

**BAGMATI PROVINCE UNIVERSITY
FACULTY OF MANAGEMENT AND LAW**



**BACHELOR OF BUSINESS ADMINISTRATION
(BBA)
Program and Curriculum**

**Faculty of Management and Law
Bagmati Province University (BPU)
Hetauda**

2025

BAGMATI UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Program Objectives

The academic philosophy of Bagmati Province University (BPU) is rooted in a commitment to excellence, innovation, and holistic development. This philosophy guides the university's approach to education, research, industry attachment and community engagement. Bagmati Province University's Bachelor of Business Administration (BBA) program seeks to provide students with fundamental knowledge and useful abilities in a range of business administration domains. The Bachelor of Business Administration (BBA) program is inclusive and covers numerous aspects of contemporary management and business education. Additionally, the program assists students in cultivating the appropriate dispositions and attributes needed to oversee corporate operations. In particular, the program seeks to develop graduates who exhibit strong analytical, problem-solving, and communication abilities. The major objectives of the BBA program are as follows;

- To prepares students for potential careers in business management and provides a comprehensive understanding of various aspects of business.
- To equip students with the knowledge and abilities needed to use processes, tools, and strategies to solve business problems and accomplish organizational goals.
- To equip students with the knowledge and abilities needed to succeed as corporate leaders, entrepreneurs and make significant contributions in many other fields.
- To design an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning
- To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Curriculum Structure

The curriculum is to give students the abilities, know-how, attitudes, and skills necessary to succeed in the management of industry and other business activities. Students who complete the curriculum gain a comprehensive understanding of the difficulties facing the modern corporate world. The BBA program of BPU prepares students for further education and gives them a foundation for career advancement. The following six separate components make up the curriculum:

Allied Courses:

These courses give students a solid foundation in economics, behavioral science, statistics, mathematics, information technology, and the legal environment of business them to improve their skills.

Core Courses:

Students will gain an understanding of the fundamental and functional areas of management through these courses, which will also help them, build their capacity to synthesize and recognize the relationships between various areas.

Specialized Courses:

The optional courses are social science-based and not business-related. Any two of the elective courses on the list may be chosen by a student. These classes are taught in the same manner as other classes and receive the same grades.

Project Work and Experiential Learning:

During the study year, students must complete project work and experiential learning. The projects entail empirical study of fieldwork. When preparing these reports, students must adhere to the guidelines. In addition, students must complete six to eight weeks of experiential learning in corporate enterprises. This course helps students put their academic knowledge into practice while also giving them the chance to obtain practical experience.

Practicum Courses:

These courses will assist students in experiencing the fundamental practical tasks that are stressed to gain knowledge and abilities in the workplace. Academic writing, technology proficiency, software training, and the development of soft skills for professional competences are all included in the practicum.

Seminar Courses:

In addition to helping students develop their leadership and communication skills, the course will teach how to prepare knowledge papers in the relevant field and present them in the mass.

Program Features

The BBA degree provides a foundation in business and tailored to a student's individual career interests or aspirations. The four-year BBA curriculum is divided into eight semesters. To graduate, a student must finish 120 credit hours of coursework, projects, practicums, seminars, experiential learning and internships. In addition to lectures, case studies, group discussions, project work, field trips, term paper preparation, class presentations, and other instructional strategies are used to support the lessons. Students are encouraged to participate in class activities, group discussions, and individual presentations in order to build their interpersonal and communication skills. English will be the language of instruction and testing for this program, and students should be able to communicate in English and have a strong command of the language.

The Semester System

The main characteristics of the semester system are the ongoing assessment of each student's performance and the freedom to advance at a rate that best suits each student's aptitude while still meeting credit requirements. Each course in this program has a different number of credit hours awarded to it based on how many hours it has lectures, tutorials, and practical work in a week. Each semester, one credit is given for one lecture or contact hour every week. In other words, a course lasting one credit has sixteen contact/class hours, a course lasting two credit hours has thirty-two contact/class hours, and a course lasting three credit hours has forty-eight contact/class hours. Every course has a faculty member designated to teach it. If the course is taught by more than one faculty member, then one of the members is designated as the coordinator of that course.

ELIGIBILITY CONDITION FOR ADMISSION

A candidate applying for BBA program should fulfill the following criteria:

- A successful completion of a twelve-year education or its equivalent from any university, board, or institutions recognized by Bagmati University.
- At least second division in the 10+2, PCL or equivalent program, a minimum D+ grade in each of the grade 11 and 12 class subjects with a CGPA of 1.8 or higher
- Compliance with all application requirements.

ADMISSION CRITERIA

Written Test:

The Bagmati Province University Common Admission Test (BUCAT), an entrance examination, administered by the Bagmati Province University (BPU) must be taken by eligible candidates. The test will adhere to international standards and testing patterns. It encompasses the following areas

- Quantitative Ability
- Verbal Ability
- Logical Reasoning
- Data Interpretation
- General Awareness

The BUCAT will have a total of one hundred (100) objective questions, with twenty (20) questions in each section with total weight of one hundred (100) marks. To be eligible for the admission student must take the entrance and followed with an interview.

Interview

Candidates will be shortlisted if their BUCAT scores are higher than the cutoff points in accordance with the seats available. Only those who make the shortlist will be interviewed and accepted for admission procedures.

TEACHING PEDAGOGY/LEARNING STRATEGIES

Class lectures, group discussions, case studies, guest lectures, role-playing, research, individual and group projects, theoretical and practical assignments, and term papers are all part of the teaching pedagogy. The teaching staff will choose the pedagogy based on the requirements of the course. In addition to recommended foundational texts and additional materials for the successful teaching learning of the course modules, the concern faculty must create a thorough course outline and work plan at the beginning of each semester.

Seminar and Practicum

Seminars and practicums may be conducted in compliance with guidelines, and evaluation standards must be closely adhered to as specified in the guidelines.

Experiential Learning

Students will be assigned to organizations during their final semester, where they will work for eight weeks. Based on their work in the designated organization, each student must create an individual project report in the format specified. The organization's confidential report, project report and, and report presentation will serve as the foundation for the experiential learning's evaluation. By the end of the eight semesters, the report must be turned in. Students must complete the experiential learning with at least a 'C' grade. The weight of the experiential learning is equal to four credit hours.

Examination, Evaluation and Grading System

The evaluation consists both summative and formative evaluation system in the program. The semester will be used to carry out the BBA program. The regular program shall complete in eight semesters. The external (Semester-ending) exam will worth 50% of the total weight, while the internal (continuing) evaluation will worth 50%. The university will administer the semester end exams. The students' overall performance in the internal and external exam will determine their final grade.

Passing Grade and Grading System

The test administered by Bagmati Province University serves as the final assessment of the students. To be eligible to take semester exam, students must receive at least a 'B' or a grade point Average (GPA) of 3.00 in the internal evaluation. A minimum grade of 'B' or CGPA of 3.00 is required of the student in order to pass the semester exam. The following will be the grading scheme:

Letter Grade	Cumulative Grade Point Average (CGPA)	Marks Obtained in Percent	Divisions / Remarks
A	4	90-100	Distinction
A-	3.7-3.99	80-89.9	Very Good
B+	3.3- 3.69	70-79.9	First Division
B	3.00 - 3.29	60 - 69.9	Second Division
B-	2.70 - 2.99	50 - 59.9	Pass in Individual Subject
F	Below 2.70	Below 50	Fail

Make up/ Retake Exam

Make up/Retake examination shall be conducted as per the semester guideline.

Attendance

Regular attendance at all theory and practical classes, assignments, field trips, study tours, seminars, and presentations are necessary for the course. For a student to be eligible for the semester exam, they must participate in at least 80% of these events.

Credit Transfer and Withdrawal

The program enables students to transfer their credit to other universities that Bagmati University recognizes as having comparable programs. If a student wants to stop their studies after completing a portion of the BBA program, they can also withdraw from the program. In these situations, a certificate detailing the student's program credit will be given.

Graduation Requirements

The BBA program lasts for four academic years, or eight semesters. After fulfilling each of the following requirements outlined in the curriculum, the BBA degree is granted.

- The successful completion of 120 credit hours as required, with a CGPA of 3.00 and a minimum passing grade in every course.
- At least a "B" grade should earn in experiential learning
- Courses must be finished within seven years of registration in order to satisfy the requirements of the BBA program.

Curriculum Structure

Students enrolled in the BBA program must complete 120 credit hours of coursework. The following five distinct course components make up the program's curriculum structure.

Allied Courses	(32 Credit Hours)
Business Communication	2
Basic Statistics	3
Computer Basic	3
Foundation of Economics	3
Basic Econometric	2
Operationalization of Software (SPSS, SmartPLS, Python, STATA)	3
Corporate Law and Governance	3
Research Methodology for Business	3
Operation Management	2
Management Information System (MIS)	3
Sociology and Industrial Psychology	2
Data Mining and modelling	3

Management Core Courses	(50 Credit Hours)
Introduction to Management	3
Financial Accounting (Compliance)	3
Organizational Behavior in Nepalese Settings	3
Fundamental Marketing	3
Basic Finance	3
Human Resource Management	3
Corporate Politics and Dynamics	3

Sustainable Business	3
Public Sector Accounting	3
Taxation	2
Innovation and Entrepreneurship	3
Audit	2
Business Ethics	2
Corporate Reporting	3
International Business	2
Public policy Analysis	3
Digital Marketing	3
Strategic Management	3

Specialization

Any four courses from any one of following specialization area (12 Credit Hours)

Student can take two courses from specialization I and two courses from specialization II.

Concentration Area	Code	Course Title	Credits Hours
Accounting		Management Accounting, I	3
		Accounting for Banks and Financial Institutions I	3
		NGOs And INGOs Accounting I	3
		Accounting Reports and Financial Statement Analysis II	3
		Accounting for Project Management II	3
		Insurance Accounting II	3
Marketing		Market Research I	3
		Service Marketing, I	3
		Search Engine Marketing and Analytics I	3
		Database Marketing II	3
		Social Media Marketing II	3
		Event Marketing II	3
Finance		Fintech and Digital Finance I	3
		Green Financing, I	3
		Trade Finance I	
		Sustainable Finance II	3
		Social Finance II	3
		Behavioural Finance II	3
Management		Event Management I	3
		Project Management I	3
		Banks and Financial Institutions Management I	3
		Organizational Analysis II	3
		Civil Service Management II	3
		Leadership and Team Building II	3

IT and Management Science	Computer information System I	3
	IT Governance and Compliance I	3
	E-Commerce Technology I	3
	Managing Technology and Innovation II	3
	Cyber Security for Business II	3
	Database Design and Management II	3

Practicum		(5 Credit Hours)
Practicum on Business Communication		1
Practicum on e-marketing		1
Practicum on Corporate Law		1
Practicum on Action Research		1
Soft Skill Practicum		1

Simulation, Seminar, Project Work and Internship		(21 Credit Hours)
Seminar on Nepalese economy		1
Simulation on Organizational Behavior		1
Field Study on Geography and Demography		1
Capstone Project		2
IT based Innovation Project		1
Business Model Simulation		2
Community Engagement Project		1
Business plan Development		2
Experimental Learning Project (Internship)		9
Seminar on Public Policy Analysis		1

Semester I			
S.N.	Course Code	Course Title	Credit Hours
1	BBA411	Business Communication	2
2	BBA412	Practicum on Business Communication	1
3	BBA413	Basic Statistics	3
4	BBA414	Computer Basics	3
5	BBA415	Foundation of Economics	3
6	BBA416	Introduction to Management	3
Total Credit Hours			15

Semester II			
S.N.	Course Code	Course Title	Credit Hours
1	BBA421	Financial Accounting (Compliance)	3
2	BBA422	Organizational Behavior in Nepalese settings	3
3	BBA423	Fundamental Marketing	3
4	BBA424	Seminar on Nepalese economy	1
5	BBA425	Management Information System	3
6	BBA426	Simulation on OB	1
7	BBA427	Practicum on e-Marketing	1
Total Credit Hours			15

Semester III			
S.N.	Course Code	Course Title	Credit Hours
1	BBA431	Basic Finance	3
2	BBA432	Human Resource Management	3
3	BBA433	Basic Econometrics	2
4	BBA434	Operationalization of Software(SPSS, SmartPLS, Python, STATA)	3
5	BBA435	Corporate Law and Governance	3
6	BBA436	Practicum on Corporate Law	1
7	BBA437	Field Study on Geography and Demography	1
Total Credit Hours			16

Semester IV			
S.N.	Course Code	Course Title	Credit Hours
1	BBA441	Research Methodology for Business	3
2	BBA442	Corporate Politics & Dynamics	3
3	BBA443	Sustainable Business	3
4	BBA444	Public Sector Accounting	3
5	BBA445	Practicum on Action Research	1
6	BBA446	Capstone Project	2
Total Credit Hours			15

Semester V			
S.N.	Course Code	Course Title	Credit Hours
1	BBA451	Operation Management	2
2	BBA452	Innovation and Entrepreneurship	3
3	BBA453	IT-based Innovation Project	1
4	BBA454	Taxation	2
5	BBA455	Auditing	2
6	BBA456	Business Model Simulation	2
7	BBA457	International Business	2
8	BBA458	Business plan Development	2
Total Credit Hours			16

Semester VI			
S.N.	Course Code	Course Title	Credit Hours
1	BBA461	Data Mining and modeling	3
2	BBA462	Business Ethics	2
3	BBA463	Corporate Reporting	3
4	BBA464	Sociology and Industrial Psychology	2
5		Specialization I	3
6		Specialization II	3
7	BBA465	Soft Skill Practicum	1
Total Credit Hours			17

Semester VII			
S.N.	Course Code	Course Title	Credit Hours
1	BBA471	Public Policy Analysis	3
2	BBA472	Seminar on Public Policy Analysis	1
3	BBA473	Digital Marketing	3
4	BBA474	Strategic Management	3
5		Specialization I	3
6		Specialization II	3
7	BBA475	Community Engagement Project	1
Total Credit Hours			17

Semester VIII			
S.N.	Course Code	Course Title	Credit Hours
1	BBA481	Experiential Learning	9
Total Credit Hours			9

Specialization Courses (Specialization I and II should be selected from any one group in one semester and from another group in another semester)

Each course contains 3 credit hours

(12 Cr. Hours)

Elective Groups	Specialization I	Specialization II
Finance	<ul style="list-style-type: none"> ▪ FIN 401 Fintech and Digital Finance ▪ FIN 402 Green Finance ▪ FIN 403 Trade Finance 	<ul style="list-style-type: none"> ▪ FIN 404 Sustainable finance ▪ FIN 405 Social Finance ▪ FIN 406 Behavioral Finance
Accounting	<ul style="list-style-type: none"> ▪ ACC401 Management Accounting ▪ ACC402 Accounting for Banks and Financial Institutions ▪ ACC403 NGOs and INGOs Accounting 	<ul style="list-style-type: none"> ▪ ACC404 Accounting Reports and Financial Statement Analysis ▪ ACC405 Accounting for Project Management ▪ ACC406 Cost Accounting
Marketing	<ul style="list-style-type: none"> ▪ MKT 401 Market Research ▪ MKT 402 Service Marketing ▪ MKT 403 Search Engine Marketing and Analytics 	<ul style="list-style-type: none"> ▪ MKT 404 Database Marketing ▪ MKT 405 Social Media Marketing ▪ MKT 406 Event Marketing
Management	<ul style="list-style-type: none"> ▪ MGT 401 Event Management ▪ MGT 402 Project Management ▪ MGT 403 Bank and Financial Institutions Management 	<ul style="list-style-type: none"> ▪ MGT 404 Organization Analysis & Development ▪ MGT 405 Civil Service Management ▪ MGT 406 Leadership and Team Building
IT and Management Science	<ul style="list-style-type: none"> ▪ ITM 401 Computer Information System ▪ ITM 402 E-Commerce Technology ▪ ITM 403 IT Governance Compliance 	<ul style="list-style-type: none"> ▪ ITM 404 Managing Technology and Innovation ▪ ITM 405 Cyber Security for Business ▪ ITM 406 Database Design and Management

SEMESTER-WISE DETAILED SYLLABUS

Semester I

Subject: Business Communication

Course Code: BBA411

Credit Hours: 2

Total Hours: 32

Semester: I

Course objectives

The Business Communication Skills course aims to develop students' ability to communicate effectively in professional settings. Its objectives include introducing the fundamental principles of business communication, encompassing verbal, non-verbal, and written forms. The course emphasizes enhancing oral communication by building confidence in public speaking, delivering presentations, and engaging in interpersonal interactions within corporate environments. Additionally, students gain knowledge of business etiquette, including professional ethics, cultural sensitivity, and workplace conduct. A key component of the course is mastering digital communication through modern platforms such as email, video conferencing, and social media. By integrating these elements, the course equips students with the essential skills needed to succeed in the business world through clear, concise, and impactful communication.

Course descriptions

This course provides students with foundational principles and practical applications of effective business communication. It explores key communication strategies, business writing techniques, and interpersonal skills essential for professional success. Topics include audience analysis, persuasive messaging, report writing, email etiquette, and oral communication. Through the integration of theory and real-world case studies, students learn to craft clear, concise, and impactful business messages. The course ultimately prepares students to communicate confidently across corporate, entrepreneurial, and global business environments.

Learning outcomes

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

- Compose professional business documents, including emails, reports, and proposals, using appropriate tone and structure.
- Analyze business communication scenarios and apply suitable communication strategies.
- Demonstrate proficiency in digital communication tools and etiquette.
- Understand how culture and ethics influence professional exchange.
- Gain critical skills in preparing organized and analytical reports

Course contents

Unit 1: Fundamentals of Business Communication **LH 06**

- Nature, scope, and importance of business communication
- Communication process and barriers
- Verbal vs. non-verbal communication
- Ethical and cross-cultural communication

Unit 2: Writing Effective Business Messages **LH 06**

- The 3x3 writing process: planning, writing, and revising
- Business writing principles (clarity, conciseness, coherence, correctness)
- Tone and style in business writing
- Email etiquette and professional correspondence

Unit 3: Business Reports and Proposals **LH 05**

- Types of business reports (informational, analytical, feasibility reports)
- Components and structure of reports and proposals
- Formatting and visual presentation techniques

Unit 4: Oral and Interpersonal Communication **LH 05**

- Business presentations and public speaking skills
- Communication in teams and meetings
- Conflict resolution and negotiation

Unit 5: Employment Communication **LH 05**

- Writing resumes and cover letters
- Preparing for job interviews
- Business networking and LinkedIn profiles

Unit 6: Business Communication in a Digital World **LH 05**

- Social media and business communication
- Virtual communication and remote work etiquette
- Crisis communication and corporate reputation management

Reference Books

- Guffey, M. E., & Loewy, D. (2022). *Business communication: Process and product*. Cengage Learning.
- Murphy, H. A., Hildebrandt, H. W., Thomas, J. P., & King, D. C. (2018). *Effective business communications* (12th ed.). McGraw-Hill.
- Thill, J. V., & Bovée, C. L. (2020). *Excellence in business communication*. Pearson.

Subject: Practicum on Business Communication

Course Code: BBA412

Credit Hours: 1

Total Hours: 16

Semester: I

Course objectives

The Business Communication Skills Practicum is designed to strengthen students' practical abilities in professional communication within a business context. Through interactive exercises, real-world simulations, and collaborative projects, students will gain hands-on experience in crafting effective written, oral, and digital messages. This course bridges theoretical knowledge with practical application, emphasizing clarity, persuasion, and intercultural awareness. It fosters critical thinking, teamwork, and adaptability across various workplace communication scenarios. By mastering essential strategies, students will develop the confidence and competence required to succeed in diverse business roles and environments.

Course description

This One-credit practicum offers students an immersive, hands-on learning experience focused on developing essential communication skills for professional business settings. Participants will gain practical experience in delivering effective messages through written and oral communication in real-world contexts. Using role-playing, interactive tasks, and group projects, students will engage in business writing, presentations, and digital communication activities that reflect actual workplace demands. The course emphasizes the continuous development of writing, interpersonal, and presentation skills through constructive feedback and reflective learning.

Learning outcomes

After the completion of the course, the students will be able to:

- develop and deliver clear messages.
- apply practical communication skills in real business settings.
- prepare and pitch professional emails, letters, proposals, and reports.
- design a business model template for real business scenarios.
- enhance presentation skills while adhering to professional standards.
- utilize digital communication tools effectively.
- navigate interpersonal and team communication dynamics.
- practice cross-cultural communication skills.

Course contents

Unit 1: Business Writing

LH 05

- Draft professional emails, memos, letters, proposals, and reports.
- CV and Cover Letter preparation.
- Participate in peer reviews and feedback sessions to enhance clarity and tone.

Unit 2: Oral Communication**LH 06**

- Prepare and deliver concise business presentations or pitches.
- Interview simulations and role-plays.
- Receive and incorporate feedback from peers and instructors on delivery and style.

Unit 3: Interpersonal Communication**LH 05**

- Role-play exercises in negotiation, conflict resolution, and teamwork.
- Listening and feedback exercises.

Reference Books:

- Carnegie, D., & Lucas, S. E. (2014). *The art of public speaking* (12th ed.). McGraw-Hill Education.
- Davidson, W. (2014). *Business writing: What works, what won't* (3rd ed.). St. Martin's Griffin.
- Garner, B. A. (2013). *HBR guide to better business writing*. Harvard Business Review Press.
- Guffey, M. E., & Loewy, D. (2018). *Business communication: Process and product* (9th ed.). Cengage Learning.

Subject: Business Statistics

Course Code: BBA413

Credit Hours: 3

Total Hours: 48

Semester: I

Course Objectives

The objective of this course is to equip students with the knowledge and skills to apply statistical tools in business decision-making. It introduces fundamental concepts of data analysis, probability, estimation, hypothesis testing, correlation, and regression, enabling students to analyze business problems, interpret results, and make evidence-based decisions.

Course Description

This course provides an introduction to statistical concepts and techniques with a focus on their application in the business sector. It begins with the nature and role of statistics in business and introduces methods for organizing, describing, and summarizing data through descriptive measures and graphical presentations. Students will explore probability theory, probability distributions, and sampling distributions as the foundation for making inferences about populations. The course covers point and interval estimation, hypothesis testing, and decision-making under uncertainty. Special emphasis is placed on correlation and simple linear regression analysis as tools for understanding relationships between variables and predicting outcomes. Through case studies, problem sets, and practical exercises, students will learn to apply statistical tools in various areas such as marketing research, quality control, finance, human resource management, and operations. By the end of the course, students will be able to analyze business data, draw meaningful conclusions, and support managerial decision-making with evidence-based insights.

Learning outcomes

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

- Summarize the data
- Conceptualize the probability distribution of the real data
- Use the concept of inferential statistics in the business
- Interpret the results of output in the business sector.

Course contents

Unit 1: Data and Statistics

LH 04

Introduction to statistics, scope of statistics, application of statistics in business, Variables, scales of measurement, qualitative and quantitative data, cross-sectional and time series data, Data sources

Unit 2: Descriptive statistics**LH 16**

Summarizing qualitative and quantitative data, measures of location, measures of variability, exploratory data analysis, measures of skewness and kurtosis, measures of association between two variables

Unit 3: Introduction to probability and probability distribution**LH 08**

Concept on probability, basic relationships of probability, conditional probability, binomial probability distribution

Unit 4: Sampling and Sampling distributions**LH 04**

Population and sampling, types of sampling, sampling distribution of mean

Unit 5: Simple linear regression**LH 06**

Simple linear regression model, least squares method, coefficient of determination

Unit 6: Estimation and hypothesis**LH 10**

Concept of estimation and hypothesis, interval estimation of population mean for large sample, Z-test for single mean, t-test for single mean, Z-test for double mean, t-test for double mean

Reference Books

- Anderson, David R., Sweeney, Dennis J., and Williams, Thomas A. Statistics for Business and Economics. Thomson South-western.
- Levine, David M., Krehbiel, Timothy C., and Berenson, Mark L. Business Statistics A First Course. Pearson Education
- Gerald Keller. Statistics for Management and Economics. Thomson South-western.

Subject: Computer Basics

Course Code: BBA414

Credit Hours: 3

Total Hours: 48

Semester: I

Course objectives

Upon successful completion of this course, students will be able to understand the fundamental concepts of hardware and software, including operating systems, and effectively use common application tools such as word processors, spreadsheets, and presentation software. They will gain the ability to work with database management systems, develop knowledge of computer networks, the Internet, and its various services, and understand the concepts of search engines. In addition, students will be able to use email systems efficiently for effective communication in academic and professional contexts.

Course description

This course provides different concepts of computer basics, covering introduction to hardware and software, word processing, spreadsheet, presentation, database, and internet and its services.

Learning outcomes

- Understand the fundamental concepts of computer hardware, software, and operating systems.
- Apply word processing, spreadsheet, and presentation tools to create, format, analyze, and present information effectively.
- Design and manage simple databases and perform basic SQL queries for business applications.
- Explain the concepts of computer networks, Internet, and related services including search engines and email systems.
- Use Internet tools and email systems effectively for communication, information retrieval, and academic or professional tasks.

Course Contents

Unit 1: Introduction

LH 10

Digital and Analog Computers; Generations of Computers, Characteristics and Classification of Computers; Computer Applications; Introduction to CPU, Memory and I/O Devices; System Software and Application Software; Operating System and its Functions

Unit 2: Word Processor

LH 12

Creating, Opening and Saving Documents; Formatting Documents; Margins, Orientation, and Paper Size; Page Breaks and Section Breaks; Headers, Footers, and Page Numbers; Inserting and Formatting Tables, Pictures, Shapes, and Charts; Inserting Equations; Inserting Symbols; Spell Check and Grammar; Using Bullets and Numbers; Table of Contents; Referencing and Citation; Inserting Caption and Table of Figures; Mail Merge; Macro; Track Changes; Print Preview and Printing

Unit 3: Spreadsheet

LH 10

Workbook, Worksheet, Rows, Columns, and Cells; Creating, Saving, and Opening Files; Entering and Editing Data; Using Formulas and Functions; Cell References; Creating Charts; Conditional Formatting; Data Validation; Goal Seek and What-If Analysis; Working with Pivot Tables and Charts

Unit 4: Presentation

LH 05

Creating Slides for Presentation; Adding Backgrounds and Design Elements; Slide Transition; Animations; Slide Show; Slide Master and Layouts; Inserting Charts, Graphs, and Tables; Embedding Videos and Audio

Unit 5: Introduction to Databases

LH 06

Data, Database, and Database Management System; Database Design; Relational Database; Basics of SQL Queries; Database Applications

Unit 6: Network, Internet and World Wide Web

LH 05

Computer Network; Network Types and Topologies; Network Protocols; Networking Hardware; Wireless Networking; Internet and Applications; IP Address; Domain Name System; Hyper Text Transfer Protocol; File Transfer Protocol; World Wide Web; Search Engine; Email and Email Protocols

Laboratory Works:

Laboratory work includes doing practical works on word processing, spreadsheet, PowerPoint, and database management system.

Reference Books:

- Goel A. (2010). *Computer Fundamentals*. Pearson.
- Sinha, P. K., & Sinha P. (2010). *Computer Fundamentals: Concepts Systems and Applications*. BPB Publications.
- McFedries, P. (2025). *Microsoft 365 Office: All in One for Dummies*. 3rd Edition. John Wiley & Sons.
- Norton, P. (2017). *Introduction to Computers*. 7th Edition. McGraw Hill Education.
- Rajaraman, V. & Adabala, N. (2015). *Fundamentals of Computers*. 6th Edition. PHI Learning.

Subject: Foundations of Economics

Course Code: BBA415

Credit Hours: 3

Total Hours: 48

Semester: I

Course objectives

This course aims to enhance students' knowledge of economic theories and tools of optimization that develop their skills in achieving efficient utilization of economic resources in business practice and policy implications.

Course description

This course imparts theoretical and problem-solving (numerical and case analysis) knowledge to the students on basic concepts and issues in microeconomics, markets, equilibrium, and efficiency, theories of consumer behavior, production and cost analysis, pricing theory and practices, and fundamentals of macroeconomics.

Learning outcomes

By the completion of the course, students will be able to:

- Describe the nature of microeconomics and its use in business, and understand fundamental economic issues and principles.
- Use demand and supply as the basic tools of market equilibrium and efficiency.
- Measure the elasticity of demand and supply, and use the price elasticity of demand in business decision-making.
- Derive the demand curve by analyzing the consumer's behavior in cardinal and ordinal approaches.
- Explain the production and cost functions, establish interrelationships among production and cost curves, and determine the optimal combination of inputs.
- Explain market structures, determine the profit-maximizing price of the products in those market structures, and explain the pricing of real practices.
- Understand the fundamental concepts and theories of macroeconomics.

Course Contents

Unit 1: Concepts and Issues in Microeconomics

LH 05

Microeconomics: concepts and scope; Microeconomic issues and principles: scarcity, choice, and alternatives, marginal analysis, incremental analysis, accounting profit vs economic profit, asymmetric information; and Microeconomics in business operations: nature and uses.

Unit 2: Markets, Equilibrium, and Efficiency

LH 10

Demand function: concept and types; Supply function: concept and types; Movement and shifts in demand and supply curves; Price elasticity of demand: concept, degrees and calculation; Relationship between revenue and price elasticity of demand; Uses of price elasticity of demand in business decision making; and Concepts and calculation of income elasticity of demand, cross elasticity of demand, advertisement elasticity of demand and elasticity of supply; Market equilibrium: concepts, effects of changes in demand and supply on market equilibrium, effects of

government policy (Tax, subsidy, and price control measures) on market equilibrium; Economic efficiency: concepts and measurement(using consumer's surplus and producer's surplus).

Unit 3: Theories of Consumer Behavior

LH 05

Cardinal approach: assumptions, consumer's equilibrium and derivation of demand curve; Ordinal approach: assumptions, marginal rate of substitution and properties; Price line; Consumer's equilibrium; Price effect and derivation of the demand curve for normal and inferior goods.

Unit 4: Production and Cost Analysis

LH 08

Production function: concept and types; Optimal employment of one and two variable inputs; Cost function: Concepts and derivation of short-run and long-run cost curves; Economies and diseconomies of scale; and Economies of scope.

Unit 5: Pricing Theories and Practices

LH 12

Market structure: concept and characteristics; Profit maximization goal of the firm; Perfect competition: short-run and long-run equilibrium, Derivation of the short-run supply curve of a firm; Monopoly: short-run and long-run equilibrium; Monopolistic competition: short-run and long-run equilibrium; Optimal level of advertising; Pricing practices: price discrimination, cost plus pricing, incremental cost pricing, predatory pricing, dynamic pricing, two-part tariffs, and peak-load pricing.

Unit 6: Fundamentals of Macroeconomics

LH 08

Macroeconomics: concepts and scope; National income accounting: concepts, measurement of GDP; Concepts of GNP, NI, GNDI, PI, DI, Green GDP, and Per capita income; Consumption, saving and investment functions; Inflation: concepts and causes; Unemployment: concepts and causes; Trade cycles: concepts and phases; Economic stabilization: concepts and goals; monetary and fiscal policies.

Reference Books

- Mankiew, N. Principles of Microeconomics, Cengage Learning. Latest Edition
- McConnell, C.R., Brue, S.L. and Flynn, S.M. Economics: Principles, Problems and Policies, McGraw-Hill Education. Latest Edition
- Koutsoyianis, A. Modern microeconomics, Macmillan. Latest Edition
- Sloman, J. and Sutcliffe, M. Economics for business, Pearson Education. Latest Edition
- Dwibedi, D. N. Macroeconomics, Latest Edition

Subject: Introduction to Management

Course Code: BBA416

Credit Hours: 3

Total Hours: 48

Semester: I

Course objectives

The main objectives of this course are to introduce students to the key concepts and functions of management and to develop their knowledge and skills in the fundamental areas of planning, organizing, leading, and controlling. It aims to build students' ability to make sound decisions and solve managerial problems effectively while fostering an understanding of the role of leadership and motivation in managing employees and teams. In addition, the course explores recent issues in management such as sustainability, workforce diversity, and the impact of technological change, thereby preparing students to address contemporary challenges in organizational contexts.

Course description

This course provides an introductory understanding of the fundamental principles and practices of management. It focuses on the core functions of management which include planning, organizing, leading, and controlling. Students will explore both classical and modern approaches to management and apply them to practical business situations. The course also covers contemporary topics such as diversity, sustainability, technology, and ethical practices in management. By the end of the course, students will develop essential managerial skills needed to work effectively in dynamic and responsible organizational settings.

Learning outcomes

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

- Describe the fundamental principles and functions of management
- Apply basic planning, organizing, leading, and controlling techniques in organizations
- Demonstrate leadership qualities and use motivational tools to enhance performance
- Analyze the structure and design of organizations and their operational impact
- Evaluate current management practices and challenges in the context of globalization, ethics, and innovation

Course Contents

Unit 1: Introduction of Management

LH 09

Organization: concept, types, cultures; Management: introduction, basic functions, science, art, practice; Manager: Kinds, skills; Management history module: early management, classical approach, behavioral approach, quantitative approach, contemporary approach; Management: science, art, practice; Productivity, efficiency, effectiveness; The changing role of managers; Corporate social responsibility.

Unit 2: Planning and Decision-Making

LH 06

Planning: concept; kinds, process, approach, level; Goal setting: approaches, types; Strategies: concept, level; Planning and performance; Decision making: concept, conditions, types, process, biases and errors, approaches; Guidelines for effective decision-making.

Unit 3: Designing Organization

LH 06

Organizational design: concept, elements, primary forms of organization design; Mechanistic and organic organizational structure; Factors affecting organizational structure; Emerging issues in organization design: virtual organization, flexible organization, team-based organization, learning organization.

Unit 4: Organizational Leadership

LH 09

Leadership and leader: concept, leader's traits, leader's behavior; Understanding the organizational stakeholders; Understanding employees in organization: psychological contract breach, person-organization-fit, nature of individual differences; Understanding groups in organization; General understanding on leadership approaches: leader-member exchange leadership, transformational-transactional leadership, servant leadership, autocratic and democratic leadership, contingency leadership.

Unit 5: Motivation

LH 05

Theories of motivation: Early theories (hierarchy of needs theory, theory x and theory y, two-factor theory, need theory), contemporary theories (goal-setting theory, reinforcement theory, expectancy theory, equity theory).

Unit 5: Monitoring and Controlling

LH 06

Monitoring: Concept, types, objectives; Controlling: concept, purpose, process, types, area, level, responsibilities, characteristics of effective control, resistance to control; Measuring organizational performance; measuring employee performance; Tools for measuring organizational performance; Operational control: preliminary control, screening control, and post-action control; Financial control; Structural control: bureaucratic control, decentralized control.

Unit 6: Current Issues in Management

LH 07

Diversity and inclusion; Green management and sustainability; Management integrating with artificial intelligence; Cross-culture management; virtual management; Globalized products and services; Socially responsible managers; Ethical managers; Continuous change and innovation;

Designing a customized rewards system; Managing changes; managing conflict of interest; Constraints and challenges of management.

Reference Books

- Ricky W. Griffin (2016). Management (12th edition). Cengage Learning, South Western
- Harold Koontz, Heinz Weihrich and Mark V. Cannice (2020). *Essentials of Management: An International, Innovation, and Leadership Perspective, 11th edition*. McGraw Hill Education (India) Private Limited
- Stephen P. Robbins & Mary Coulter (2018). *Management, 14th edition*. Pearson, New York

SEMESTER-WISE DETAILED SYLLABUS

Semester II

Subject: Financial Accounting

Course Code: BBA421

Credit Hours: 3

Total Hours: 48

Semester: II

Course Objectives

This course provides the fundamental concepts of financial accounting needed to prepare and interpret financial reports as a foundation for further specialization. It focuses on accurately recording and tracking financial transactions to support corporate governance and the sustainable development of organizations.

Course Description

The course begins with the conceptual foundations of financial accounting, including the role of accounting as an information system and the processing and recording of business transactions. It covers accrual accounting concepts, adjusting and closing entries, and the use of computers in accounting. Students learn to prepare and present basic financial statements—income statement, statement of retained earnings/changes in equity, balance sheet, and cash flow statement—to assess organizational performance. The course also introduces generally accepted accounting principles, accounting standards (IFRS/NFRS), and the components of annual reports, and concludes with techniques for analyzing financial statements using horizontal, vertical, trend, and ratio analysis.

Learning Outcomes

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

- Explain the purpose and users of financial information and the role of accounting as an information system.
- Record financial transactions using the rules of debit and credit and complete the accounting cycle.
- Apply accrual basis concepts, including preparing adjusting and closing entries.
- Prepare and present the income statement, statement of retained earnings/changes in equity, classified balance sheet, and cash flow statement (direct and indirect methods).
- Account for inventory (including FIFO and LIFO) and long-lived assets (straight-line and diminishing balance methods).
- Interpret financial statements using horizontal, vertical, trend, and ratio analyses to evaluate liquidity, activity, profitability, and stability.
- Relate financial reporting to corporate governance and sustainability considerations.

Course Contents

Unit I: Accounting as an Information System

LH 08

Concept of financial accounting

Financial information: need and users

Nature of business activity: financing, investing, and operating activities

Concept, objectives, and branches of accounting

Users and qualitative characteristics of accounting information

Financial statements as communication of accounting information

Financial, cost, and management accounting

Unit II: Conceptual Framework of Financial Reporting

LH 04

Generally accepted accounting principles (GAAP)

Accounting assumptions, principles, and conventions

The accounting profession

Introduction to accounting standards

International Financial Reporting Standards (IFRS) and Nepal Financial Reporting Standards (NFRS)

Annual report and its components

Unit III: Processing of Financial Reporting and Control

LH 10

Financial events: concept; external/internal; cash/credit events

Source documents and financial control systems: concept and role in recording transactions

Debit and credit: rules and application

Systems of accounting

Recording process: journal, ledger, trial balance

Computers in accounting

Unit IV: Accrual Basis of Reporting

LH 08

Accrual versus cash basis of reporting

Adjusting entries and adjusted trial balance

Closing entries

Inventory and cost of goods sold: FIFO and LIFO

Accounting for long-lived assets: straight-line and diminishing balance methods

Unit V: Preparing Financial Reports

LH 10

Income statement: single-step and multi-step formats

Statement of retained earnings / statement of changes in owners' equity

Classified balance sheet

Cash flow statement: direct and indirect methods

Preparation of director's report

Unit VI: Analyzing Financial Statements

LH 08

Concept, purpose, and usefulness of financial statement analysis

Techniques: horizontal, vertical, trend, and ratio analysis

Measurement and interpretation of liquidity, stability (solvency), activity, and profitability

Reference Books

- Mukherjee, A., & Hanif, M. (2015). Financial Accounting. Tata McGraw Hill Education.
- Narayanaswamy, R. (2011). Financial Accounting: A Managerial Perspective (4th ed.). PHI Learning Private Limited.
- Lal, J., & Srivastava, S. (2015). Financial Accounting: Principles and Practices. S. Chand.
- Porter, G. A., & Norton, C. L. Introduction to Financial Accounting (9th ed.).
- Nepal Accounting Standards (NAS).
- Nepal Financial Reporting Standards (NFRS) and International Financial Reporting Standards (IFRS).

Subject: Organizational Behavior in Nepalese settings

Course Code: BBA422

Credit Hours: 3

Total Hours: 48

Semester: II

Course objectives

By the end of this course, students will be able to understand the basic concepts and theoretical foundations of organizational behavior and examine the role of individual and group behavior in the workplace. They will explore how diversity, equity, and inclusion are practiced within Nepalese organizations and analyze the influence of organizational culture and politics in Nepalese settings. Furthermore, students will be able to apply organizational behavior concepts to address and solve problems in real organizational contexts.

Course description

This course introduces students to the fundamental principles and theories of organizational behavior with a focus on the Nepalese context. It helps students understand how individuals and groups behave within organizations and how these behaviors affect organizational performance. The course covers key topics such as personality, perception, motivation, teamwork, organizational culture, and politics. Emphasis is placed on applying theories to real situations found in Nepalese public and private organizations. Students will be encouraged to critically analyze and solve workplace behavior issues using both theoretical knowledge and practical example

Learning outcomes

After completing this course, students will be able to:

- explain the core concepts and theories related to organizational behavior
- identify how personality, perception, and attitudes shape employee behavior
- evaluate team processes, group dynamics, and their impact on performance
- analyze how diversity and organizational culture influence behavior in Nepalese organizations
- apply theoretical models to assess and address behavioral issues in Nepalese work settings

Course contents

Unit 1: Introduction

LH 09

Organizational Behavior: concept, importance, level; basic assumption of organizational Behavior: people-related, organization-related; organizational Behavior as a multidisciplinary approach; Challenges and opportunities; Basic OB model: individual level, group level, organizational level. Theoretical foundation of OB: cognitive, behavioristic, and social cognitive theories.

Unit 2: Understanding People at Work**LH 07**

Determinants of individual Behavior; Personality: big five personality traits; Myers-Briggs type indicator; Positive and negative affectivity; Knowing individual: biographic characteristics, proactive personality, self-esteem, self-efficacy, locus of control; Role of fit: person-organization fit, person-job fit. Perception: Concept; types of perception: visual perception, self-perception, social perception

Unit 3: Diversity, Equity and Inclusion**LH 06**

Diversity: concept, reasons, benefits, challenges; Managing a multigenerational workforce; deep level of diversity and surface level of diversity; Prejudice and discrimination in organizations; diversity practices in Nepalese organizations; Equity: concept and practice in Nepalese organization; Inclusion: concept and practices in Nepalese organization.

Unit 4: Employees Attitude and Behavior**LH 05**

Attitudes: concept; Types of attitudes: job satisfaction, organizational commitment, Behavior: concepts: types of Behavior: job performance, organizational citizenship, absenteeism, and turnover.

Unit 5: Group and team in Organization**LH 07**

Group: concept, characteristics, needs; Group dynamic; stage of group formation; Types of groups: formal and informal; Influences of formal and informal group in Nepalese organization. Group cohesion; Team: concept, types, performance; Challenges of managing team in Nepalese organization.

Unit 6: Organizational Culture**LH 08**

Concept of culture; Types of culture: individualism and collectivism, low-power distance and high-power distance, low-uncertainty avoidance and high-uncertainty avoidance, masculinity and femininity; Cultural tightness and looseness; creating and managing culture; Adopted cultural practices in Nepalese government organization; Adopted cultural practices in Nepalese private organization.

Unit 7: Managing Politics in an Organization**LH 06**

Organizational politics: Concept, level; Taxonomy of organizational politics: Perception of organizational politics, political behaviors, political skills, political wills, political prudence; Powers in an organization: Concept, types; functional and dysfunctional organizational politics.

Reference Books

- Stephen Robbins, Timothy Judge (2024). *Organizational Behavior*, (19th edition). Pearson
- Fred Luthans, Brett C. Luthans, Kyle W. Luthans (2021). *Organizational Behavior: An evidence-based approach*, (14th edition). Information Age Publishing Inc. (2021)
- Buchanan David and Badham Richard (2020). *Power, Politics, and Organizational Change*. SAGE Publications, United Kingdom

Subject: Fundamental Marketing

Course Code: BBA423

Credit Hours: 3

Total Hours: 48

Semester: II

Course objectives

The main objective of this course is to equip students with fundamental knowledge and skills of marketing. It aims to provide students with a clear understanding of the concepts, processes, and functions of marketing, as well as the ability to apply marketing principles in practical business contexts.

Course description

This course introduces the core principles and practices of marketing and their role in business decision-making. It covers the marketing process and environment, marketing information systems and research, and consumer and business buyer behavior. The course also emphasizes strategies for market segmentation, targeting, and positioning, as well as decisions related to products, pricing, distribution, and promotion. By linking theoretical foundations with real-world applications, students will develop a basic framework for analyzing marketing problems and formulating effective marketing strategies.

Learning outcomes

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

- Explain the fundamental concepts, processes, and orientations of marketing.
- Analyze the marketing environment and assess its impact on business strategies.
- Apply marketing information systems and research methods to decision-making.
- Interpret consumer and business buyer behavior and their influence on purchasing decisions.
- Formulate effective segmentation, targeting, and positioning strategies.
- Evaluate product, pricing, distribution, and promotion decisions in different business contexts.
- Demonstrate an understanding of contemporary marketing practices in Nepal and globally.

Course contents

Unit 1: Introduction

LH 06

Meaning of marketing. Core concepts of marketing. Marketing process. Marketing management orientation - production, product, selling, marketing, and societal marketing concepts. Meaning and components of the marketing mix.

Unit 2: Understanding Marketing Environment

LH 04

Meaning of marketing environment; Micro environment: The company, suppliers, competitors, marketing intermediaries, publics, customers. Macro environment: demographic, economic, natural, technological, political, social, cultural environment; Responding to the marketing environment: Reactive and proactive marketing. Marketing environment in Nepal.

Unit 3: Marketing Information System**LH 06**

Concept of marketing information system. Components of the marketing information system. Marketing research process and areas of marketing research

Unit 4: Buyer Behavior**LH 06**

Meaning of buying behavior, model of consumer behavior, consumer buying process, factors influencing consumer behavior. Business buyer behavior: major types of buying situation, business buyer decision process, factors influencing business buyer behavior.

Unit 5: Segmentation, Targeting and Positioning Strategies**LH 04**

Concept, process, requirements of market segmentation. Bases for segmenting consumer and organizational markets. Segment evaluation and selection. Concept and types of positioning; Product positioning process.

Unit 6: Product Decisions**LH 08**

Concept and levels of the product. Product classifications and marketing considerations. Product life cycle stages: features and strategies. New product development process. Branding strategies – branding objectives, types of brand, and concept of brand equity. Packaging: functions and levels of packaging; essentials of a good package. Product line and mix strategies. Service product strategies

Unit 7: Pricing Decisions**LH 04**

Concept of price and pricing. Factors affecting pricing decisions: Internal and external price factors. Pricing approaches-cost-based, value-based and competition-based approaches. New product pricing decisions. Initiating and responding to price changes. Pricing practices in Nepal.

Reference Books

- Kotler, P., & Armstrong, G. (2022). *Principles of Marketing* (18th ed.). Pearson Education.
- Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing Management* (5th ed.). McGraw Hill Education.

Subject: Seminar on Nepalese economy

Course Code: BBA424

Credit Hours: 1

Total Hours: 16

Semester: II

Guidelines for Seminar Paper Writing

A seminar paper is a written analysis of a specific topic assigned under the seminar course. It is an original piece of academic work that fulfills the requirements of a scientific article. The seminar paper is an essential component of the BBA curriculum in the semester II, designed to provide students with firsthand experience in studying and analyzing contemporary macroeconomic issues of Nepal. Under the guidance and supervision of faculty, students are expected to prepare a formal academic report in the prescribed format, present it in a seminar, and gain exposure to research, analysis, and communication skills.

Objectives of the Seminar Paper

The primary aim of the seminar paper is to provide students with practical exposure to contemporary concepts, issues, and policies in the Nepalese economy. After completing the seminar paper, students will be able to:

- Identify and analyze key issues or problems in the Nepalese economy.
- Review and synthesize relevant literature including conceptual, theoretical, and empirical studies.
- Formulate thesis statements, arguments, and conclusions in a logical manner.
- Cite references properly following the APA style.
- Prepare a research-based report that is clear, concise, and well-structured.
- Present their findings effectively in a seminar setting.

Procedures

- Faculty members will conduct sessions on prescribed issues of the Nepalese economy for seminar paper preparation.
- Students will prepare short synopses of assigned research articles, present them in groups, and receive faculty feedback.
- Faculty will guide students in topic selection, synopsis writing, and the overall process of seminar paper preparation.
- Students will review relevant books, journal articles, and reports to ensure originality, proper organization, and documentation in their paper.
- Each student will present the completed seminar paper in a formal seminar session for evaluation.
- Campuses will invite experts for evaluation, after the approval of Dean Office.
- Faculty members and invited experts will jointly evaluate the paper and presentation.

Prescribed Issues / Areas for Seminar Papers (Not limited to)

- Growth and trends of macroeconomic indicators
- Fiscal federalism, financial inclusion, and public–private partnership
- Privatization, economic liberalization, and globalization
- Foreign employment and remittance

- Poverty, inequality, and unemployment
- Growth and issues in primary, secondary, and tertiary sectors
- Trends and composition of foreign trade
- Foreign direct investment and regional economic integration (ASEAN, SAFTA, BIMSTEC, BRI)
- Digitalization and e-governance in the public sector
- Climate change and sustainable development
- Assessment of macroeconomic policies (monetary and fiscal) and sectorial policies (industrial, agriculture, investment, tourism, trade, economic reforms)

Faculty members must take sessions for conceptualizing these issues, guiding synopsis writing, and orienting students on the procedure for preparing seminar papers. Presentation sessions with feedback and comments are mandatory. Course implementation plans, feedback sheets, and attendance records are required for VIVA-VOCE.

Format of the Seminar Paper

- Font & Style: Times New Roman, 12-point size, 1.5 line spacing, justified alignment.
- Margins: 1 inch on all sides. Font size may be reduced in tables and figures if necessary.
- Structure:
 1. Introduction: Background, problem statement, objectives, methods, and structure of the paper.
 2. Description and Analysis: Conceptual/theoretical review, empirical review, relevant examples, findings, and discussions.
 3. Conclusion: Summary of findings, conclusion, and implications.
 - Appendices may be added for figures, tables, or additional material.

Note: Students are required to review at least TEN scholarly journal articles in addition to other references.

Paper Length

The paper should be approximately 5,000 to 7,000 words (excluding appendices).

References

All references must follow the latest APA style (see: <https://apastyle.apa.org>).

Tables, Figures, and Headings

- Tables and figures should follow APA guidelines.
- Heading levels must follow APA format (from centered bold to indented bold italic as required).

Evaluation

The seminar paper carries a total of 100 marks:

- Writing Process (30 marks) – awarded by the faculty based on topic selection, interaction, and participation.
- Seminar Paper (40 marks) – jointly evaluated by the faculty and expert.
- Presentation (30 marks) – evaluated by the expert based on organization, delivery, and response to questions.

Breakdown:

- Interaction with faculty during topic selection – 10 marks
- Interaction with faculty during paper writing – 10 marks
- Classroom attendance and participation – 10 marks
- Paper evaluation by faculty – 20 marks
- Paper evaluation by expert – 20 marks
- Presentation organization – 10 marks
- Presentation skills – 10 marks
- Response to questions/participation – 10 marks

Plagiarism Policy

The seminar paper must be an original work. Any instance of plagiarism will render the paper unacceptable and subject to disciplinary action.

Title Page Format

Title of Seminar Paper

A Seminar Paper

By

[Full Name of Student]

[Semester]

Bachelor of Business Administration (BBA)
Campus [Name], Bagmati Province University
Code: Seminar on Nepalese Economy

Submitted to

..... Campus
Bagmati Province University
Month and Year

Subject: Management Information System

Course Code: BBA425

Credit Hours: 3

Total Hours: 48

Semester: II

Course Objectives

The objective of this course is to enable students to understand the role and impact of information systems in global business and collaboration. It aims to familiarize them with the different types of information systems used in organizations and the importance of business intelligence in supporting operations and strategy. The course also emphasizes the ethical and social issues related to information systems and their influence on businesses. In addition, students will learn about various enterprise applications, approaches to developing information systems, and techniques to enhance the decision-making process, thereby preparing them to apply information systems effectively in organizational contexts.

Course Description

This course provides different concepts of management information system, covering information system in the global business, collaboration and tools, different types of information systems, ethical and social issues, concept of business intelligence, enterprise applications, enhancing decision making, and building information systems.

Learning outcomes

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

1. Know impact of information systems in global business
2. Understand global business and collaboration
3. Learn different types of information systems used in organizations
4. Know the impact of ethical and social issues
5. Understand importance of business intelligence
6. Learn different enterprise applications for businesses
7. Learn to enhance decision making process
8. Learn different approaches to develop information systems

Course Contents

Unit 1: Information Systems in Global Business Today

LH 05

What's new in management information systems; globalization challenges and opportunities: a flattened world; the emerging digital firm; strategic business objectives of information systems; information system and its dimensions; business perspective on information systems; complementary assets; academic disciplines used to study information systems; sociotechnical systems.

Unit 2: Global Business and Collaboration

LH 05

Business processes and their relationship to information systems; systems for different management groups; systems for linking the enterprise; e-business, e-commerce, and e-government; collaboration, social business, and benefits; building collaborative culture and business processes; tools and technologies for collaboration and social business; information systems function in a business – information systems department, organizing information systems function.

Unit 3: Information Systems, Organization, and Strategy

LH 06

Organization and its features; impact of information systems on organizations – economic impacts, organizational and behavioral impacts, internet and organizations, and implications for design and understanding of information systems; Porter's competitive forces model; dealing with competitive forces using information systems; internet's impact on competitive advantage and business value chain model; challenges posed by strategic information systems.

Unit 4: Ethical and Social Issues in Information Systems

LH 06

Ethical, social, and political issues raised by information systems – model, five moral dimensions; key technology trends that raise ethical issues; responsibility, accountability, and liability; ethical analysis; candidate ethical principles; professional codes of conduct; real-world ethical dilemmas; information rights; property rights; accountability; liability; system quality; quality of life; health risks.

Unit 5: Foundations of Business Intelligence

LH 07

File organization and problems with traditional file environment; DBMS and its capabilities; designing databases; nonrelational databases, cloud databases, and blockchain; tools and technologies for accessing information from databases to improve business performance and decision making; big data challenges; business intelligence infrastructure; analytical tools; assuring data quality.

Unit 6: Key System Applications for Digital Age

LH 06

Enterprise systems, enterprise software and business value of enterprise systems; supply chain management systems and software, business value of supply chain management systems; customer relationship management systems and software, business value of CRM; challenges of enterprise applications; role of knowledge management systems in business; artificial intelligence and machine learning; uses of AI in business; knowledge work systems.

Unit 7: Enhancing Decision Making

LH 06

Types of decisions, decision-making process, business value of improved decision making; information systems, management activities, and management decision making; business intelligence and business analytics support for decision making; decision support for operational, middle, and senior management with business intelligence.

Unit 8: Building Information Systems

LH 07

Organizational change of building new systems; core activities in the system development process; principal methodologies for modeling and designing systems; alternative methods for building information systems; new approaches for system building in the digital firm era.

Reference Books:

- Laudon, K. C. & Laudon, J. P. (2022). *Management Information Systems: Managing the Digital Firm*. 17th Edition. Pearson.
- Frick, E. (2017). *Information Technology Essentials Volume 1: Introduction to Information Systems*.
- O'Brien, J. & Marakas, G. (2011). *Management Information Systems*. 10th Edition. McGraw Hill.

Subject: Simulation on OB

Course Code: BBA426

Credit Hours: 1

Total Hours: 16

Semester: II

Course Objectives

The objective of this course is to provide students with an experiential platform to understand the concept, significance, and application of simulation in learning organizational behavior. It aims to enable students to apply OB concepts such as leadership, motivation, communication, and group dynamics through structured simulation activities. The course further seeks to build students' capacity to design, perform, and critically reflect on simulation exercises so they can translate theoretical knowledge into practical workplace skills. By engaging in simulations, students will develop critical thinking, problem-solving ability, teamwork, and self-awareness that are essential for managing challenges in real organizational contexts.

Course Description

This course introduces students to simulation as an experiential learning method for understanding and applying the principles of organizational behavior (OB). Instead of relying only on theoretical instruction, the course engages students in interactive activities such as role plays, case enactments, negotiation games, and group simulations to reflect real organizational scenarios. Through these activities, students explore themes such as leadership, motivation, communication, team dynamics, conflict management, and ethical decision-making. By combining practice with reflection, the course bridges the gap between theory and workplace application, helping students to build critical thinking, interpersonal effectiveness, and professional competence.

Learning Outcomes

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

- Explain the purpose and role of simulation in learning organizational behavior and workplace dynamics.
- Participate effectively in simulation activities by applying relevant OB theories and demonstrating interpersonal and leadership skills.
- Reflect on personal and group performance through structured debriefings, journals, and peer/self-assessments.
- Connect simulation experiences with OB theories and propose practical solutions to organizational challenges.

Course Contents

Unit 1: Introduction to Simulation in OB

LH 03

- Concept and importance of simulation as a learning tool.
- Benefits of experiential learning in organizational studies.
- Types of simulations: role play, case-based, digital, and game-based.
- Activity: Short role-play to compare traditional vs. simulation-based learning.
- Reflection exercise: Linking past teamwork experiences to OB simulations.

Unit 2: Core OB Concepts through Simulation

LH 03

- Communication, perception, and barriers in organizations.
- Leadership and motivation: styles and behaviors.
- Group behavior, teamwork, and dynamics.
- Conflict, negotiation, power, and politics.
- Activities:
 - Communication breakdown game (telephone exercise).
 - Role-play: autocratic vs. democratic leadership styles.
 - Group negotiation simulation.

Unit 3: Simulation Design and Planning

LH 04

- Steps in designing simulations: setting goals, defining roles, writing scenarios.
- Instructions, rules, timing, and facilitation techniques.
- Ethical and inclusive approaches to simulation design.
- Activities:
 - Students design a mini-simulation (e.g., workplace conflict, leadership challenge).
 - Peer feedback on scenario design.

Unit 4: Conducting and Participating in Simulations

LH 04

- Pre-simulation briefing and preparation.
- Role enactment and team-based simulations.
- Faculty guidance and facilitation.
- Observation and behavior recording.
- Activities:
 - Leadership under crisis simulation.
 - Conflict resolution and negotiation scenario.
 - Ethical dilemma role-play.

Unit 5: Debriefing, Reflection, and Evaluation

LH 02

- Importance of debriefing in experiential learning.
- Reflective models and frameworks.
- Writing reflection journals and group reports.
- Peer and self-assessment for performance improvement.
- Activities:
 - Structured debriefing session after simulations.

- Submission of personal reflection journal.

Teaching-Learning Methods

- Role plays, case enactments, and experiential exercises.
- Group discussions, peer feedback, and debriefings.
- Reflective journals and self-assessment reports.
- Faculty facilitation and expert guidance.

Evaluation

- Participation and engagement in simulations – 30%
- Design and execution of simulation activities – 30%
- Reflection journals and self-assessments – 20%
- Final group presentation and debriefing report – 20%

Textbooks

- Robbins, S. P., & Judge, T. A. (2024). *Organizational Behavior* (19th ed.). Pearson.
- Kinicki, A. (2021). *Organizational Behavior: A Practical, Problem-Solving Approach* (3rd ed.). McGraw-Hill.
- Kolb, D. A. (2015). *Experiential Learning: Experience as the Source of Learning and Development* (2nd ed.). Pearson Education.

Subject: Practicum on e-Marketing

Course Code: BBA427

Credit Hours: 1

Total Hours: 16

Semester: II

Course Objectives

The objective of this practicum course is to equip students with hands-on skills in modern e-marketing by engaging them in real-world tools, techniques, and campaign development. It focuses on identifying key digital trends and platforms, explaining how internet-based strategies attract and engage customers, and applying foundational methods in SEO and web visibility planning, content planning and email marketing, social media content strategy, and analytics and optimization. Through guided activities, projects, and presentations, students will develop and present a practical e-marketing campaign for a selected product or service, demonstrating the ability to plan, execute, measure, and clearly communicate an online marketing strategy.

Course Description

This practicum course provides hands-on experience with modern e-marketing tools and techniques, focusing on how businesses use the internet to promote products and services. Through real-life examples, practical tasks, guided projects, and campaign presentations, students will explore current online promotional trends, web-based marketing decisions, and emerging opportunities and challenges in the local and global internet economy. Emphasis is placed on developing practical skills and strategic thinking in e-marketing.

Learning Outcomes

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

- Understand current trends and tools in e-marketing.
- Assess the role of internet-based strategies in customer engagement and business promotion.
- Apply foundational techniques in SEO and Web Visibility Planning, Content Planning and Email Marketing, Social Media Content Strategy, and Analytics & Optimization.
- Design a basic e-marketing campaign tailored to a product or service.
- Create and present an online marketing plan.

Course Contents

Session 1: Introduction to E-Marketing & Idea Selection

LH 02

Concept of e-marketing and its role in modern business

Key components of an e-marketing campaign

Brainstorming and selection of business/product for campaign

Real-life case discussion on a successful Nepali e-marketing campaign

Session 2: Target Market & Strategy Development

LH 02

Understanding target audience and digital personas

Choosing appropriate e-marketing channels

Drafting basic campaign goals

Identifying platform and strategy for a real or hypothetical product/service

Session 3: Content Planning and Email Marketing

LH 02

Basics of permission-based email marketing

Writing subject lines and designing email templates

Email scheduling and segmentation basics

Creating an email campaign draft using a platform like Mailchimp/Brevo

Session 4: SEO and Web Visibility Planning

LH 02

Introduction to SEO and keyword research

On-page and off-page SEO basics

Meta tags, title optimization, and link building

Conducting a basic SEO audit using sample tools

Session 5: Social Media Content Strategy

LH 02

Content calendar, post design, and call-to-action

Platform-specific tips (Facebook, Instagram, TikTok)

Brand consistency and community engagement

Creating a one-week content calendar and sample designs using Canva

Session 6: Analytics & Optimization

LH 02

Introduction to Google Analytics and performance metrics

Conversion funnels, CTR, bounce rates

Interpreting data to improve performance

Analyzing a demo Google Analytics dashboard and suggesting improvements

Session 7: Pitching and Presentation Skills Workshop

LH 02

Elements of an effective e-marketing presentation

Delivery skills: clarity, persuasion, timing

Peer learning: feedback and refinement

Preparing a draft presentation of the campaign plan

Session 8: Final Presentation & Reflection

LH 02

Final presentation of group/individual campaign plans

Feedback and Q&A from instructors and peers

Reflection on learning and real-world application

Submission of final presentation and reflection document

Reference Books

- Jeffery, M. (2010). *Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know*. Wiley.
- Stokes, R. (2014). *eMarketing: The Essential Guide to Marketing in a Digital World* (5th ed.). Red & Yellow Creative School of Business.