnaires and conduct interviews to collect primary data, and manage focus group discussions effectively.
- To make the students competent in developing the good research proposal
- To develop a theoretical framework by identifying key concepts, defining the framework, and establishing relationships between research variables.
- To acquaint the students with understand different types of research designs and their significance in choosing the appropriate design for a research study.



- To enhance the skill of students to use descriptive statistics for data analysis, including measures of central tendency and dispersion, and understand their graphical representations.

3. Contents in Detail

Specific Objectives	Contents
<ul style="list-style-type: none"> • Explain the emerging paradigms of research, including ontology, epistemology, axiology, and methodology. • Differentiate between different types of business research, such as quantitative vs. qualitative, fundamental vs. applied, and inductive vs. deductive. • Examine the role of research in business decision-making and its impact on organizational success. • Understand the steps involved in the scientific research process and identify key ethical considerations and codes of conduct for researchers. 	Unit I : Introduction to Business Research (8 Hours) 1.1 Overview of Business Research 1.1.1 Definition and Importance of Research 1.1.2 Emerging Paradigm of Research: Ontology, Epistemology, Axiology and Methodology 1.1.3 Philosophical Worldviews of Research 1.1.4 Types of Business Research: Quantitative and Qualitative, Fundamental and Applied, Inductive and Deductive 1.1.5 Role of Research in Business Decision Making 1.2 Research Process and Ethics 1.2.1 Characteristics of Scientific Research 1.2.2 Steps in the Scientific Research Process: Identification of the Research Problem, Literature Review, Formulation of Hypotheses, Research Design, Data Collection, Data Analysis, Testing Hypotheses and Drawing Conclusions, Discussion, Report Writing and Presentation 1.2.3 Ethical Issues in Research 1.2.4 Code of Conduct for Researchers
<ul style="list-style-type: none"> • Define literature and understand the different types of literature relevant to research. • Understand the process of conducting a literature review and identify various types of literature reviews. • Evaluate the qualities that constitute good literature in research. • Develop a conceptual framework, including the identification of research variables and establishing relationships among them 	Unit II: Literature Review and Theoretical Framework (8 Hours) 2.1 Literature Review 2.1.1 Definition of literature and its types 2.1.2 Literature Review Process 2.1.3 Types of Literature Review 2.1.4 Quality of good literature 2.1 Theoretical Framework 2.2.1 Key Concept and Definition of Theoretical Framework 2.2.2 Rationale of Theoretical Framework in Research 2.2.3 Developing Conceptual Framework in Research 2.2.4 Identification of research variables and establishing relationship
<ul style="list-style-type: none"> • Understand the concept of research design, problems identification and hypothesis • Able to generating research 	Unit III: Problems Identification, Hypothesis Formulation and Research Design (8 Hours) 3.1 Problems Identification 3.1.1 Concept of Problems Identification



<p>questions based on identified problems.</p> <ul style="list-style-type: none"> • Capable of formulation of good hypothesis as per the requirement of research • Able to select appropriate research design in practical life 	<p>3.1.2 Steps of Problems Identification Generating of Research Questions 3.2 Hypothesis Formulation 3.2.1 Concept of Hypothesis 3.2.2 Types and importance of Hypothesis 3.2.3 Criteria of Good Hypothesis 3.3 Research Design 3.3.1 Introduction to Research Design 3.3.2 Types of Research Design 3.3.2.1. Quantitative research design: a) Exploratory Research Design, b) Descriptive Research Design, c) Explanatory Research Design, 3.3.2.2. Qualitative research design: a) Phenomenological Research Design, b) Grounded Theory Research Design, c) Case Study Research Design 3.3.3 Significance of Selection of Right Research Design</p>
<ul style="list-style-type: none"> • Understand the concept and importance of different scales of measurement and sampling • Competent to apply the different types of measurement scales in research • Capable to construct scales to measure psychometric data effectively. • Able to evaluate the reliability and validity of measurement scales. • Skilled at calculating the appropriate sample from population • Understanding the different types of sampling techniques and qualify to apply the appropriate sampling method. 	<p>Unit IV: Scale of Measurement and Sampling (8 Hours) 4.1 Scale of Measurement 4.1.1 Understanding of Scale of Measurement 4.1.2 Types of Measurement Scale and their Feature : Nominal, Ordinal, Interval and Ratio 4.1.3 Construction of Scale to Measure Psychometric Data 4.1.4 Test of Reliability and Validity of Scale 4.2 Sampling 4.2.1 Definition of Population, Sampling Frame and Sampling 4.2.2 Probability Sampling Methods (Simple Random, Systematic, Stratified, Cluster) 4.2.3 Non-Probability Sampling Methods (Convenience, Purposive, Judgmental, Quota, and Snowball) 4.2.3 Sampling and non-sampling errors and ways of reducing sampling errors</p>
<ul style="list-style-type: none"> • Understand the concept, types, and and features of data • Develop skills in conducting questionnaire survey, interviews focus group discussions and observation to gather primary data. • Capable to understand the characteristics, sources, and limitations of data and assess its validity and reliability 	<p>Unit V: Data Collection and Data Analysis Tools (8 Hours) 5.1 Types and Feature of Data 5.2 Primary Data Collection Tools 5.2.1 Characteristics of Primary Data, Its Sources and Types 5.2.2 Constructing a Good Questionnaire 5.2.3 Conducting Effective Interview 5.3.4 Managing a Focus Group Discussion Effectively 5.3.5 Getting Data through Observations 5.3.6 Challenging of Qualitative Data Collection 5.3 Secondary Data Sources 5.3.1 Characteristics of Secondary Data, Its Sources and Types</p>

<ul style="list-style-type: none"> • Able to collect qualitative data and analyse it with appropriate methods using or not using the software. • Apply data analysis tools and software as per the nature of data. 	<p>5.3.2 Challenges and Limitation of Secondary Data</p> <p>5.3.3 Validity and Reliability of Secondary Data</p> <p>5.4 Data Analysis Tools</p> <p>5.4.1 Data Editing, Coding, Entry, and Cleaning</p> <p>5.4.1 Use of Descriptive Statistics for Data Analysis: a) Measures of Central Tendency (Mean, Median, Mode), b) Measures of Dispersion (Range, Variance, Standard Deviation), c) Graphical Representation of Data</p> <p>5.4.2 Use of Inferential Statistics for Data Analysis: a) Non-parametric tests, b) Parametric test, c) Hypothesis Testing, d) Univariate, Bi-variate and Multivariate Analysis</p> <p>5.5 Qualitative Data Analysis</p> <p>5.5.1 Method of Qualitative Data Analysis: a) Content Analysis, b) Thematic Analysis, c) Narrative Analysis, d) Discourse analysis, e) Grounded theory analysis,</p> <p>Process of Qualitative Data Analysis:</p> <p>5.6 Use of Software in Data Analysis: Introduction to Quantitative Data Analysis Software viz. SPSS, SAS, EViews and Qualitative tools viz. NVivo, ATLAS.ti, MAXQDA etc.</p>
<p>Understand the objectives, types, and structure of a research proposal and report.</p> <p>Able to present research results using visual tools such as pictures, graphs, tables, and figures.</p> <p>Competent to prepare quality research proposal and research report.</p>	<p>Unit VI: Proposal and Report Writing (8 Hours)</p> <p>6.1 Writing the Research Proposal</p> <p>6.1.1 Objectives, Types and Structure of Research Proposal</p> <p>6.1.2 Qualities of Good Research Proposal</p> <p>6.2 Writing the Research Report</p> <p>6.2.1 Objectives, Types and Structure of Research Report</p> <p>6.2.2 Qualities of Good Research and Report</p> <p>6.2.3 Presenting Results through Picture and Graphs, Tables and Figures</p> <p>6.2.4 Preparing a research report, Presentation and Dissemination</p>

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

4. Methods of Instruction

Lectures (Core content delivery and discussions), **Case Studies** (Real world applications and analysis), **Guest Lectures** (Professional research experts sharing insights), **Group Projects** (Collaborative learning and presentations), **Training** (Using research tools and software), **Assessments** (Quizzes, class participation, assignments, developing questionnaire and proposals, written exams).

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.

5.1.3 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

Text Books

Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. McGraw-Hill Education.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2012). *Business Research Methods*. Cengage Learning.

References

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. Wiley.

Merriam, S.B. & Tisdell, E. J. (2023). *Qualitative Research: A Guide to Design and Implementation*. Jossey-Bass

Burns, R.B. & Burns, R. A. (2008). *Business Research Methods and Statistics Using SPSS*. Sage.



Human Resource Management

Pokhara University
Faculty of Management Studies

Course code.: MGT 114

Course title: **Human Resource Management**

Nature of the course: Theory & Practice

Year 2, Semester IV

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 focuses on the strategic and operational aspects of Human Resource Management (HRM). It covers the concepts, strategic HRM, changing scenario as inclusion and digitalization of HR processes, issues relating to recruitment/e-recruitment, selection, training and development, performance management, compensation management, retention practices, and industrial relation. Students will learn to manage human capital/talent management effectively in a dynamic business world. The course also aims to develop students' abilities to manage human resource effectively using self-learning, experiential exercises, and use of electronic tests.

2. General Objectives

The general objectives of this course are:

- To familiarize the fundamental concepts of HR, its practices and contribution to the corporate world.
- To expose students with the practical insights through experiential learning and electronic assessments advantage.
- To acquaint the strategic role of human resource in achieving organizational goals.
- To enable students to implement effective recruitment and selection processes.
- To develop and manage the training and development programs as a development process.
- To enhance the knowledge/skills of the students by encourage performance management and maintenance system as a continuous process.

3. Contents in Detail

Specific Objectives	Contents
<ul style="list-style-type: none"> • Understand the concept, evolution, and importance of HRM in organizations. • Recognizes the strategic role of HR professional in business world. • Realizes the acceptance of changes 	<p>Unit I: Introduction to Human Resource Management (6 Hours)</p> <p>1.1 Definition and importance of HRM</p> <p>1.2 Evolution and development of HRM</p> <p>1.3 Strategic human resource management (SHRM)</p> <p>1.3.1 Changing scenario of demographic changes and inclusion</p>



<p>in the demographic scenario and inclusion.</p> <ul style="list-style-type: none"> Analyze the strategies of HR in merger, acquisition and SHRM in the Nepalese context. 	<p>1.3.2 SHRM in Nepalese scenario 1.4 Role of HR in merger and acquisition</p>
<ul style="list-style-type: none"> Explain job analysis and recruitment process. Understand the job matching using job specification and job description. Design and develop effective recruitment strategies and e-recruitment as a priority initial process for the organizational performance. Understand various selection methods and tools. Understand the practice of job analysis, recruitment, and selection processes in the Nepalese business world. 	<p>Unit II: Recruitment and Selection Process (8 Hours) 2.2 Job Analysis 2.2.1 Job Design and Job Analysis 2.2.2 Job description (JD) 2.2.3 Job specification (JS) 2.2.4 Job Evaluation 2.3 Recruitment strategies 2.3.1 HR demand and supply forecast 2.3.2 E-recruitment 2.3.3 Competency-based employee 2.4 Selection methods and tools 2.5 Practices of recruitment and selection in the Nepalese environment</p>
<ul style="list-style-type: none"> Understand the importance of training need. Identify, design and implement effective training methods. Evaluate training effectiveness. Identify the differences between training and development. Understand the practices of training and development in the Nepalese institutions. 	<p>Unit III: Training and Development (8 Hours) a. Training need assessment i. Purpose of training need assessment ii. Designing training programs iii. Use of digital learning platform in training b. Evaluation of training effectiveness c. Employee development process d. Difference between training and development e. Training and development in the Nepalese context</p>
<ul style="list-style-type: none"> Understand the performance management process. Implement effective performance appraisal methods. Explain the importance of coaching and feedback. 	<p>Unit IV: Performance Management (10 Hours) 4.2 Performance management system 4.3 Performance appraisal methods 4.3.1 Self-evaluation 4.3.2 Ranking method 4.3.3 Rating scaling 4.3.4 Forced choice 4.3.5 Critical incident method 4.3.6 Behaviorally anchored rating scale (BARS) 4.3.7 Management by objectives (MBO) 4.3.8 360-degree feedback 4.4 Maintenance process (managing poor</p>



	performance) 4.4.1 Counseling and coaching 4.4.2 Mentoring 4.4.3 Feedback 4.5 Digital performance management system 4.6 Performance management and performance appraisal in the Nepalese enterprises
<ul style="list-style-type: none"> • Explain the components of compensation system. • Develop strategies for various employee benefits. • Evaluate the effectiveness of compensation and benefits packages. • Evaluation of compensation benefits to employees. 	Unit V: Compensation and Benefits (10 hours) 5.6 Principles of compensation design 5.7 Employee benefits strategies 5.8 Types of benefits strategies 5.8.1 Financial incentives 5.8.2 Non-financial incentives 5.9 Evaluation of compensation and benefits 5.10 Skill-based and performance-based pay 5.11 Legal considerations in compensation 5.12 Digital Compensation Management
<ul style="list-style-type: none"> • Understand the importance of employee relations. • Identify the key labor laws affecting HRM. • Explain the process of handling conflict and grievances. 	Unit VI: Industrial Relations (6 Hours) 6.1 Importance of industrial relations 6.2 Labor laws 6.3 Conflict management and grievances procedures 6.4 Digital industrial relations tools

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

4. Methods of Instruction

Lectures, classroom discussions, experiential learning, case analysis, role play, simulations, group task 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

Text Books

Armstrong, M., & Taylor, S. *Armstrong's Handbook of Human Resource Management Practice*. Kogan Page.

Dessler, G. *Human Resource Management*. Pearson.

References

Armstrong, M. *Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance*. Kogan Page.

Noe, R. A., Hollenbeck, J. R., Gerhart, B. A., & Wright, P. M. *Fundamentals of Human Resource Management*. McGraw-Hill Education.

Whitmore, J. *Coaching for Performance: Growing Human Potential and Purpose: The Principles and Practice of Coaching and Leadership*. Nicholas Brealey Publishing, London.

Wilkinson, A. *Human Resource Management: A Very Short Introduction*, Oxford University Press.



Introduction to Financial Management

Pokhara University
Faculty of Management Studies

Course code: FIN 111

Course title: **Introduction to Financial Management**

Nature of the course: Theory & Practice

Year 2, Semester IV

Level: Bachelor

Program: BBA

Full marks: 100

Pass marks: 45

Credit hours: 3.0

Total hours: 48

1. Course Description

This course provides a comprehensive introduction to financial management, covering essential topics such as financial management decisions, the role of financial managers, and the importance of corporate governance and ethics. Students will explore capital structure, dividend policy, and the impact of leverage on financial decisions. The course also delves into raising capital, including bonds, preferred and common stock, venture capital, and crowd funding. Main aspects of working capital and short-term financial management are examined, along with derivatives and financial risk management. The course concludes with special topics like mergers and acquisitions, financial distress, sustainable finance, and the impact of FinTech on financial management.

2. General Objectives

The general objectives of the course are:

- To familiarize the students with financial management principles, financial management decisions and the role of financial managers in organizations.
- To understand and analyze capital structure and dividend policies, including the impact of leverage on financial performance.
- To explore various methods of raising capital, focusing on bonds, preferred and common stock, venture capital, and crowd funding.
- To develop strategies for effective working capital and short-term financial management, including cash, credit, and inventory management.
- To comprehend the concepts and valuation methods of derivatives and the fundamentals of financial risk management.
- To make able to understand special topics in financial management, such as mergers and acquisitions, financial distress, and the emerging fields of sustainable finance and FinTech.



3. Contents in Detail

Specific Objectives	Contents
<ul style="list-style-type: none"> Define the fundamental concepts and scope of financial management, including its meaning and purpose. Identify and explain the key financial management decisions that impact a firm's financial health and growth. Describe the responsibilities of financial managers in ensuring effective financial decision-making and organizational success. Analyze the goal of value maximization as a primary objective in financial management and its implications for business strategy. Comprehend the agency relationship, corporate governance, and the role of ethics in financial management to ensure responsible and sustainable business practices. 	<p>Unit I: Introduction to Financial Management (6 Hours)</p> <p>1.1 Meaning of Financial Management 1.2 Financial Management Decisions 1.3 Financial Manager's Responsibilities 1.4 Goal of Value Maximization 1.5 The Agency Relationship 1.6 Concept of Corporate Governance and Ethics in business</p>
<ul style="list-style-type: none"> Understand the concept of capital structure and analyze the factors influencing the determination of a target capital structure Assess the relationship between business and financial risk, and apply break-even analysis to evaluate the effects of different leverage levels. Differentiate between operating leverage, financial leverage, and total leverage, and evaluate their combined impact on a firm's profitability and risk. Differentiate between various capital structure theories like: Traditional Approach, Net Income Approach, Net Operating Income Approach, and Modigliani-Miller Proposition, to understand their relevance in financial decision-making. Examine the principles of dividend policy, including cash dividends, and identify the key factors that influence dividend decisions within a firm. Enhance the knowledge of implications of stock repurchases, stock dividends, stock splits, and share buybacks on shareholder value and corporate financial strategy. 	<p>Unit II: Capital Structure and Dividend Policy (12 Hours)</p> <p>2.1 Concept of Capital Structure 2.2 Target Capital Structure 2.3 Business and Financial Risk 2.4 Break-even Analysis 2.5 Concept of Leverage 2.6 Operating Leverage 2.7 Financial Leverage 2.8 Total Leverage 2.9 Impact of Financial Leverage 2.10 Capital Structure Theories: a) Traditional Approach, b) Net Income Approach, c) Net Operating Income Approach 2.11 Modigliani-Miller Proposition 2.12 Dividend Policy 2.12.1 Cash Dividend and Dividend Payment 2.12.2 Factors Affecting Dividend Policy 2.12.3 Establishing a Dividend Policy 2.12.4 Stock Repurchase 2.12.5 Stock Dividend, Stock Split, and Reverse Split 2.12.6 Share Buybacks and Their Implications (New Content)</p>



Specific Objectives	Contents
<ul style="list-style-type: none"> Understand the meaning, types, and features of bonds, preferred stock, and common stocks. Able to explore the rights and privileges of common stockholders and evaluate the implications of these rights on corporate governance and decision-making. Analyze the process of raising capital through Initial Public Offerings (IPOs) and understand the role and functions of investment bankers in facilitating this process. Examine alternative long-term financing options, including venture capital, lease financing, and crowdfunding, and assess their suitability for different business scenarios. 	Unit III: Raising Capital and Long-term Financing Instruments (8 Hours) 3.1 Meaning, Types and Features of Bond 3.2 Meaning, Types and Features of Preferred Stock 3.3 Meaning and Features of Common Stocks 3.4 Rights and Privileges of Common Stockholders 3.5 Initial Public Offerings (IPOs) 3.6 Concept and Functions of Investment Bankers 3.7 Concept of Venture Capital 3.8 Concept of Lease Financing 3.9 Crowdfunding as a Financing Option
<ul style="list-style-type: none"> Understand the core concepts of short-term financial management, cash and net working capital management, and the operating and cash cycles. Familiar with the operating cycle and cash cycle of company. Analyze the key aspects of short-term financial policies, the size of investment in current assets and alternative financing strategies for managing current assets. Develop effective cash management techniques, cash budgeting, understanding float, and optimizing cash collection, disbursement, and investment processes. Evaluate credit, receivables, and inventory management strategies, and understand their role in maintaining efficient working capital and ensuring effective supply chain financing. Able to apply different in credit, receivables, and inventory management strategies, and understand their role in maintaining efficient working capital and ensuring effective supply chain financing 	Unit IV: Short-term Financial Management (8 Hours) 4.1 Concept of Short-term Financial Management 4.2 Tracing Cash and Net Working Capital 4.3 The Operating Cycle and the Cash Cycle 4.4 Aspects of Short-term Financial Policy 4.5 Size of Investment in Current Assets 4.6 Alternative Financing Policies for Current Assets 4.7 Cash Budget 4.8 Reasons for Holding Cash 4.9 Understanding Float 4.10 Cash Management Techniques 4.10.1 Collection 4.10.2 Disbursement 4.10.3 Investment 4.11 Credit and Receivables 4.11.1 Components of Credit Policy 4.11.2 Terms of Sales 4.11.3 Optimal Credit Policy 4.11.4 Credit Analysis 4.11.5 Collection Policy 4.12 Inventory Management 4.12.1 Concepts and Types 4.12.2 Inventory Management Techniques: ABC Approach, EOQ 4.13 Supply Chain Financing
<ul style="list-style-type: none"> Understand the basics of derivatives and their markets 	Unit V: Introduction to Derivatives (8 Hours)



Specific Objectives	Contents
<ul style="list-style-type: none"> • Able to differentiate between types of derivatives • Be competent to explain the key features of futures, options, and swaps contracts • Analyze the application of derivatives in the Nepalese market 	5.1 Introduction to Derivatives 5.2 Overview of Derivative Markets 5.3 Types of Derivatives (Futures, Options, Swaps, Forwards) 5.4 Overview of Futures Contracts 5.5 Overview of Options Contracts 5.6 Overview of swaps 5.7 Application of derivatives in Nepalese market
<ul style="list-style-type: none"> • Understand the meaning, motives, and types of mergers and acquisitions, and differentiate between the two to assess their impact on corporate strategy. • Explore the concept of financial distress, including its causes and effects, and examine the processes of bankruptcy and liquidation in distressed companies. • Gain insights into sustainable finance and Environmental, Social, and Governance investing, and evaluate their importance in modern financial decision-making. • Analyze the impact of FinTech on financial management, focusing on how technological innovations are reshaping financial practices and strategies. 	Unit VI: Special Topics in Financial Management (6 Hours) 6.1 Mergers and Acquisitions 6.1.1 Meaning, Motives and Types 6.1.2 Differences Between Mergers and Acquisitions 6.2 Financial Distress: 6.2.1 Concept of Financial Distress 6.2.2 Bankruptcy 6.2.3 Liquidation 6.3 Sustainable Finance and ESG Investing 6.4 FinTech and Its Impact on Financial Management

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

4. Methods of Instruction

Lectures (Core content delivery and discussions), **Case Studies** (Real world applications and analysis), **Guest Lectures** (Professional experts sharing insights), **Group Projects** (Collaborative learning and presentations), **Training** (Using research tools and software), **Assessments** (Quizzes, class participation, assignments, developing questionnaire and proposals, written exams)

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.

5.1.3 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

Text Books

- Ross, S. A., Westerfield, R. W., & Jordan, B. D. *Fundamentals of Corporate Finance*. New Delhi: Tata McGraw-Hill.
- Brealey, R. A., Myers S. C., Alen, F., & Mohanty, P. *Principles of Corporate Finance*. New Delhi: McGraw-Hill Education (India).

References

- Brigham, E. F., & Ehrhardt, M. C. *Financial Management: Theory and Practice*. Delhi: Clengage Learning.
- Van Horne, J. C., & Wachowicz, J. R. *Fundamentals of Financial Management*. New Delhi: PHI Learning.
- Ross, S.A, Westerfield, R.W. and Jaffe, J. (2022). *Corporate Finance: Core Principles and Applications*. New York: McGraw-Hill Education
- H., David, Grinblatt, M. & Titman, S. (2020). *Financial Markets and Corporate Strategy*. New York: McGraw-Hill Education



Academic Writing

Pokhara University Faculty of Management Studies

Course Code: PRC 114
Course title: **Academic Writing**
Nature of the course: Practical
Year 2, Semester IV
Level: BBA
Program: BBA/ BBA (Finance)

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

1. Course Description

Academic Writing (PRC 114) is a fundamental guide to the students of undergraduate Management stream that aims at imparting a strong base for academic as well as professional business writing skills in learners. It covers the very basic principles of writing well substantiated paragraphs led by a strong controlling idea (as topic sentence in paraprah level and thesis statement in whole write up) using a fair and plain English language.

2. General Objectives

The general objectives of this course are:

- To help the students develop their basic academic writing skills.
- To cultivate students' critical reading habits.
- To enable students to think critically and clearly.
- To guide students through the academic journey of active/critical reading.
- To involve students in writing reflection notes, generating and arranging ideas under various pre-writing activities including topic selection, thesis formulation, outlining the paragraphs according to essay patterns, drafting, editing and more.

3. Contents in Details

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
<ul style="list-style-type: none"> • Critically examine prevailing birth order theories and myths • Write personal response paragraphs • Identify the controlling idea of a paragraph 	<p>Unit I: Birth Order and Your Place in Life (3 Hours)</p> <p>Readings: as prescribed in the recommended textbook</p> <p>1.1 Paraphrasing/ summarizing</p> <p>1.2 Writing topic sentences</p> <p>1.3 Phrases, clauses and fragments</p>



<ul style="list-style-type: none"> Express themselves about their attachments with loved ones, family members, friends, community, country etc. Summarize and make annotation after a close reading Write essays related to emotional intelligence using their personal narrative Write paragraphs minimizing the run on errors 	Unit II: Matters of the Heart (3 Hours) Readings: as prescribed in the recommended textbook 2.1 Summarizing 2.2 Writing patternized paragraphs (focusing on Narrative) 2.3 Correcting run-on sentence errors
<ul style="list-style-type: none"> Formulate and use thesis statements as the controlling idea of the essay (out of a series of writing/ editing workshops) 	Unit III: Friendship (1 Hour) Readings: as prescribed in the recommended textbook 3.1 Formulating Thesis statements and Using them in context
<ul style="list-style-type: none"> Articulate their views on karma, work life balance Compose precise, coherent and cohesive sentences Outline a structured essay (comparison and contrast, cause and effect, definition) 	Unit IV: Live to Work or Work to live (3 Hours) Readings: as prescribed in the recommended textbook 4.1 Summarizing 4.2 Coherence and Transition in writing 4.3 Essay Outlining 4.4 Paragraph writing 4.5 Peer editing
<ul style="list-style-type: none"> Distinguish between the common ethical questions like right or wrong and take a clear stand Develop persuasive/ argumentative essays 	Unit V: Questions of Right and Wrong (3 Hours) Readings: as prescribed in the recommended textbook 5.1 Writing Persuasive/ argumentative essay 5.2 Writing other patternized essays
<ul style="list-style-type: none"> Write argumentative/ comparison contrast/ definition essays around technological advancement and quality of work/personal life Improve professional writing skills avoiding common logical fallacies and violation of grammatical parallelism 	Unit VI: Progress and Tradition (3 Hours) Readings: as prescribed in the recommended textbook 6.1 Avoiding Logical Fallacies 6.2 Grammatical Parallelism

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

4. Methods of Instruction

The main methods of instruction will be lecture, discussion, group work, writing workshops, presentations, multi-media interactions etc. These pedagogical approach aim



to groom the students with critical reading skill, basic academic writing and editing skills, and essential language skills.

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:

Smalzer, William R. (2005/ latest). Write to Read: Reading, reflection, and writing. 2nd ed. CUP.

Colonna, Mary R. & Gilbert, Judith E. (2006/latest). Reason to write: Strategies for success in academic writing. OUP.

Kirsznier, G. Laurie & Stephen R. Mandell: *Patterns for College Writing: A Rhetorical Reader and Guide*, 7th ed. New York: St. Martin's Press

